

THE LOGOS AKA

VOLUME XVII, NUMBER 1

FALL, 1940

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THE LOGOS

OF ALPHA KAPPA LAMBDA

FALL, 1940

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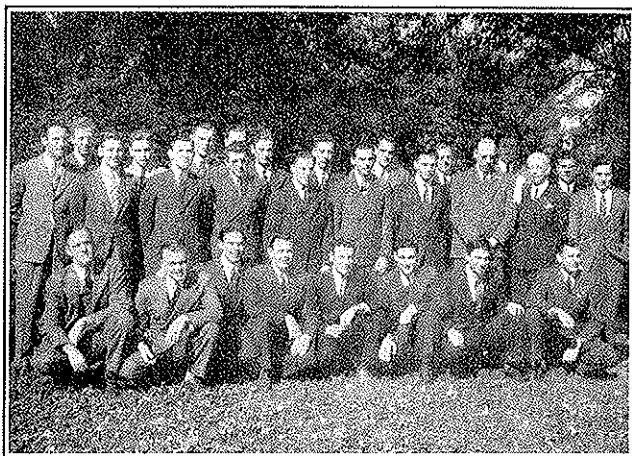
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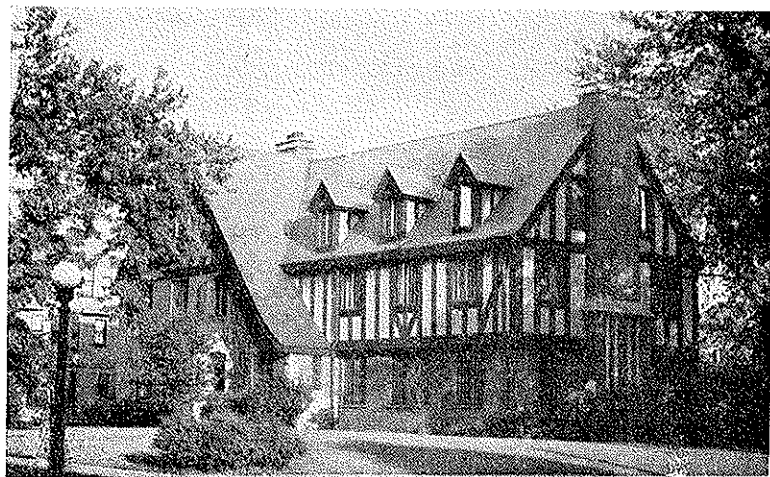
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MIDWEST CHAPTER CONFERENCE



Held October 12, 13, 1940 at



Gamma Chapter — See page 4

WHAT OF OUR IDEALS?

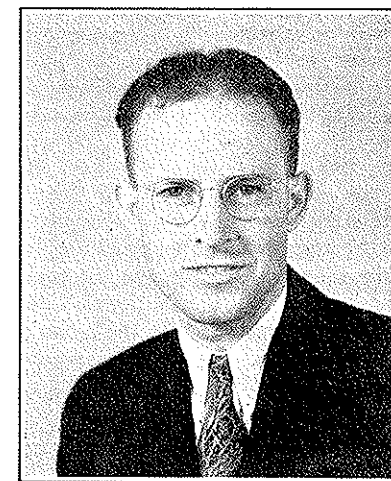
By Joseph B. Rogers, National Vice President

Alpha Kappa Lambda stands at the threshold of a new school year—a year destined to be full of history-making events which will affect us as individuals, as a fraternity and as a nation. During the past year we have seen the ideals of individuals, of fraternal organizations and of great nations trampled under foot and done away with. The threat of aggression from without is now of growing concern to every one of us. Is it, therefore, not a good time to stop and take inventory? What are the things for which our fraternity stands that must be strengthened and safeguarded? Have we held fast to our ideals to the extent that they must be protected from without, or should we reconsecrate ourselves to our ideals ere they slip away from within?

Ideals are those intrinsic values which lay behind the formation of every organization. They have been the inspiration of all good men. They have caused wars for independence, migrations for religious freedom; a man was nailed to a cross because of His ideals. Their loss has resulted in the stagnation and decay of nations far greater than Hitler's and of fraternities much larger than ours. Ideals have lifted the humblest of men to positions of importance, and the ideals of Alpha Kappa Lambda will make our fraternity strong or weak in exact proportion to the degree with which we follow them.

When the founders of Alpha

Kappa Lambda wrote our constitution and outlined our ideals, they had in mind some very definite reasons for establishing a new fraternity. They thought that there was a definite need on every campus for a social fraternity composed of men devoted to Christian fellowship and high scholarship. Men of this type would, through the natural course of events, be campus leaders. Many of them would be working their way through school and they would be of a type that would be loyal to any organization with which they were affiliated. Times have not changed. There is still a place on every campus for a fraternity which will be true to these ideals. The success of our chapters, where they have



Joe Rogers

followed our ideals, is testimony to this. Where interest has lagged and chapters have become just "other fraternities", they have failed. We may expect other failures where such a condition develops.

Now for the plan! Alpha Kappa Lambda chapters are again on the upswing. Scholarship and Christian fellowship, following an all time low during the depression, are again asserting themselves as the guiding lights of our membership. We must, however, get behind this trend and push until we can truly say that Alpha Kappa Lambda is one fraternity which follows its ideals. For its part, the National Council is awarding a cup each year to the chapter where individual membership reports rank highest. In order that the successful ideas used at one chapter may be tried by all of the chapters, two questionnaires will be sent out to each chapter at definite intervals during the year. One questionnaire will relate to scholarship and will outline methods used to promote scholarship and results obtained. The other will be devoted to fraternity ideals and will show various activities of the chapter related to ideals. The data obtained from these questionnaires will be tabulated and combined in one report, a copy of which will be sent to each chapter and to the National Officers. The results of the year's work will be presented in report form to the 1941 Conclave.

The above plan is something new and can only work if everyone cooperates. It is, however, a sincere endeavor on the part of your Na-

tional Vice-President to stimulate interest in fraternity ideals.

We must reconsecrate ourselves to the work ahead until the words of our founders are engraved on our hearts.

"Affirming our belief in the principles of religion, morality, and service as taught by Jesus Christ, and agreeing to apply them in every conduct of life, in service to our university, our country, and humanity, and at the same time striving for the highest scholarship, we, the members of Alpha Kappa Lambda Fraternity, do establish this Constitution."

MIDWEST CHAPTERS HOLD CONFERENCE

Because of the success of the conference held last spring for Alpha and Beta chapters in Berkeley, the national executive council felt that a similar conference for midwestern chapters at which chapter problems might be aired and perhaps brought closer to solution would be of great advantage. Accordingly, on the weekend of October 12 and 13, about twenty-two men journeyed to Champaign, Illinois to join with Gamma Chapter in a highly interesting and profitable meeting.

Preliminary to the regular conference, a number of men came early, toured the beautiful Illinois campus under the expert guidance of Bill Cassella, and attended the football game between Illinois and the Trojans of the University of

Southern California, at which the local boys were a bit disappointed. For those from other parts, the participation in the event in the fine Memorial Stadium was a real thrill.

After dinner Saturday evening delegates to the conference gathered in the chapter room. National President Harry H. Hollis informally called the session to order and suggested that each chapter's representatives outline briefly the problems with which they were confronted. It developed that all chapters had some problems in common, namely (1) rushing men in view of competition from (a) dormitories and (b) a growing independent "consciousness" on campuses, (2) getting from alumni and other sources a good list of prospective rushees, and (3) getting costs of fraternity membership in line with average campus living costs. House bills for the chapters represented varied from \$52.50 per month at Zeta to \$25.50 per month at Iota, but the amazing fact was that each chapter had close to the lowest house bill on its respective campus.

The evening's discussion was very informal, and as one chapter brought out certain phases of one of its problems, others would offer suggestions based on their experience, and the interchange of thought and opinion provided invaluable assistance to all representatives.

Sunday morning at 7:45 the inevitable "dorm bell" rang out summoning all to breakfast, following which an interesting talk was given

at a chapel service by Professor Floyd R. Watson, Gamma Honorary and emeritus professor of physics whose specialty is acoustics. Following this service another session on chapter problems was called, and Walt Wessman, past National Treasurer and Gamma alumnus, gave a challenging talk to the delegates. Walt's thought was that, as he remembered many brothers of other chapters and his own, he could not help but feel that, with close adherence to the established ideals of Alpha Kappa Lambda, the active members of today could build and maintain thriving chapters just as those who had gone before them had done.

The morning session was devoted to a discussion of relations between alumni and active chapters. Difficulties of local chapters in maintaining a live interest between the individual alumni and the actives were mentioned, and as an effort toward stimulating alumni interest the frequency and improvement of news letters was mentioned.

At Sunday dinner a fine and inspiring address was given by Lloyd Morey, Gamma Honorary and Controller of the University of Illinois. His address, stressing the importance of high ideals to successful living, was a fitting climax to the conference. Delegates, including six from Iota chapter 560 miles from home, left with a feeling that their problems were nearer solution, and the many ideas brought out should be reflected in more effective fraternity living at all five chapters.

"HE IS A MAN"

By Charles D. Marple, Associate Editor

The keystone of a newly formed fraternity is the character, ability and determination of its founders. No fraternity has been blessed with a finer group of men than those who launched the infant Alpha Kappa Lambda, and among these founders there is no individual of nobler stature than our beloved "Billy" Herms, head of the division of parasitology and entomology at the University of California and the first National President of Alpha Kappa Lambda.

As one of the immortals of our fraternity Professor Herms has frequently been mentioned in the columns of the Logos: he was eulogized by George Goatley, Alpha '10, in an article, "Billy Herms—A Real Man", which appeared in the Logos of February 1926. Realizing that a collegiate generation comprises but four brief years and that the continuity between the brothers of yesteryear and those of today is not always adequate, another brief resume of the career of William Herms seems timely. A detailed account of his life is impossible and his fraternal activities in particular must be subordinated to the more general accomplishments and contributions to the world in which we live.

William Brodbeck Herms was born in Portsmouth, Ohio, in 1876. He received a degree of B.Sc. from Baldwin-Wallace College in 1902 and an M.A. degree from Ohio State in 1906. He studied also at Western Reserve and at Harvard

University. Herms began his long academic career as professor and head of the department of commerce at Baldwin-Wallace, but turned to the field of zoology which he taught at Baldwin-Wallace, Ohio State, Ohio Wesleyan and at Harvard. In 1908 he came to the University of California as assistant professor of parasitology, became associate professor and in 1920 was made professor and head of the division of entomology and parasitology.

Professor Herms ranks as the leading authority of the Pacific slopes in the field of entomology and parasitology and as such he holds a record as delegate to many international scientific meetings and conferences. During the World War he served as major with responsible posts in the sanitary corps and since 1924 he has held the rank of lieutenant colonel in the sanitary division of the Officer's Reserve Corps. One of Billy's most noteworthy "jobs" was the malarial investigation for the California State Board of Health from 1910 to 1913 for which he was officer in charge. He has subsequently been consultant for the effective malarial control system which now covers the state of California. A second important project which he undertook was the investigation of the cocoanut pests of Washington and Fanning Islands in 1924. Professor Herms' memberships in scientific societies, both active and honorary, are far too numerous to

be enumerated in an article of this length. In 1928 he was made president of the American Association of Economic Entomologists. In recognition of his scientific accomplishments he was awarded the degree of Sc.D. by his alma mater, Baldwin-Wallace, and the order of the Chevalier du Merite Agricole by the government of France in 1935.

Billy Herms shares the strong conviction of many notable scientists that a portion of his ability and enthusiasm should be directed toward the public welfare. He was president of the Board of Education for the city of Berkeley in 1915-18 and in 1921-25, was director of the Berkeley Chamber of Commerce from 1938 to 1940, was director of the Berkeley Community Chest from 1937 to 1940 and president in 1940, was president of the Berkeley-Contra Costa Council of the Boy Scouts of America in 1921 and has been a leader of innumerable other civic activities during the past twenty-five years. Recognition of his services to the city of Berkeley came with the awarding to him of the Benjamin Ide Wheeler distinguished citizenship medal by that city in 1937. Fraternal affiliations include Alpha Kappa Lambda, the Masons, the American Legion, and the Lions and Faculty Clubs.

Dr. Herms is the author of "Malaria, Cause and Control" (1913), "Laboratory Guide to the Study of Parasitology" (1913), "Textbook of Medical and Veterinary Entomology" (1915 - 23), "Medical Entomology" (3rd ed., 1939) and over one hundred bro-

chures and magazine articles. Of particular interest to members of Alpha Kappa Lambda is the series of three articles, "Epochs in the History of Alpha Kappa Lambda", which Billy contributed to the Logos for December 1925 and for February and May, 1926.

Of his activities in Alpha Kappa Lambda Dr. Herms writes, "If I have made any contribution to AKL this ought to be recorded in the hearts of the men who worked with me at the same chore. We had a lot of fun working at the same task as you men of a later generation have had. Working together through the years is what counts in the life of AKL, or, for that matter, in any worthwhile enterprise. The fact that I happened to be the first national president is not particularly significant. I am much happier over the fact that two of my three sons, Herb and George, became members of AKL." These humble words are belied by the brilliant contributions which Billy has made to Alpha Kappa Lambda, not only as president of the Board of Trustees which planned and built Alpha Chapter and as the first National President of the fraternity, but also as a good friend and sound counsellor to the brothers of his and succeeding generations. Those of the readers who attended the 1939 Conclave at Berkeley will remember the touching reminiscences of Billy's after-dinner speech.

Of recent years Professor Herms writes, "My days are getting more and more crowded with duties of various sorts. Certainly there is no time to tell about myself. Academic

and civic activities together with quite a bit of writing account for much of my lack of time for other matters. In all I have neglected AKL shamefully."

Billy! Would that there were more alumni who could boast a life of such contributions to Alpha Kappa Lambda as yours and yet exhibit such humility. May I use the words of George Goatley to express our feelings toward you—"He Is a Man".

References:

1. "Billy Herms—A Real Man", George A. Goatley (Alpha '10), Logos, Vol. 4, No. 2, p. 18, February, 1926.
2. "Epochs in the History of Alpha Kappa Lambda", William B. Herms, Vol. 4, No. 1, 2, 3, Dec. 1925. Feb. and May 1926.
3. "First AKL President Honored", Logos, Vol. 6, No. 2, p. 19, March, 1928.
4. Who's Who.
5. American Men of Science.

PICTURES!! There are a few pictures in this issue, but MORE pictures of all kinds can be used. Chapters—send along pictures of life around the house—pictures of national interest are everywhere — take them — SEND THEM IN!!

A News picture could have appeared here, if YOU had sent it in. Get going with those cameras!

REGIONAL INTERFRATERNITY CONFERENCE HELD

Approximately fifteen hundred undergraduate and alumni members of fraternities, representing 48 colleges and universities situated in six states and Ontario, will participate in the first regional National Undergraduate Interfraternity Council conference at Columbus, Ohio, November 7 - 9. The fraternity schools of Indiana, Michigan, Illinois, West Virginia, Kentucky, Ohio, and Ontario, Canada, make up one of the seven regions in the country.

The highlight of the conference will be the Greek Convocation Banquet to be held at the Men's Gymnasium at Ohio State University, Friday evening, when the largest gathering in the history of Greek-letter organizations will pay tribute to the college fraternity. The speaker of the evening will be Norman Hackett of New York City, graduate secretary of Theta Delta Chi. Fred J. Milligan, Columbus attorney, will be the toastmaster. The annual Ohio State interfraternity ball will follow the banquet.

Dean G. Herbert Smith, DePauw University, chairman of the National Undergraduate Interfraternity Conference, will preside at the opening of the conference Friday morning, when an address of welcome will be made by J. L. Morrill, vice president of Ohio State University.

Topics to be discussed and the speakers for the two-day session will include: "Dormitories—a Fraternity Asset," Don L. Douglas,

president Fraternity Presidents' Council, Purdue University; "Your Job in Public Relations," John J. Joseph, director of public relations, Ohio Bell Telephone Co., Cleveland; "Rush Programs That Have Worked," George H. Stahmer, University of Illinois, and Howard Johnson, Denison University.

A question box session will be held by Harold Davisson, St. Louis, Mo., executive secretary Theta Xi Fraternity; Edward Kirchner, Washington, D. C., executive secretary Theta Kappa Phi; Howard L. Hamilton, Columbus, scholarship director Phi Kappa Psi; and Alan W. Johnson, assistant dean of men, University of Cincinnati.

Until this year the annual meeting of the National Undergraduate Interfraternity Council was held as a part of the annual meeting of the

National Interfraternity Conference in New York City. It was decided, however, to organize seven regions so that more undergraduates might participate in programs the purpose of which is to promote interfraternity on college campuses. Regional centers were designated, and annual meetings are to be held in those centers with Columbus as the regional center.

Among fraternity schools which are a part of Region 111 are: Michigan State, University of Michigan, in Michigan; Armour, Bradley Polytechnic, University of Chicago, Eureka, University of Illinois, Illinois Wesleyan, Knox, Lake Forest, James Millikin, and Monmouth, in Illinois; and Butler, DePauw, Franklin, Hanover, Indiana University, Purdue, Rose Polytechnic, and Wabash in Indiana.

THE WINTER LOGOS—

NOTICE TO ALL CHAPTER SECRETARIES—ACTIVE AND ALUMNI—

All copy for the Winter issue MUST reach the editor before January 15, 1941.

REMEMBER THIS DATE

Presenting—

DONALD ASHWAY GROSSMAN, GAMMA

By William N. Cassella, Gamma '42

Gamma is proud to announce the initiation of Donald Ashway Grossman as an honorary member of Alpha Kappa Lambda. Mr. Grossman holds the position of University Examiner of the University of Illinois.

A native of Lanark, Illinois in Carroll County, Mr. Grossman was born on October 13, 1894. He received most of his elementary and secondary education in Freeport, Illinois, where his family lived from the time he was seven years old until he was a senior in high school. He was graduated from the Champaign High School in 1912.

As an undergraduate at the University of Illinois, Mr. Grossman's activities centered around debating, public speaking and music. He was on the University Varsity Debate Team and during his junior year was soloist for the Men's Glee Club. His musical ability was of substantial assistance in meeting his expenses while going through the university. As a senior he held a position in the office of the State's Attorney of Champaign County. He was graduated from the University's College of Law in 1916.

After graduation, Mr. Grossman continued in the State's Attorney's office for a year and then entered a law partnership in Newell, S.D. During the war he held certain

training responsibilities in an army camp in the United States. In 1920 he was chosen to the position of Assistant University Examiner and three years later assumed the full responsibilities of the Examiner's office. His office has charge of all entrance examinations to the University on both its Urbana and Chicago campuses, the Illinois C.P.A. examinations, and all undergraduate scholarships. He serves as assistant to the Registrar and is on a number of University Committees.

Mr. Grossman is a member of Phi Mu Alpha-Sinfonia, music professional fraternity; Delta Sigma Rho, speech honorary; Phi Delta Kappa, education professional; and Kappa Delta Pi, education honorary. He is Clerk of the Session at the Urbana Presbyterian Church, succeeding the late, great Dean Thomas Arkle Clark in that capacity.

Mr. Grossman was married in 1918 to Lelia E. Watson, also a graduate of the University of Illinois in the Class of 1916. Mrs. Grossman was vice-president of the Y.W.C.A. as an undergraduate and became a member of Mortar Board.

For many years Mr. Grossman has been interested in AKL and several AKL alumni are among his closest friends. Gamma is indeed



Bill Cassella

fortunate to be able to initiate Mr. Grossman for in every respect he exemplifies in the finest manner the principles of Alpha Kappa Lambda.

ON THE GRADES SYSTEM

Frequent criticism is made of the fraternities for stressing grades rather than scholarship. There is no foundation in fact for this criticism. We are interested in the grades of our members only because we wish to see them develop a capacity for seeing their job through—the final test in later life—and the job of a student is study.

It is the college, and not fraternity men, which has invented the marking system as the infallible index of the student's progress along the educational highway. So long as the colleges admit and graduate students by this criterion, the fraternities will have no other way of judging whether their members are

doing their job and are availing themselves of what is supposed to be preparation for life—the earnest desideratum of every undergraduate.

The moment the colleges invent some other method of appraising the activities of their students; the moment they place the emphasis upon the contribution the individual has made to the life of the institution and the desirable activities of its members, and therefore upon his promise of future usefulness to society; the moment they give us some index of the individual's capacity and will to integrate what he has learned at college with the realities beyond academic gates, we shall be delighted to ignore the professional A, B, C. For then it will require no elaborate statistical study to reveal the fact that fraternity life is a positive asset limited only by human willingness and ability to approximate its potentiality. And then it will become evident even to the asocial advocates of learning for its own sake that the best preparation for life in a social world is to be obtained in groups of social minded men of similar purpose and ideals.

For the fraternity, no matter how far from perfect, is today the best slice of realistic living that can be found on the college campus. Instead of criticising the fraternity for what is forced on it, why not remove the cause, so that fraternity and college may then join hands in a more vital approach to both education and life?

Alvin E. Duerr
in Banta's Greek Exchange

PIONEERING IN RADIO EDUCATION

By William Drake, Gamma '43

William Dow Boutwell graduated from the University of Illinois in 1922. He was an active member of Gamma Chapter and did his undergraduate work in the College of Liberal Arts graduating with a major in journalism. He worked three years on the U. of I. student publication, The Daily Illini and was initiated into Sigma Delta Chi, national professional fraternity for journalists.

When Bill left Champaign he went to the nation's capitol and joined the Post Office Department's press section. In 1927 he left the P.O. and was hired by the National Geographic Society to edit its Geographic News Bulletin.

Six years later, Boutwell's big break came when he was hired by John W. Studebaker, commissioner of the Office of Education as editor of the office's publications.

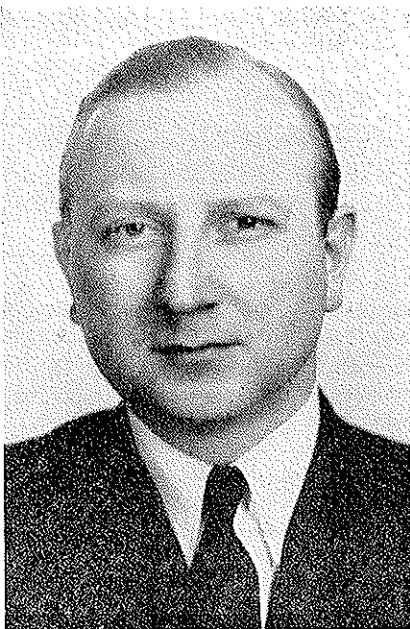
In 1933 the NBC educational director wanted a program on news in education for a series on developments in various professions. Boutwell was invited to write the script. The program expanded into the first of the four series of broadcasts that Bill is responsible for, "Education in the News," which was carried over the country by nine NBC stations.

The program was such a huge success that others asked for his programs and now they go out over 225 NBC stations.

The second series, "Democracy in Action," explaining how govern-

ment agencies serve the public can be heard each Sunday at 2 p.m. EST over 100 CBS stations

His latest effort is heard at 4:30 p.m. Sundays over 65 NBC stations. This program, "The World is Yours," dramatizes results of Smithsonian Institute research. This show has hit top rating for non-commercial programs over competitors such as Toscanini, the University of Chicago Round Table and Town Hall of the Air. Ninety NBC stations send out "Gallant American Women," the story of



Wm. Dow Boutwell

women's contributions to the nation's progress, Tuesdays at 2 p.m., EST.

Due to the fact that so much of his time was taken up with his radio editing, Bill was forced to give up editing School Life, a magazine issued ten months a year to inform teachers about new theories and practices reported to the Office of Education. But now, Bill has organized an evening school curriculum in public relations at American University in Washington. He has direct charge of government writing courses and supervises survey of public relations work, public relations in administration, government photography, and two courses in planning and editing publications.

Besides all the above mentioned accomplishments this seemingly tireless AKL helped start the radio workshop at New York University now expanded into the only four year radio course in the country, and two years ago he set up a radio-drama workshop at the National Music Camp at Interlochen, Michigan.

WILLKIE TO SPEAK AT N.I.C. BANQUET

More than three thousand fraternity men, alumni and undergraduates, will attend the National Interfraternity Conference formal dinner at the Hotel Commodore, New York, November 29, when Wendell L. Willkie will be the guest speaker. Toastmaster for the affair will be Lowell Thomas, radio commentator. The program, the highlight of the 32nd annual

session, will be broadcast over a national hook-up. It will be opened by the singing of "The Star Spangled Banner" by the Metropolitan Opera star, Reinald Werrenrath. Music of a distinctly campus flavor will be furnished by a hundred and fifty undergraduates, members of the Cornell University and the Dartmouth College combined orchestras and glee clubs.

Also as features of the evening will be the presentation of the Interfraternity Trophy by Dr. Dixon Ryan Fox, president of Union College, and the National Interfraternity Conference Award by Dr. Henry Merritt Wriston, president of Brown University. The former will be awarded annually to the undergraduate interfraternity council which carries out successfully the most outstanding program of worthwhile activities on its campus.

Following the address of the evening, Mrs. Wendell Willkie and a limited number of nationally known fraternity men will be introduced.

In order to take care of this record assembly of fraternity men in the country's history, dinner will be served in the east and west ballrooms, as well as the main ballroom, but all guests will be seated in the main ballroom for the program.

The sessions of the conference Friday and Saturday will be devoted to various reports and the discussion of problems affecting fraternity life. There will be an effort made to put these sessions more on a discussional basis than has been the policy of recent years, a return to the original idea of the conference.

WITH COLLEGIATE CHAPTERS

CHAPTER EDITORS

Eta	Paul Betten
Iota	Hugh Shade
Alpha	Bill Noel
Beta	Bob Helliwell
Gamma	Bob Hay
Epsilon	Ed Schendel
Zeta	Allen Hamilton
Kappa	R. Parkison

★★★★ The reports from Eta and Iota Chapters are presented at the top of the list, because they have come closest to the editor's conception of an ideal chapter report for the Logos. While all are fine, these two are a few notches better, and so they rate the four-star symbol of acknowledgement for fine work.

ETA ★★★★★

With the fall semester of a new decade rolling by, Eta is keeping pace with the united advance of national Alpha Kappa Lambda. Leading the 1940 edition of this chapter is Bob Zimmerman, president. Other officers include Ernest McKibben, house manager; Howard Strobel, treasurer; Harry Bussard, steward; Eldred Pennick, recording secretary; and Paul Betten, corresponding secretary.

We have five new pledges since the start of school: Dick Farnsworth, a music major from Clarksonton; Reinholt Leitz, electrical en-

gineer, Latah; Glen Ramsay, B.A., Rockford; Norman Ross, music, Pullman; and Gordon Wegner, music, Fairfield.

These, with eight others pledged last spring or before, made a total of 13 men that weren't unlucky in the second annual Pledge-Member touch football game. The neophytes took advantage of all opportunities in the first half to gain an 8-0 lead. In the final quarter the members garnered a lone touchdown, but couldn't overcome the early advantage.

Climbing up one more rung, Eta moved into second place scholastically among men's groups with an average of 85.19%. Individually, also, men of Eta have gained distinction on the campus. Glen Lorang and Bob Zimmerman have been pledged to the National Collegiate Radio Guild. Charles Coffey and Glen are on the KWSC announcers staff. Gordon Wegner and Norman Ross are the newly selected Intercollegiate Knights. Gerald Mohr and Art Williams have been chosen by Phi Mu Alpha, men's music honorary.

"KWSC presents 'AKL Across the Week'" leads all music activities this year. Included on these weekly programs are the vocal octet, a brass quartet, a wood wind quintet, and a program by Bob Zimmerman, tenor soloist. These 15-minute programs four times a week indicate well-organized musical activity here at the AKL house in Pullman. In addition, we are singing at the dinner table frequently for practice and fun.

George Bower, director of the Baptist choir, has "conscripted" some of our boys for his group and an average of ten AKL's have been reporting regularly for "Zim's" Congregational choir.

Instituting the first Spokane district summer picnic, about 50 couples attended the get-together at Loon Lake June 30. To Bob Zimmerman goes the credit for planning the very successful event. Boating, swimming, and an overwhelming abundance of good things to eat took their share of popularity, but the ball game wasn't as successful because of the uncooperative spirit of a farmer who objected to our "blitzkrieg" into his grazing land.

Two weeks before the start of school intensive work in house cleaning and interior remodeling was started and by rushing week, we had improvements that we were very proud of. In all but one room upstairs the old rugs were taken out and substituted for the time being by a varnished finish. In every study room there were improvements made such as painting, varnishing, calcimining, or installation of new fixtures. The front upstairs room was completed as a model room and the others are to be improved to that standard as soon as possible. This room has a linoleum floor, a new overhead light fixture, ivory woodwork, freshly calcimined walls and ceilings and new desks and dressers.

These changes were not an expenditure of money out of proportion to the value received, but a visible proof of a constructive program of improvement. It has been

made possible by the whole-hearted cooperation of volunteer workers from within the house. With twenty men in the house now and more prospective pledges we feel we are able to continue such achievements.

IOTA ★★★★★

With the loss of six very talented actives by graduation, the remaining eleven actives all returned to Kansas State this fall with a determination to make Alpha Kappa Lambda bigger and better at Kansas State this year.

Tuesday, September 3, was the final date for all actives to be in the house and ready for work. For three days the chapter house at 519 N. 11th St. was alive with activity as the boys knocked the cobwebs out of the corners for another school year. The first floor woodwork and floors were refinished during the summer and the living rooms were papered. In order to make the setting complete a new living room suite and rug were obtained for the living room adjoining the housemother's quarters.

Friday, September 6, was the first day of rush week and all pledges were supposed to be in the house by that date to help entertain the guests. Out of the twelve pledges from the previous school term only six returned. This ran our number of men lost by graduation and other ways to a total of twelve, leaving seventeen men with which to begin the year.

Rush week lasted from Friday until Monday. During that period twenty-five men were entertained and rushed. Out of these, only two

were pledged. Since rush week three more men have been pledged.

Our membership at the present time is standing at twenty-two. Seventeen men are living in the house. We have only one town boy.

The boys are very proud of our new housemother, Mrs. R. B. McCarroll, from Hutchinson, Kansas. This is the first housemother job for her and she is very interested in the group.

The social life of Iota members has been highlighted by two house parties already this semester. An average of two dances a month have been planned for the year.

Actives and pledges are continuing their activity in campus affairs and have found more in which to participate. We have our share of men in many different honorary organizations. We are also represented in college band, glee club, professional organizations, religious groups, and college athletics. Many of our

pledges look like very fine prospects to enter in different campus sports. We plan to enter volley ball, ping pong, basketball, and softball.

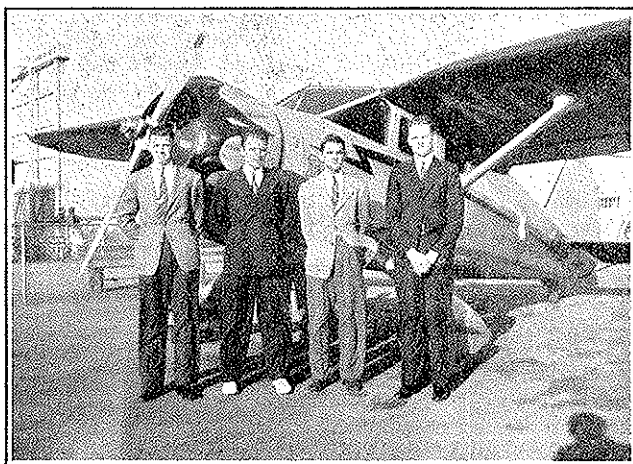
A majority of our boys have formed the habit of going to religious functions regularly. The group goes to church in a body at least once a month. Several of the boys are active members of religious organizations.

Under the supervision of our new song leader, Howard Anderson, we have been practicing our songs every day.

Formal initiation services are to be held November 17 for five men. Harry Hollis is planning to attend the initiation.

ALPHA

This fall, under the leadership of Cal Ferris, flying trips around the Bay area were an important phase of our rushing. Planes were secured at a saving through the University



Alpha Airmen

Flying Club, with Cal doing the stickwork.

Opening our rushing season, a weekend house party was held at the palatial Stettner place down in the Santa Cruz mountains. Canoeing, swimming, croquet, horseshoes, badminton, and cards were among the diversions enjoyed by the fellows present.

Continuing our previously adopted practice of holding rush functions entirely within the house as much as possible, a series of evening speakers and entertainment was scheduled for this fall. One of the most enjoyable functions was having Mr. Tony Bledsoe of the Berkeley Police Department give a demonstration of the lie detector. Among the outstanding speakers engaged were Prof. "Billy" Herms and Dr. Ernest Page.

BETA

The outstanding achievement of Beta so far this quarter has been the redecorating and repair of the chapter house. Dingy black woodwork has changed to cream and dark-colored walls are now a lighter color. Rubber mats on the second floor have been replaced by linoleum, and door handles are now backed by large copper plates. Much of this work (with the exception of the painting) was done by the actives and pledges living in the house. Several of the brothers are now planning to construct horseshoe pits near the recently completed volleyball court. Most of the members have redecorated their own rooms, some using very unique color combinations.

Out of the twenty-four social fraternities on the campus, Beta, with its usual attention to scholarship, had the fourth highest grade average for last spring quarter.

Work on fall rushing began this summer when letters were sent to alumni asking for the names of any prospects they might know. As yet, there have been only a few replies.

At present there are seven sophomore pledges living in the house, with the possibility of one or two junior transfers moving in at a later date.

Although plans for the fall dance are still in the embryonic stage, it is hoped that the affair can be held the night of the Cal-Stanford big game. Members of the social committee are now scouting around for an orchestra and a place in which to put it.

Formal initiation of the pledges has been scheduled to take place October 27, with the week-end before set aside for pre-initiation. The chairman of this preliminary event has thought of many weird and interesting activities that should keep the pledges busy during their "hour of trial."

On Monday evening, October 14, an alumni get-together was held at the chapter house in order that pledges and actives alike might become better acquainted with the alumni.

In recent years little has been done at Beta in the way of group singing, but rumors of the formation of an informal quartet may soon be confirmed. With several

members prominent in campus musical activities there is every reason to believe that such a group would be a success.

GAMMA

Launched with a successful rush week in early September, fall events at Gamma of Alpha Kappa Lambda this semester have included chapter events and participation in University activities.

Social activities this semester revolve around exchange dinners and house dances. A radio dance was given October 5 at the chapter house, and the pledge dance is scheduled for November 15. Plans are being made for a Christmas formal.

Activity leaders in the chapter this semester are working in publications, the Illini Theater Guild YMCA, glee club, band, athletics, and advanced ROTC.

Jim Pettee '32 who is completing final work for a doctor's degree in economics, is living in the chapter house this semester as an alumni adviser to the fraternity.

Coming at the invitation of the undergraduate members, Jim is concentrating on assisting the fraternity in scholarship and advising individual members and pledges. He is keeping scholarship files.

Establishing a scholastic average of 3.6179, Gamma last semester ranked eighth in scholarship among fraternities—both professional and social—on the Illinois campus.

Considered one of the best for this fraternity in several years, rush week for 1940 brought nine new pledges into Gamma of Alpha Kappa Lambda.

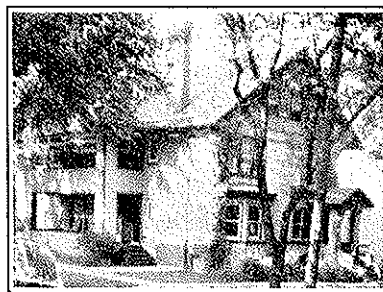
Those pledged are:

Ken Anderson '44, commerce, Chicago; Boyd Barrick '44, commerce, Stillman Valley; Bill Brannon '44, commerce, Danville; Ted Catt '43½, commerce, Alton; Don Hecht '44, engineering, Normandy, Mo.; Bud Johanningmeir '44, engineering, Elmhurst; Chuck Kramer '44, liberal arts, River Forest; Gordy McClure '44, engineering, Oak Park, and Merle Parry '44, commerce, Chenoa.

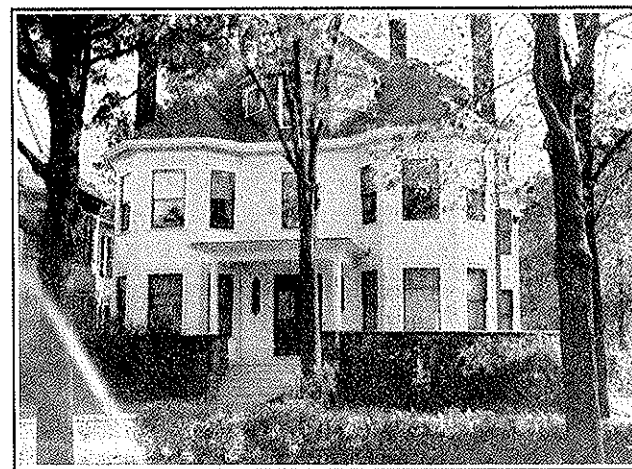
Included in the new pledge class are two brothers and one son of A.K.L. men. Boyd Barrick is the brother of Bill Barrick '36, and Don Hecht is the brother of Bob Hecht '39. C. H. Kramer '20, a former national vice-president and also a former national secretary of Alpha Kappa Lambda, is the father of Chuck Kramer.

EPSILON

Epsilon greets its brother chapters from its new location on 1726 Hoyt Street. Although most of our time has been spent in setting up the house, we have also inaugurated what should be our most successful rushing campaign in many years. For the first time we have



New Epsilon Home



Zeta Chapter House

had preferential rushing. Thus far we have pledged five new men, and we expect to add five more within a month.

In the first campus elections of the year, one of our brothers, Fritz Puls, '44, was elected to Cardinal Board. He also serves on the Forum Committee.

Our Homecoming party was held November 2 at the chapter house. A treasure hunt and novelty lunch were among the features of the evening, and several alumni turned up to see their new Madison home.

We would like to say a few words about our new house. Its location is off popular Langdon Street, and we are certain that this will aid our scholarship record. The house is located in a high class district, and we count six professors as neighbors. Because of this, we expect to add new faculty friends to our list.

The house has a capacity of 25 members. Next semester we hope to lower our house bill substantially as a result of lower rent expense in this district. Our recreation room is walled with knotty pine, and we believe that it ranks with any on the campus.

One of the features of the athletic program was the pledge-active football game. The actives came through with a 2 to 0 victory after a rough battle. We hope to continue these contests in other sports.

On the whole things look better than they have in many years. The chapter has been receiving the full cooperation of the alumni, and the members have been willing to pitch in and help 100%.

ZETA

The grim business of intensive rushing here at Michigan is just

over, and we have considerable hope that the returns have justified the effort which the group has given so whole-heartedly. Our new pledge class of five is chuck full of promising AKL material which will help to make this a bigger and better house this year. New pledges are: John Crispen, a Lit. student from Detroit; George Damen, a first year engineer from Sonyea, N.Y.; Howard Fiedler, a forester from Cudahy Wis.; Bob Reynolds, another engineer from New York—Cuylerville this time; John Steding of Detroit, an engineer following in the foot-steps of older brother Dick Steding '40E.

Our big problem this year is that of building up our membership despite a shortage in active members. So far we've done a fine job with the help of the Detroit Alumni. The group has been unified and spirited as never before in the past two or three years so that the chapter ought to be on the upgrade. We must keep on rushing during the rest of the year, however, because of the increased competition among the fraternities on the campus, for which the new university dormitories are responsible.

Our sole initiate this fall will be Charles Tieman, an electrical engineer who hails from Detroit. Chuck is a senior this year, and one of the mainstays of the Technic (engineer's magazine).

Our social activities have been held up somewhat by the rushing season, but things are expected to pop pretty soon, such as a goodly number of radio parties, a couple of formals, and perhaps a bridge party or a musicale or two.

Zeta is pretty well represented in campus activities too. We've a couple of men running the aforementioned Technic all by themselves. In addition there's a man on the Interfraternity Council, another who is president of the Baptist Young People's Guild, another who is active in the newly formed pre-medical society, and so forth ad infinitum.

At any rate we are striving here at Michigan to make Zeta a little better than it has been in the past.

KAPPA

The boys from Kappa came back to school this fall ready and willing, and found out when they arrived that they needed plenty of that spirit. Only nine fellows came back to live in the house. We went to work immediately. Dr. Hass gave a steak fry for rushing purposes. And, at present, our efficient rush chairman, Jim Meyer, is glad to boast of nine new pledges, three of whom have already moved in.

On our Homecoming, October 26, the alumni came back for a brief visit. An informal radio dance was held that evening for entertainment.

On the campus: Mal Ross is still sports announcer for WBAA and a member of the Gimlet Club; Fred Elley is a Gimlet pledge and vice-president of the Student Senate; Radio Guild; Meyer is a Skull & Crescent; Bob Molitor is a member and treasurer respectively of the Ross and Elley are vice-president of the men's Glee Club; and Less Hess and Bob Hass are represented in the famous Purdue Band.

In the Fraternity: our prexy is Elley; D. Kilty is vice-president and pledge master; Meyer is rush-chairman; M. Robertson is Steward; R. Parkison is corresponding secretary and sports manager; Bob Duncan is recording secretary; and Glenn Pieherl is social chairman.

Some of us, who came back early this fall tried our hand in the landscaping business and are quite proud of the tiny blades of grass, free from any trace of dandelions, in part of our front lawn. Another noted improvement to our house is our new oak floor in the living room and resurfacing elsewhere in the house.

Our chapter has participated in the annual inter-fraternity golf tourney and softball so far this fall. Our softball battery, Parkison to Kilty, was fairly good but our punch at the plate was lacking. However, we ended up strong, defeating one of the toughest teams on the campus.

EXECUTIVE COUNCIL MEETS

This summer four of the six members of the National Executive Council met together in Madison, Wisconsin, for a solid weekend of discussion on national affairs. Much of the detail of national chapter administration which had been of necessity carried on largely by correspondence was given a thorough airing.

The meeting served as an opportunity to clear items from the previous year and to lay plans for the work of the coming year. All activities of the national chapter came under review, and one significant

project which had been begun by the previous National President, Ed Wadsworth, namely streamlining the national organization, was surveyed and plans were laid to accomplish definite results before the expiration of the next year.

The project formulated by Harry Hollis in his capacity as National Vice President and now carried on by Joe Rogers, present holder of that office, to make periodic surveys of active membership by means of personality ratings was felt to be one of the most worth while objectives of the National chapter, and the further carrying out of the plan was endorsed.

Expansion was the subject which came up for the most discussion during the conference. The officers present attempted to place themselves in the position of alumni throughout the country who might be able to assist in expansion work, in order to see what obstacles lay in the path of such co-operation. The major difficulty, it was thought, was general lack of specific knowledge on how to undertake an expansion project. Another very important hurdle which it was thought was proving a hindrance to our expansion program was the rigidity of rules governing the acquisition of a new chapter. These were examined in detail, and several revisions in the constitution and by-laws pertaining to expansion work were suggested. These suggestions are at present in the hands of the active chapters for their consideration, and results have not yet been completely tabulated. However, the framework for expansion has been overhauled, and

this year should witness more progress, based on the groundwork already laid by the present expansion secretary and by previous holders of that office, than any year for a long time past.

It was pointed out that expansion, like rushing, is a sales job, and it should be approached in a salesmanlike manner. It is planned to keep the expansion program of the fraternity on a definitely organized basis with committee representatives in all key points. Anyone who learns of an expansion possibility should not hesitate to communicate with Fred Palmer or with any other national officer. The

founding of a new chapter could well be a project for an alumni chapter to undertake as a major objective.

The conference was felt to be worth while in every respect, and it is planned to continue such executive council meetings between conclaves as often as is convenient and possible. Bill Morris, the only west coast representative at the conference, ably represented the ideas of his fellow westerners, Fred Palmer and Joe Rogers, while Harry Hollis, Howdie Engelbrecht and John White, with the ex officio collaboration of Russ Dymond, filled out the attendance.

WITH ALUMNI CHAPTERS

SAN FRANCISCO

The San Francisco Chapter of AKLumni has continued to be healthily active since the last report in the Logos. We have had a consistent nucleus of men who attend our meetings and have, as well, drawn a satisfying turnover of new faces from month to month, some of whom have promptly become part of our regulars.

In June we embarked upon the second year of our life since our resuscitation and elected the following officers: Dr. Robert Watkins, President; Neil C. O. Brogger, Secretary-Treasurer; and Dwight V. Strong, Vice-President and Editor of the CANARD, the monthly publication of our group, now in its second volume, a sheet of mimeography which reviews, predicts,

pontificates, and announces.

Our chapter believes that the maintenance of alumni interest is of vital importance to the future life and success of our fraternity and that an essential step thereto is the maintenance of the interest of the alumni in each other. We have consequently endeavored to develop a varied and attractive program alternating the light fantastic with the sober instructive both in our own meetings and in joint meetings with the East Bay and Peninsula Chapters which are fortunately located nearby.

As an example of a typical program we may describe our most recent meeting, which was a joint one held with the East Bay Alumni who journeyed in numbers across the water to visit us. Bearing in

mind the temper and time of year, we planned a program to take advantage of the current interest in domestic politics. We had for our guests two speakers, one from the Republican National Political Organization and one from the Democratic, and did indulge in political debate only one degree removed from the horse's mouth.

It has been our firm intention not merely to entertain our faithful group but to attract those alumni who have allowed themselves to drift away from fraternal concerns. We are pleased to have been unexpectedly successful for the reason, we believe, that whatever else our meetings may be, they are at the least enjoyable.

LOS ANGELES

Our local alumni, after winding up last season with the successful Founders' Banquet, reported in the last issue of the Logos, has peacefully slumbered through the summer vacation period. As yet no meeting has been held this season. No meeting means little news, for it is at meetings that we exchange news, find out who is doing what with whom, or to whom, and the why, when and what of it. No meeting also means no activities or programs or plans to announce.

We have an announcement to make: the Los Angeles Alumni Chapter has a mailing list of approximately 77 names. While every effort is made to keep this list up to date, we feel that there must be a number of alumni living in this area, whose names we do not have. Our 1940-41 season is about to get under way with a meeting

which is now being planned. Other activities, social and educational, are in the offing. Secretary Randolph Hill will be glad to add anyone to the list who desires to keep in touch with local alumni doings. His address is 834 South Longwood Ave., Los Angeles, Calif.

Many alumni who know Harry Clark, Alpha '13, will be happy to know that his son has just pledged Alpha chapter, thus joining Fred, Carl and Howard Holmes as AKL sons of AKLs. (Fred and Carl have graduated, but Howard is now a member of Alpha.)

We may have some really worthwhile news to report in the near future. There are some definite ideas being formed in some of our minds as to ways and means of "stream-lining" and vitalizing our activities.

SACRAMENTO

On May 8, 1940, a new idea in rushing was tried by the Sacramento Alumni Chapter. To their regular dinner meeting each member brought a rushee, and, completing the alumni-active contact, five men from Alpha chartered a plane and flew to attend the gathering.

The rushees included fellows from Sacramento Junior College, the University Agricultural School at Davis, and various high schools in the region.

By flying, the actives were away from the house only between 5 and 11 P.M., which is not much more time than would be required for an evening rush function in the Bay area. Those attending were Cal Ferris '41, Clint Rider '41, Frank Brown '42, Howard Holmes '43, and Jim Gilland '43.

CHICAGO

Our most important event of the last summer was the June meeting which took the form of a picnic. About 18 AKLs and their families, a crowd of over 50 persons, gathered at the farm of Brother Lee Shaddle near Plano, Illinois on Sunday, June 2, for the 16th annual picnic of the Chicago Alumni Chapter. We were happy to count National President Harry Hollis among those present.

Everyone enjoyed lots of picnic fare, especially ice cream and lemonade.

Recreation included a ball game and wading in the creek.

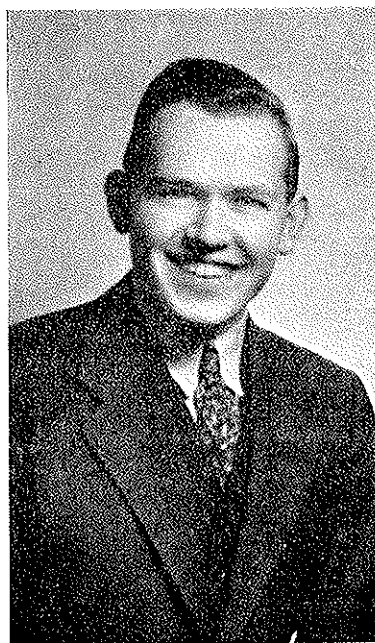
NEW DIRECTORY TO BE PUBLISHED

William E. Morris, Jr., National Secretary, is handling final compilation of the 1941 Directory of Alpha Kappa Lambda. Double postcards have been mailed to all members in an effort to check all current addresses. The cooperation of every member is earnestly solicited toward the production of a directory as near 100% accurate as possible. All active and alumni chapters are asked to cooperate with Bill by sending in all late addresses which do not conform with the official card record, or which it is felt have not been sent to the National Secretary.

The new directory will be of much value to every AKL in that he will be able to find brothers located near his residence whose proximity has hitherto been unknown to him. Bill welcomes all assistance in this project which you can give him. See page 27.

At a short business meeting the following officers were elected for the next year: President, John McKean; Vice President, Harvey Scheel; Secretary, Clarence Jacklin; Treasurer, James Erskine.

Our first meeting of the Fall season was held at the Central Y.M.C.A., 19 South LaSalle St., Chicago on Oct. 8. At this meeting John McKean submitted his resignation and Lawrence S. Morrison was elected president for the remainder of the year. A program for the year was discussed and tentative plans call for three or four meetings to be held on Sunday evenings at the homes of various members.



Bill Morris

Report of National Treasurer

RECEIPTS AND DISBURSEMENTS 1939-1940

Cash on Hand, June 30, 1939 ----- \$ 1,791.83

Cash Receipts

Initiation Fees -----	\$ 1,120.00
L/M Fees collected -----	840.00
Interest N.E.F. Securities -----	586.49
Interest, Initiation Notes -----	14.90
Initiation Notes Collected -----	350.00
Surety Bond -----	20.00
Fund Advanced for 1939 Conclave -----	93.79
Jewelers' Rebates - Advertising -----	155.79
Chapter Dues -----	499.50
Recovery - University State Bank -----	9.95
Miscellaneous -----	44.14

3,734.56

\$ 5,526.39

Less - Disbursements

Surety Bond - Chapters -----	25.00
Furniture & Fixtures -----	22.50
L/M Fees to N.E.F. -----	885.00
National President -----	17.07
National Treasurer -----	44.36
National Secretary -----	385.03
N.E.F. Treasurer -----	93.24
Logos -----	635.10
Publications -----	84.00
Stationery & Supplies -----	194.96
Expansion -----	29.88
Spec. Activities - Chapter Visitation -----	201.52
Miscellaneous -----	67.52
1939 Conclave -----	992.88

3,678.06

Cash on Hand, June 30, 1940 ----- \$ 1,848.33

Balance Sheet, June 30, 1940

Assets

Cash on Hand -----	\$ 1,848.33
Accounts Receivable -----	5.00
Initiation Notes Receivable -----	772.00
Furniture & Fixtures -----	22.50

Total ----- \$ 2,647.83

Reserves and Net Worth

Net Worth -----	\$ 2,147.83
Reserve for 1941 Conclave -----	500.00

Total ----- \$ 2,647.83

National Alpha Kappa Lambda Fraternity

Official Directory

Report all changes promptly

NATIONAL OFFICERS

National President Harry H. Hollis, Jr.
Indiana Bell Telephone Co., Indianapolis, Indiana.
National Vice-President Joseph B. Rogers
Box 107, Alamo, California
National Secretary William E. Morris, Jr.
1915 Hearst Ave., Berkeley, California.
National Treasurer Howard F. Engelbrecht
Oregon, Illinois.
National Expansion Secretary Fred H. Palmer
490 Oregon Ave., Palo Alto, California.
Editor of the Logos John B. White
116 East Gorham Street, Madison, Wisconsin.

COLLEGIATE CHAPTERS

Alpha, University of California President, Cal Ferris
2701 Hearst Ave., Berkeley, California
President, Board of Trustees, Roger Alaux
4229 Whittle Ave., Oakland, California
Beta, Stanford University President, Robert Dofflemeyer
Box 1333, Stanford University, California
President, Board of Trustees, Frank Howlett, Jr.
215 Avila Road, San Mateo, California
Gamma, University of Illinois President, Darrell Greene
401 East Daniel Street, Champaign, Illinois
President, Board of Trustees, Stanley H. Pierce
905 S. 1st Street, Champaign, Illinois
Epsilon, University of Wisconsin President, Corby Hamby
1726 Hoyt Street, Madison, Wisconsin
President, Board of Trustees, Fred J. Meyer
741 W. Washington Ave., Madison, Wisconsin
Zeta, University of Michigan President, Jack Cooney
604 East Madison Street, Ann Arbor, Michigan
President, Board of Trustees, Emil M. Kaiser
16501 Patton Street, Detroit Michigan
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President, Board of Trustees, James Chapman
925 Thurston Street, Manhattan, Kansas
Kappa, Purdue University President, Fred Elley
102 Andrew Place, West Lafayette, Indiana
President, Board of Trustees, Edward A. Good
1656 N. Central Ave., Indianapolis, Indiana

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Chicago, Secretary, Harvey Scheel, 626 Courtland Ave., Park Ridge, Illinois
Detroit, Secretary, Norman Smith, 8530 Pinehurst, Detroit, Michigan
East Bay, Secretary, James Latham, 2701 Hearst Ave., Berkeley, California
Los Angeles, Secretary, Robert Robertson, 1020½ White Knoll Drive, Los Angeles, California
Madison, Secretary, John B. White, 116 E. Gorham, Madison, Wis.
Peninsula, Secretary, Reinhold Jungerman, 1328 Emerson St., Palo Alto, California
Sacramento, Secretary, Roy Stephens, 2200 "T" St., Sacramento, California
San Francisco, Secretary, Neil C. O. Brogger, 1922 18th Ave., San Francisco, California
St. Louis, Executive Secretary, Irving Dilliard, % St. Louis Post Dispatch, 12th & Olive Sts., St. Louis, Missouri
Seattle, Secretary, Stewart Smith, 7016 12th N. W., Seattle, Wash.

DID THIS ISSUE REACH YOU AT AN ADDRESS OTHER THAN THE ONE ON THE ENVELOPE? IF SO, FILL OUT THIS MEMORANDUM AND SEND IT TO THE NATIONAL SECRETARY

Full Name

Chapter and Year

Occupation

Present Business Address

Present Residence Address
(Check one to which Logos should be mailed)

Permanent Address

Mail to Wm. E. Morris, Jr., National Secretary, 1915 Hearst Ave.
Berkeley, California.

A LOGOS QUESTIONNAIRE

The questions outlined below are intended to probe your reactions to this magazine, and thereby to improve future issues in order to make the Logos of better service to you and to the fraternity.

What do you read first?-----

Do you ALWAYS read EVERYTHING in the Logos?-----

Please number the following in the order of your preference:

Biographies ----- News, Alumni chapters-----

Feature Articles ----- News, Alumni individually-----

Loudspeaker ----- News, Collegiate Chapters-----

Exchange items ----- News, National Officers-----

What would you suggest as subjects for feature articles?

If you were the editor, what changes would you make in your first three issues?

These questions are presented to you in all sincerity. Your answers will be of great assistance to the editorial staff, so fill this out and mail it to the editor, John B. White, 116 East Gorham Street, Madison, Wisconsin.

HERE COMES THE GIFT PARADE!

THE FRATERNITY

Gift Parade

for 1941

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Name

Fraternity

Street Address

City and State

Send me the other Bur-Pat publications checked:
☐ Illustrated folders on fraternity silverware and glassware.

☐ The 1941 "BOOK OF PARTY PLANS" from the Bur-Pat PARTY STUDIOS (available Dec. 15th) Our Chapter plans to hold parties on the following dates:

(1)	194.....
(2)	194.....
(3)	194.....