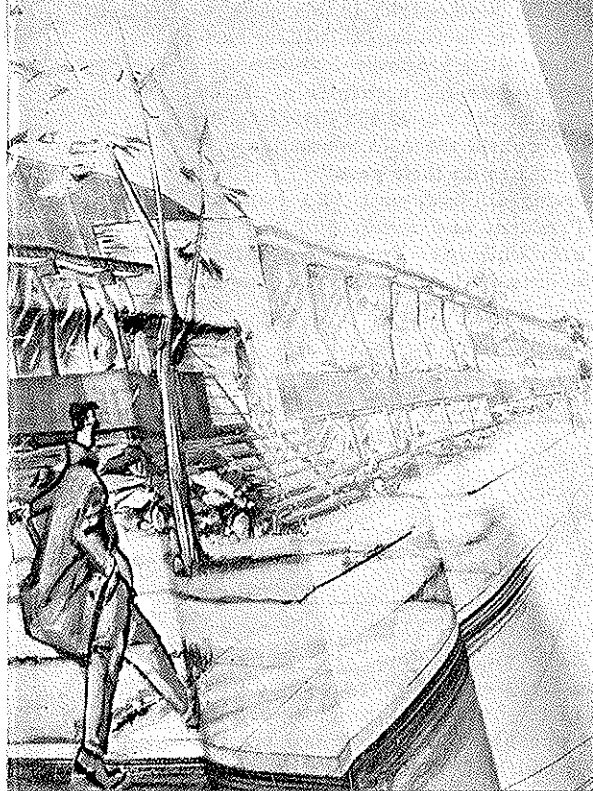


Spring
1962



THE LOCOS

A Word About Grades

"As an old scholarship chairman, let me say a word about grades. I do not think that any chapter should make a fetish out of individual marks or the house average. What I do think is that the purposeful college student will do work in the classroom and laboratory which will bring him automatically high marks in his courses. These high grades should come inevitably as well as incidentally. Since college fraternities are ranked by semester averages, there is only one place for a chapter of Alpha Kappa Lambda and that is at the top of the list. I salute those chapters which have upheld the AKA reputation and urge those which have lagged to do their part."

—Irving Dilliard, past AKA National President and member of the Illinois University Board of Trustees, writing in the Fall, 1951, issue of *The Logos*.

Our Cover

With the theme "AKA is on the Move," the fraternity has launched a spectacular program for progress during the Sixties. Expansion of the fraternity through chartering of new chapters is just one phase. Also included are the strengthening of existing collegiate groups, and encouragement of house building programs. Here, National AKA President Ted Burroughs (left) surveys a house plan with Lewis J. Bacon, AKA Executive Secretary.



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THE LOGOS is published three times a year by Alpha Kappa Lambda Fraternity.

The Logos

OF

ALPHA KAPPA LAMBDA

Vol. XXXI

No. 3

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Spring, 1962

ADVERTISING, ANYONE?

by ERNEST A. JONES, Michigan '38
President, MacManus, John & Adams, Inc.

THERE it was when I got home from a hard day among the money changers, perched on top of the ubiquitous pile of bills on the foyer table, crisp, white and as deadly looking as a hand grenade: an envelope engraved Davis & Davis, Attorneys At Law, Wichita 2, Kansas.

They say a drowning man's life passes in review. I don't know about that. But I can tell you that you do a pretty fast recap as you stand with a lawyer's unopened letter in your hands.

I didn't fetch up the courage to open it until after the two or three glasses of warm milk I allow myself before dinner. Then I found it was neither mandamus, certiorari nor subpoena in the case of the People of Wichita vs. Jones. Instead Bob Davis, as editor of *The Logos*, was inviting me to contribute an article on advertising and the career opportunities it presents.

In my relief I accepted, although helping a man pick a career is as touchy as helping him pick a wife . . . and should be approached with the care of a shoeless man in a room with a rattlesnake. For one man's career can be another's catastrophe.

Should you—as an undergraduate—investigate the possibilities of advertising as a life work? In all fairness to yourself I think that you should, carefully, for the phrase "life work" means just what it says. Certainly the doors of ad-

vertising are open. It is estimated that toward the end of this decade—granted normal and unimpeded business growth—some 15,000 jobs *per year* will need filling in all branches of the advertising business . . . retail, national, media (newspapers, magazines, broadcasting, etc.), agency and the rest.

Will all these jobs be for writers and artists, a popular concept of the total makeup of an advertising endeavor? Far from it. For advertising today—particularly the agency aspect of the business—is a reasonably accurate microcosm of the business world it serves. Artists and writers, of course, but they are backed and implemented by statisticians, psychologists, researchers, media experts, accountants, fashion experts, electronics technicians, tax experts, lawyers, salesmen, typographers, financial men and a host of other occupations and specialties, some of which indeed did not exist as recently as ten years ago. All are basic skills and talents adapted to the needs of advertising, which, in itself, is nothing more—nor less—than purposeful communication.

There are some questions you should ask yourself. Do you see advertising as a plush bomb-shelter from care, tension, hard work, worry and the normal fallout of business life? Do you feel that an advertising job is something like taking potluck at Tiffany's? Such delusions are pure mental opium.



Ernest A. Jones

Ernest Albin Jones, Michigan '38, is president and chief executive officer of MacManus, John & Adams, Inc., one of the nation's largest advertising agencies, serving more than ninety companies including Standard Oil (Indiana), Pontiac and Cadillac divisions of General Motors, Bendix Corporation, The Dow Chemical Company and Minnesota Mining & Manufacturing. A former officer and director of the American Association of Advertising Agencies, Mr. Jones is an ardent and articulate spokesman in behalf of advertising as an economic and social force. At Ann Arbor, Mr. Jones was president of Zeta chapter.

Advertising demands can be brutal even for those in love with the work and perfectly fitted for it. For the glamour seeker they can prove to be a revolting development, to say the least.

Man does not live by bread alone. And I realize that the monetary rewards of advertising to its practitioners may be of passing interest in a discussion of this type. The advertising business—like almost every other these days—is caught in a cost-profit squeeze, and if gaudy salaries and perquis-

ite once were the rule (certainly before my time) they are no longer. The employers of advertising talent—I must tell you—have an idiosyncrasy in common with all others who must meet a payroll: they wish to pay no more than they must.

However, in the matter of remuneration you will find in advertising that if you can produce and in producing stand out, then you may attain a higher salary plateau at an earlier age than your brothers in other lines and professions. Neither age nor lack of seniority nor the way you part your hair takes precedence over creative ideas because they are and always will be the life blood of the business.

Particularly in demand—among the larger agencies and advertising departments—are business administration majors, researchers and statisticians, socio-economists, marketing and merchandising grads, and young persons with a basic knowledge of motivational psychology. A number of our own people hold engineering and chemistry degrees. The supervisor of our Pontiac Motor Division account is a B.Sc. from Yale; our general manager a Master of Business Administration from Dartmouth. My executive vice president is a Master of Arts in Literature from Stanford. I majored in Business Ad.

Many of our people are graduates of the advertising and journalism departments; many are not. The graduates, I feel, have at least an initial advantage.

What do these people have in common professionally? Certainly they are intelligently articulate and have a creative curiosity toward

people . . . not just *their* kind of people, but all people. They have a respect for security but do not idolize it. They stand up under the intrinsic pressure of the business which can cause considerable emotional torque unless you are gaited for it. As agents they are content to operate in public obscurity, taking the blame and letting the credit go. (How many presidents of major agencies can you name? For that matter, how many major agencies?)

They must be willing to prove themselves with each new task operating without the safety net of prestige which some professions afford their experienced practitioners. If it is true that actors are no better than their last play, then an advertising executive is no better than his next campaign. This can prove upsetting to some personality types. They must *like* to sell whether ideas or products or the combination, and they must be fascinated by the workings of the mass mind, as a scientist is fascinated by the value of "x" in a formula.

And above all, I believe, they must have faith in what they are doing and militant belief in advertising as an economic and social force for good. This, perhaps, is the benchmark that separates the men from the phonies . . . and of the phonies, I must say that advertising has its share.

Whether you come into advertising or not, I should like to bespeak your good opinion as a future leader in your occupation and community. Because advertising's highly vocalized, highly intellectualized critics—a great many of them campus based, I am sorry to say—apparently fail to grasp

the connection between advertising and national growth and prosperity. At least I hope their failure is honest and not a calculated and sophisticated attack on the American economic system.

I am not referring so much to the Vance Packards and the other spitballers, but rather to the Galbraiths, the Schlesingers, and the other articulate, persuasive disciples of Thorsten Veblen, John Maynard Keynes, Laski and the other Messiahs of Strength through Suffering.

An attack on honest advertising is—literally—an attack on the American economy.

Does that seem chauvinistic? A self-serving exaggeration? Hysterical hyperbole? Well, let's see.

Advertising is the conspicuous instrument. It is almost omnipresent. And because it is omnipresent, it will never succeed in pleasing everyone, just as the weather will never please everyone. (On the sunniest day you may be sure that someone, someplace, is praying for rain.) Because advertising is pervasive and conspicuous it is the most likely point of attack for those who might wish to change the entire economic system. *Advertising—and I say this without any modesty whatsoever—is not only the most conspicuous link in our economic chain, but also the most important. It is the greatest single factor in causing and protecting our free enterprise system.*

Big talk? I think not. For without advertising the introduction of new products would be almost impossible, no matter how superior, in the face of entrenched products and public ignorance of that superiority.

Mass production would not be

possible because, as I have said, mass production is not a thing in itself. It is a *reaction* to mass consumption. (Jones' Third Law of Marketing, you might say.) And mass consumption cannot be brought about without mass communication. It is damned hard to want something you have never heard about.

Now if mass production depends on mass consumption, and mass employment depends on mass production, and prosperity and growth depend on mass employment . . . what then is the constant in the formula? I submit it is mass communication. And mass communication is advertising, the voice of business.

(Is it significant that Russia and China and their camp-follower countries forbid advertising as we know it? Why? Because advertising stirs public discontent with life at a subsistence level; arouses desire for more and better things; for a better way of life. Such things cannot be permitted the walking dead of communism.)

Because discontent with status quo is the mark of a free people, of a free country.

The followers of John Maynard Keynes are much preoccupied with fostering public sector spending at the expense of private sector spending, which is high economic jargon for the money you might selfishly wish to spend on yourself and your family. They seem blind to the simple fact that public sector spending cannot be accomplished without private sector earning . . . that the production of tax money cannot exceed the growth capacity of business . . . that the golden egg cannot exceed the physical dimensions of the goose.

Charter Is Reissued To New Zeta Chapter

Zeta Chapter of Alpha Kappa Lambda Fraternity is once more a reality. The charter, held for 18 years, until 1942, by an outstanding group at the University of Michigan, has now been re-issued to a fine group of men there.

Initiation and installation ceremonies were held on February 17, culminating several years' work by Zeta alumni and the National office. An AKA Colony was organized in 1958 through the leadership of Kenneth Bell, a Logos Foundation Scholarship recipient. The chapter has a current membership of over 30 men. The house is located at 927 South Forest in Ann Arbor.

A complete story of the installation will be carried in the next issue of *The Logos*.

Sigma Chapter Develops Plans For New House

AKA's at Central Missouri State College, Warrensburg, Missouri, are moving forward rapidly with plans for improved housing. The chapter purchased a new home during 1960-61 school year, first occupying it in November, 1960. Recently, Sigma Chapter made a further stride: an agreement was signed for the purchase of a building site, well located and with over 200' frontage.

If proper financial arrangements can be worked out, the chapter hopes to inaugurate a building program, and to erect a 52-student house for occupancy during the 1962-63 school year.

Alpha Alpha Chapter Installed

New Mexico State University Group Formed Through Logos Foundation Scholarship

SEPTEMBER 30, 1961, was proclaimed "AKA Day" by Mayor Gutierrez of Las Cruces, New Mexico, thus climaxing a year of anticipation by charter members of Alpha Alpha Chapter of Alpha Kappa Lambda.

Over cups of coffee and at late night bull-sessions, AKA representative Larry Borger and a few independents together planned and placed into action the idea of a fraternity at New Mexico State University encompassing ideals often stated but little realized. Whether because of the ideals or the men subscribing to them, the organization expanded rapidly. Strength was gained through the realization of independents that a need for a fraternity of this standard was being satisfied. Through strong participation in the various campus and Greek affairs, the colony gained recognition by the Interfraternity Council and University administration.

With this major hurdle overcome a crash program for installation was begun. The activities included a continuing membership drive with emphasis on scholarship and training in the ideals of AKA (studying that "Little Black Book"). An additional project was the planning for an AKA house which recently has mushroomed into a campus-wide fraternity housing project.

The day preceding the installation marked the arrival of twenty-five brothers from Kansas State Teachers College, at Emporia. Lest they corrupt the minds of the group bent on active membership, they were whisked off to the renowned Aggie playground, Juarez, Mexico, by a group of well meaning pledges. Meanwhile, back at New Mexico State University, potential actives were completing the crash program (with a "cram party") for AKA Day.

The day was a complete success. Beginning at 7:30 a.m., after a hearty breakfast (black coffee) and worried jokes of an active chapter of pledges, we took our tests. As it progressed, butterflies receded, and with this the realization that our pledge training was indeed proper. We completed the test in time to have relay men race

CHARTER. President Nick Pijoan of Alpha Alpha Chapter proudly accepts the new charter for the New Mexico State University chapter. Presenting the charter is Dr. Ted F. Andrews, immediate past national president of the fraternity.

THE LOGOS

the charter from a Cessna 310 to an awaiting motorcade in town.

Composed of late model cars donated by AKA supporters from nearby Las Cruces, the parade was led by Alpha Alpha's sweetheart, Judy Fahrenbrugh. Accompanied by the Delta Zeta, Chi Omega, and Zeta Tau Alpha sororities and the brothers from Lambda chapter, the bumper laden vehicles introduced townsfolk and the University alike to the reality of an enthusiastic new fraternity.

A mid-day banquet introduced parents, University officials, and Greek campus leaders to the new AKA actives and national officers. We were proud to note the audience's reaction to the address of Past-President Ted F. Andrews, hopefully feeling that our national leadership might reflect on us. Due recognition was given to Lewis Bacon, Larry Borger, and others, for the time, energy, and most important, the leadership they provided in forming the new chapter. The initiation following was impressive. Carried out with the help of brothers from Lambda chapter, it added new significance to being an AKA, a significance that was to show a marked influence in the selection of new pledges.

Recognition was extended to

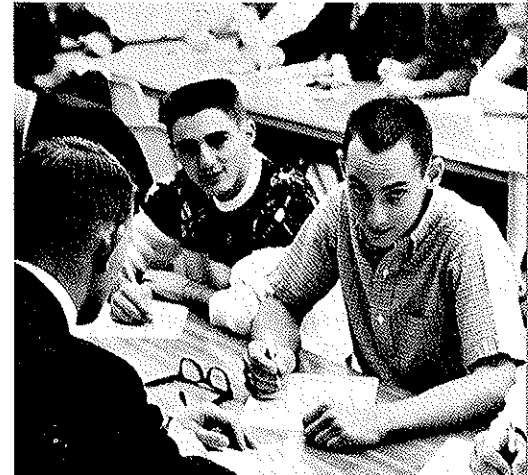
INSTALLATION. Edwin Barker hands the charter to next relay runner, Dave Williams.

As charter runners watch, chapter president Nick Pijoan receives congratulations from NMSU Dean of Students, Dean Ambrose, left, and Dean of Men, Mr. Stockton.

Richard Lieberman and Roger Rinn view the photographer quizzically prior to pledge test. And then...

Faculty, parents, dates, and friends join with new members of AKA at a sumptuous banquet.

SPRING, 1962



the newly installed fraternity at a half-time ceremony during the following Saturday night Aggie football game. The brothers, standing as a unit, received the best wishes of the Greek system on the NMSU campus in a statement that acknowledged Alpha Alpha's establishment as a step forward for the Greek system. An open house with music provided by a newly formed AKA band climaxed the activities and was a huge success.

A word of thanks to the Lambda Chapter brothers. Through their participation in the installation, Alpha Alpha Chapter reaped a maximum of benefits. While favorable comments from participating sororities were not taken lightly, the impression was well expressed by the society editor of the NMSU newspaper. The bold type in a feature article read, "AKA Representatives from Kansas Impressive."

New Mexico State

Organized in 1889 as the New Mexico College of Agriculture and Mechanic Arts, NMSU today has 52 permanent buildings on an 800-acre campus. The school also operates a 289-acre experimental ranch, 2,160-acre recreational area in the Organ Mountains, and numerous barns and experiment station buildings. The university offers degrees in five schools: arts and sciences, engineering, agriculture and home economics, teacher education, and graduate.

NMSU is situated on the eastern mesa-lands of the Rio Grande Valley in the south-central part of New Mexico. The campus is three miles southeast of downtown Las Cruces, a city of 30,000 population. It is only 43 miles from Juarez, Mexico.

The Aggies pride themselves on an average of 332 days of sunshine each year, with an average minimum temperature of 44 degrees and average maximum of 76.8 degrees.

The AKA group at NMSU had its origin during the 1960-61 school year, when Larry Borger of Lambda Chapter transferred to the school on a scholarship grant from The Logos Foundation. He assembled an outstanding group of students, who met regularly in the Chemistry Building Lounge during the planning stages. In April, 1961, when membership grew to 32 men, a petition was submitted to the National Executive Council, asking for a charter as a chapter of Alpha Kappa Lambda.

Colony advisers have been Dr. Alvin D. Boston, Dean of the College of Arts and Sciences, and Prof. John Hadsell, of the English department.

Group housing was arranged through the cooperation of the NMSU housing office, but plans are now made for development of a "Fraternity Row" in which AKA will have a fine new chapter house. With the addition of AKA, New Mexico State University boasts eight fraternities and three sororities.

Bob Zuvanich, Kansas State Teachers '61, is taking graduate work at Emporia State and lives at 411 West St., Emporia.

John Hilliard, Northeast Missouri State '58, is now assistant manager of the personal loan department of Fidelity Savings Bank in Ottumwa, Iowa.

Logos Foundation Steps Up AKA Aid

Bylaws of The Logos Foundation have been amended, pursuant to a favorable vote of the alumni chapters of AKA, to increase membership on the Board of Trustees from five to seven members.

The Foundation's activities are at an increasing pace. Solicitation letters have been mailed to all AKA alumni, with special reminders to prior donors. Efforts are also being made to obtain large gifts or grants, to expedite the work which the present Board of Trustees has outlined.

Currently, scholarship aid is being supplied to Larry Borger, a student at New Mexico State University, and to Ronald Stuntzner, a student at Oregon State College. Announcement of future scholarship opportunities will be made soon.

RECENT DONORS

Anderson, K. W., Illinois '46
Aumann, Kurt W., Wisconsin '36
Barnett, Newell C., California '32
Barter, Jerry L., California '22
Bonner, Jas. T., Kansas State '56
Boyd, Geo. W., Illinois '39
Bracken, Dwight F., Illinois '21
Bradley, L. Forsyth, California '40
Brady, Raymond F., Kansas '31
Brumbaugh, Geo. U., California '39
Buckalew, Ed. W., California '27
Corrithers, Wallace M., Illinois '33
Chase, David P., California '29
Chase, Ransome W., California '26
Clapp, Fred, Wisconsin '25
Clever, John R., Univ. of Pacific '59
Dano, Abney, California '49
Darnell, W. Vern, Illinois '22
Davis, Loyal H., California '32
Dick, Irving B., Michigan '26
Diggles, Fred, California '40
Ekegren, Jas. K., California '51
Enders, Dr. Edwin W., Kansas '29
English, Fred J., Illinois '40
Fischer, LeRoy H., Illinois '39
French, Larry E., Kansas State '59
Goodrich, H. Warner, Wisconsin '50
Grossman, Donald A., Illinois Hon.
Gustafson, Chas. A., Michigan '28
Haack, Arno J., Wisconsin '25
Hahn, J. Glenn, Kansas '48
Heath, Vernon L., Illinois '28
Hemphill, Chas. E., Illinois '39
Hesterman, Dale C., Purdue '57
Hilmer, Robt. L., Stanford '44
Hoepfner, H. Dale
Hook, Geo. O., Wisconsin '33
House, Douglas, California '44
Jelke, Theo, Purdue '57
Johnson, J. Linwood, Penn. State '25
Jones, Paul McR., Illinois '27
Kenny, John M., Stanford '30
Kent, Everett F., Illinois '17
Kingsbury, Dr. Chas. H., Illinois '27
Lenz, Frank B., California '14
Leverenz, Clarence C., Illinois '51
Madson, Chas. A., Purdue '57
Marble, Dr. Alexander, Kansas '22
Matlock, Robt. L., Illinois '24
Mesch, Harold C., Kansas '26
Michell, Willson D., Wisconsin '35
Morey, Dr. Lloyd, Illinois Hon.
Morris, Wm. E., California '37
Narver, Dave, Jr., Stanford '42
Newby, Chas. R., California '27
Paddock, Robt. H., Wisconsin '36
Perrine, C. Oscar, California '10
Peter, Walter L., Stanford '51
Pickering, John R., Jr., Penn. State '35
Post, Alfred B., Stanford '27
Plummer, Dr. Norman A., California '22
Rice, Robt. C., Washington State '54
Roberts, Wm. A., Kansas '54
Robertson, Robt., California '37
Rubel, Edward E., Stanford '34
Rusch, Ross G., Wisconsin '27
Schaaf, Richard E., Purdue '49
Seed, Aubrey H., Stanford '41
Shields, Ralph K., Penn. State '33
Shutt, G. Marvin, Illinois '39
Slough, Sammy J., Kansas State '53
Smith, Bradstreet P., California '37
Smith, Gen. Oliver P., California '16
Stark, Robt. E., Kansas State '50
Stuart, Robt., Illinois '42
Taber, Harmon Ray, Stanford '46
Taylor, Roger B., Washington '58
Tyson, Donald C., Penn. State '26
Watson, Floyd R., Illinois Hon.
Willis, Arthur C., Kansas State '39
Wilson, John L., Michigan '24
Wilson, Theron Duane, Washington '56

Robert Herwig, California '37, former All-American, was named baseball coach at American River Junior College.

Darrel Ronholt, Washington '60, works for the Oregon State Department of Forestry at Astoria, Oregon.

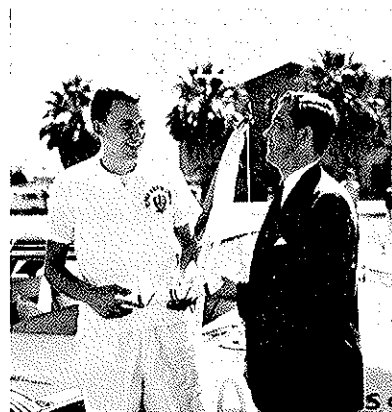
Donald Hallberg, Illinois '45, is works manager of the U.S. Gypsum plant in Chicago. He, his wife, Audrey, and family live at 1908 N. Washington St., Wheaton, Illinois.

Alpha Beta Is Newest Chapter

Local Group at University of Arizona Is Fraternity's 22nd Active Chapter

ON Saturday, September 30, twenty-four men from Southgate Hall of the University of Arizona ran their national charter nine miles by means of a relay race from Tucson Municipal Airport to the steps of the Student Union.

The runners, who wore yellow and purple AKA shirts and a various assortment of shorts and Bermudas, had a complete police escort and a cavalcade of cars following them filled with cheering fraternity brothers. At street intersections they were met with shouts of encouragement from the local residents. Dennis Nordeen, house president, came running onto the campus with the charter preceded by two brothers carrying torches, at approximately one hour and fifteen minutes after it left the plane.



ARIZONA. (Left) At the end of the charter relay, chapter president Dennis Nordeen hands the new charter to Dean Gaines, assistant dean of men at University of Arizona. (Right) At the conclusion of the installation banquet, members of Alpha Beta Chapter join in singing the AKA Sweetheart Song to Mother Thomas, housemother.

At the steps of the Student Union, he presented it to Dean Gaines, assistant dean of men, who spoke in Greek to the weary runners and the crowd.

After the charter presentation, the group returned to the house to wash the dust from their throats and to recount the running-in of the charter. The entire running-in of the charter was recorded by a motion picture camera and also by a portable tape recorder. Everyone had many laughs listening to the tape recording.

Of particular amusement was an incident involving one of our new pledges, Jim Way. It seemed that Jim was so anxious to do his share that when it was his turn on the relay, he jumped from the truck (the truck carried the runners)



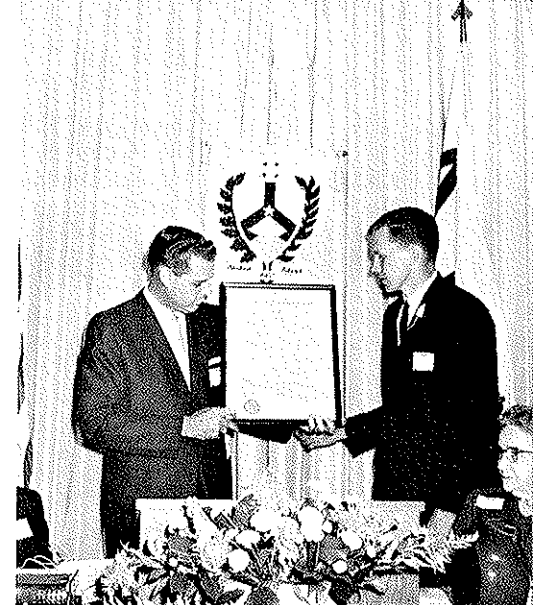
without waiting for it to slow down. Although slightly skinned up, he got up off the pavement and ran his leg of the relay.

That night a large group of AKA's and their dates left a University dance at the Highway House to warmly greet Dr. Ted F. Andrews, immediate past national president; Lewis Bacon, national executive secretary, and Larry Borger, area representative, at the Tucson Airport. The group carted off the installation officers to their quarters at the beautiful Ramada Inn.

Sunday, October 1, the entire fraternity attended the 11:00 a.m. worship service at the Trinity Presbyterian Church. It was commented that the AKA's were the most pious group there, with heads bowed throughout most of the service. Someone jokingly said, "That's because there was an AKA Manual in every member's lap and they were cramming like mad for the initiation test!"

After church, the members returned to the house and awaited their initiation. The initiation began at 1:00 p.m. and was over by about 4:00 p.m. Dr. Ted Andrews, Lewis Bacon, and Larry Borger, with the aid of four members from the newly initiated Alpha Alpha Chapter in New Mexico initiated the twenty-seven charter members.

At 6:00 p.m., an installation banquet was held at the Camellia Room of the Ramada Inn. Present were brothers from AKA's new Alpha Alpha Chapter at New Mexico State University, University of Arizona fraternity and sorority presidents, parents, and dates. Sharing in the festivities were the following university offi-



CHARTER. The charter of Alpha Beta is officially presented by Dr. Ted F. Andrews, past national president of AKA. Accepting for the chapter is Dennis Nordeen, president.

cials: Dr. Nugent, executive vice-president of the University; Dean and Mrs. Slonaker, dean of men, and Dean and Mrs. Gaines, assistant dean of men. Also present was Jon Peek, president of the IFC.

All participants enjoyed themselves even though they were anxiously awaiting the official presentation of the charter. There was good fellowship with various campus groups and dignitaries over a meal of delicious stuffed pork chops, baked potatoes, vegetables and hot biscuits. Ron Becker, formerly from Iota Chapter in Kansas, entertained by singing several songs. He was accompanied by Walt Sands on the piano. During the program, members were kept unusually alert by the popping of flashbulbs and the grinding of movie cameras. After a very sobering and inspiring speech by Dr. Ted Andrews, at one minute past

nine, the men of Southgate Hall officially became the Alpha Beta Chapter of Alpha Kappa Lambda, the twenty-ninth fraternity at the University of Arizona!

Following the banquet, an open house was held at the fraternity house. With great pride, six members went up on the roof and removed the word "colony" from underneath the large AKA letters. Celebration, congratulations, and jubilation pervaded our home-away-from-home till the wee hours of the morning.

Arizona

Located at Tucson, the University of Arizona is a land-grant school. It first opened in 1885. It is now organized into 10 colleges, 14 schools, and 52 departments. Enrollment is over 12,000.

Tucson itself claims a population of over 250,000 and is a modern metropolitan community known for its healthful climate, dry with plenty of sunshine. The city was founded in 1776, and the University is located in a residential area.

Southgate Hall, the locale which now becomes Alpha Beta Chapter of AKA, had its origin as a Methodist men's co-op known as Sigma Phi Nothing, founded in 1950 and sponsored by the Wesley Foundation. In early 1959, the group was reorganized into Southgate Hall, and during the 1959-60 school year entertained Lewis Bacon and Ray North while on their Western trips. Soon thereafter, the members decided to try to affiliate with Alpha Kappa Lambda. A local alumni board was organized, headed by Robert L. Matlock, Illinois '24, and Clarence M. Dial, Washington State '50.

On October 1, 1960, Southgate

Hall became a colony, in ceremonies conducted by Frank Lenz, California '14, and other representatives of the National Office. The colony was required to meet scholarship, membership, housing and activity standards demanded by the Interfraternity Council to gain its national charter. After a year of hard work, each standard was met. However, the members of new Alpha Beta Chapter, University of Arizona, realize that the work has just begun.

—BUCK SCHEIB

Cornell University Group Asks Charter

The National Executive Council has received a petition from 55 members of Kappa Nu Fraternity at Cornell University, Ithaca, New York, seeking a charter from AKA. The matter is now being circulated to AKA chapters for consideration and vote.

For a decade, the group has been Alpha Beta Chapter of Kappa Nu Fraternity. However, recently Kappa Nu merged with Phi Epsilon Pi, and since both national fraternities had chapters at Cornell University, the local Kappa Nu group asked to be released from its national fraternity to seek another affiliation, which was granted.

Cornell University has nearly 50 national fraternity chapters on its campus, and is generally considered a good fraternity school. Kappa Nu is housed at 509 Wyck-off Road in Ithaca. Lewis Bacon, AKA executive secretary, visited the chapter in December.

Conclave Is Scheduled For North Woods

The 21st National Conclave will be held August 31-Sept. 3 at Breezy Point Lodge in Minnesota. Breezy Point is located fifteen miles north of Brainerd, Minnesota, on Pelican Lake.

Due to the addition of new chapters and colonies, the largest attendance in conclave history is expected at this northern resort: not only undergraduates, but also alumni members.

Breezy Point offers many recreational facilities such as water skiing, golf, shuffleboard, swimming, and skeet shooting and is situated in the beautiful, northern woods of Minnesota. The schedule has been arranged so that families may plan their vacations around the Conclave. All reservations are being handled through the National Office under the American plan at \$12.00 a day.

National President E. T. Burroughs has appointed the following delegates to serve on committees at the Conclave: Resolutions Committee: Beta (chairman), Upsilon, Lambda, and Los Angeles Alumni. Nominations Committee: Eta (chairman), Tau, Mu, and

Chuck Free, Purdue '57, married Thora C. Meade in Northridge, Calif., on October 21, 1961.

John Jefferson Davis, Kansas '32, plans to enter full-time Christian service following a planned retirement from his present governmental work. He is attending night classes at American University and is under the care of the Potomac Presbytery as a candidate for the ministry.



Breezy Point

New York Alumni. Credentials Committee: Chi (chairman), Alpha Beta. Chapel Committee: Iota. Reception Committee: Gamma. Marshals: Kappa, Delta.

Registration starts at 1:30 p.m. on Friday, August 31, and the opening business session will be at 4:15 p.m. The final Conclave session will adjourn at noon on Monday, Sept. 3.

Kenneth C. Hardwicke, Stanford '24, lives at LaGrange, Illinois, where he is vice-president of Libby, McNeill & Libby, in charge of technical services. He has one daughter and two grandchildren.

Marlon Brack, Kansas State '58, and his wife reside at 2011 S. Ridgewood, Wichita, Kansas. He is in the claims department of the Travelers Insurance Co., Wichita Branch.



NEC. Guiding the destiny of AKA is this group of fraternity leaders, who make up the National Executive Council. They are, left to right: Alfred B. Post, national vice president (stockbroker; NEC member since 1960). E. T. "Ted" Burroughs, national president (advertising executive; NEC member since 1958). Lewis J. Bacon, AKA executive secretary. David M. Allen, national treasurer (accountant; NEC member since 1952). Dr. Ted F. Andrews, immediate past national president (college professor; NEC member since 1949). Robert L. Davis, national editor (attorney; NEC member since 1951).

THE LOGOS

Report from National

DURING the past six months the National staff of the fraternity, the Executive Secretary, Field Representative and six Chapter Representatives, have traveled 46 thousand miles in service to the fraternity. Every chapter in the fraternity has been visited by a member of the National staff.

The theme of the fraternity for the year, "AKA is on the move," is not only supported by the mileage traveled, but by the phenomenal results which are being achieved. Five chapters have doubled their membership since returning to school in the fall and in almost every chapter we have had a membership increase. The over all increase in membership has been eighteen percent, and each month's report this year has set a new record for AKA undergraduate membership.

Major changes in the National program have been the National Chapter Representatives, a dramatic new housing and finance program, and a breakthrough in expansion activities. Our National Chapter Representatives are area representatives, each responsible for the program of the chapters in his immediate vicinity. Chapter visitations are made periodically to plan and revamp programs such as scholarship, emphasis of ideals, pledge training, rush, financial, public relations and social. The major project planned by the National Chapter Representatives this year will be a series of Regional Leadership Training Conferences in the spring which we feel will make a valuable contribution to the efficiency of our fraternity operation.

With our chapters off to their

most successful start in history we anticipate an increased tempo of expansion activities. Three new chapters have been chartered since the beginning of the school year and the National staff is in the process of organizing a number of new colonies.

Within a year, with the assistance of the National program, we anticipate that fifty percent or more of our present AKA chapters will be in houses less than five years old.

During the past decade the National Executive Council has been setting the stage for dramatic development and growth. How successful this program is will certainly be evident by our 50th Anniversary Conclave in Berkeley in 1964.

—J. M. ROBERTS
Field Representative

Kauffman, Mesch Join Logos Foundation Board

Two new members have been added to The Logos Foundation Board. They are Harold E. Kauffman, Kansas '24, and Harold Mesch, Kansas '26.

Harold Kauffman lives at 8943 W. 24th St., Los Angeles, and is an accountant for Gallenkamp Stores Co., operators of 175 retail shoe stores in eight Western states. His younger daughter and her husband were killed in an accident two years ago, and Harold and his wife are now raising their two grandsons, ages 3 and 5.

Harold Mesch lives at 136 River Road, E. Hanover, New Jersey. For many years he was an officer and partner-owner of Guardian

Wisconsin State Local Will Petition AKA

Word has been received at the National Office that members of Phi Kappa Epsilon Fraternity, a local group at Wisconsin State College, LaCrosse, will submit a petition for a charter from AKA. Initial contact was made with the group this past winter, and Lewis Bacon, AKA executive secretary, has made an extensive chapter visit.

The local is more than 30 years old. It has a membership of around 50 members, and is headed by Jim Jeskowitz, an all-conference quarterback and a Little All American Award recipient.

The petition will be submitted to the National Executive Council for recommendation, and thereafter will go to the collegiate and alumni chapters for formal vote.

AKA is also investigating possibilities for further expansion in Wisconsin and presently has a colony at Wisconsin State College, Whitewater.

Larry Tranbarger, Kansas State Teachers '60, is teaching and coaching at Belpre-Trousdale High School. He and his wife, Carol, live at Macksville, Kansas.

Safety Equipment Co. In 1960, this company became a part of the Industrial Products Company. Harold is on the board of directors of the Greater New York Safety Council, is chairman of the Veterans of Safety, Metropolitan New York Chapter, and is an elder and trustee of the First Presbyterian Church of Hanover.

Report on NIC Meeting

by DR. JOHN P. AGNEW, *Xi Honorary
Wellesley Faculty*

ATTENDING the 53rd National Interfraternity Conference at the Statler-Hilton in Boston on December 1, 1961, was very interesting to me for three reasons. First, a meeting of college men only was as unique for me as it must have been routine for most of those in attendance. Inasmuch as I have been teaching at an eastern girls' junior college for the past several years, my contact with deans of men, fraternity life, and even undergraduate men themselves has been very meagre and quite indirect.*

A second way in which the Conference was rewarding to me related to the sessions and speeches. A real atmosphere of "fraternity" seemed to prevail as the delegates, actives, alumni, and secretaries met to discuss problems facing Greek letter organizations. With colleges and universities not only besieged by clamoring applicants for admis-

sion but also confronted with ill-informed public opinion about fraternities and sororities, the addresses delivered to the Conference revealed a positive, constructive, and sober evaluation of these organizations.

Reverend James A. McNerney, O.P. of DePaul University, unloaded a scathing criticism of those forces and individuals who, appealing to and responding to mass sentiment, have sought to impose their views of "rights" without responsibilities. Referring especially to groups and college administrations which have been drawn under the spell of a broadened concept of equalitarianism, he challenged them to recognize the right of men and women to select their own associates in life and to lodge authority where responsibility is clear.

General David M. Shoup, Commandant of the Marine Corps and a member of Delta Upsilon when at Depauw University, praised the positive role of fraternity life in

(Continued on Page 21)

DELEGATES. Representing AKA at the 1961 N.I.C. sessions were (left to right): Harold Sare, Kansas State Teachers Honorary; Thomas T. Hill, Wisconsin '38; and Lewis J. Bacon. Not shown are Dr. John Agnew and Richard Markham.



THE LOGOS

THE CHAPLAIN'S CORNER

Personal Inventory

by REV. FORREST J. REYNOLDS
National Chaplain of AKA

Entering this calendar year, business found it a convenient time to stop and take inventory. Now, as brothers of a great fraternity, I would like for each of you to stop and take inventory. In order to take this inventory we need to begin with an evaluation of self. In other words, "What do you think of yourself?" That probably seems like a rather trite and foolish question, yet I am convinced that it is a question of the utmost importance. The answer to this question determines the enjoyment you get out of this life.

I suppose that the answer to this question is determined by the value we place upon the human personality. I am rather shocked at times to find that there are some who place very little value upon the human personality. Some look upon man as an accidental product of this universe who holds little more value than one of the animals that roam in the fields.

Recently, I was reading a periodical in which an article stated that man is worth \$3.98 per hundred pounds. Of course, this article was speaking of the chemical composition of the body.

Jack London tells the story of a couple of bank robbers who, in the process of robbing a bank, shot the bank teller. After they had returned to their hideout one said to the other, "What a shame that we were forced to shoot this bank teller in the process of robbing the bank." The other replied, "Oh,

that didn't make much difference. He was nothing more than meat—just meat." The story continues that in the process of dividing the loot they became involved in an argument. Each pulled out his gun and shot the other. The one lay dying, saying, "Just meat—only meat." A fictitious story? Yes, but there is a lot of similarity in the philosophy of this bank robber with the philosophy of many today.

On one hand we see the philosophy of those who place little value upon the human personality, but I cannot go along with that group. In the great religions of the world more value is placed upon man. In the Jewish and Christian religions, we find that man is of more value than any other creature of creation. In this tradition we find that man is created by a God who is the creator of the whole universe. The evolutionary processes involved are not important. The significant thing is that man was created as important to the creator.

As we move forward in this calendar year, let us each rethink our importance. Because we are important, we have the power and capacity to live a life that is rich and meaningful.



Willis W. Helfrich, Illinois '30, is scoutmaster of Troop 915 in Chicago — his forty-third year in Scouting. Asst. Secretary of the Chicago Transit Board, he is also a Red Cross swimming instructor and active in civic affairs.

Philip R. Miller, Kansas State '34, owns and operates Nelson Furniture Company, Galveston, Texas. His home address is 2804 Houston Drive North, Lamarque, Texas.

Stuart R. Ward, California '24, is completing his 38th year as Executive Secretary of the 9,500 men who constitute the Commonwealth Club of California; also starting his 22nd year as Founder-Moderator of Radio Station KSFO's half-hour weekly panel discussion program, the "California Council Table." He made his twelfth (this time a 6,000-mile) visit to Mexico with wife and boys, shooting with an Exakta color camera. Long ago he became an "aficionado" of his worst college subject, Spanish. Ward has five sons, one daughter, and two grandsons. His address is 3406 Clay St., San Francisco 18, California.

Sherman L. Brown, California '07, director of student teaching at San Francisco State from 1930-1953, now emeritus professor, is enjoying farming as a pastime. He re-married about a year ago and lives at 2799 Benvenue Ave., Berkeley, California.

Leslie H. Peter, Jr., Stanford '25, reports he is still alive, but tiring fast, especially of Florida summers. His address is 1323 Tangier Way, Sarasota, Florida.

David W. Hauck, Illinois '48, flies DC-8 jets for United Air

Lines. His address is 952 Castle Hill Rd., Redwood City, California.

Robert Bliesner, Washington '60, is a computer operator for North American Aviation in Downey, California.

Marvin Mog, Kansas '53, and his wife, Jacque, have two daughters, Mona and Marcia Elaine, now a year old.

Ralph D. Butler, Illinois '53, is now associated with the law firm of Clendenin & Burkhard, 1025 East Broadway, Monmouth, Illinois.

William Wood, Northeast Missouri State '59, stationed at Whiteman Air Force Base, Missouri, is engaged in writing a history of the 17th Air Division.

Ray Morrison, Kansas State '41, has been named a consultant to the Chilean government in poultry and livestock production. The appointment is for two years and is sponsored by the International Cooperation Administration.

Kenneth W. Anderson, Illinois '45, is now instructing at Harpur College at Binghamton, New York. Ken, who got his degree from West Point during the war, returned to Illinois to earn his M.A. and Ph.D. degrees.

Ronald Hesselschwerdt, Northeast Missouri State '56, is head of the industrial arts department at Southwest Junior High, Little Rock, Arkansas. He received his M.A. Degree from Arkansas State Teachers during the summer of 1960.

2nd Lt. Paul Foster, California '60, is with the Army Intelligence Agency in Oakland, California.

Max Kasselmann, Kansas State Teachers '60, is teaching and coaching at Preston High School, Preston, Kansas. He married Martha Lawrence in February, 1961.

Jerry W. Havenhill, Kansas '61, is employed in the mechanical engineering department of the Bendix Corporation, Kansas City, Missouri.

Howard T. Beaver, Wisconsin '13, president and founder of Beaver Associates, Inc., fund-raising consultants, was honored upon the 25th anniversary of the firm. He was presented with a solid silver Paul Revere punchbowl with 48 signatures of business associates engraved upon it. Beaver spends half the year in Florida at his winter home on Hypoluxo Island adjoining Palm Beach. His Chicago address is 2666 E. 73rd St., Chicago 49, Illinois.

Dr. Algic R. Padgett, Purdue '32, an original member of Cimmarrion, the charter group of Kappa, was elected director-at-large, Texas Assn. for Mental Health. At present he is assistant head, Humble Oil and Refining Company research and development division at Baytown, Texas.

Barry N. Rupard, Kansas State '59, married Marilyn Johnston on July 24, 1960. The couple lives in Wichita where Barry is an insurance adjuster.

Charles E. Pence, Wisconsin '29, has two married daughters and two grandchildren. The Pence family home is at 596 Park Ave., Mansfield, Ohio.

Nereus (Nero) L. Roy, Illinois '42, is married, has four children, and now lives in Long Beach, California, where he is successfully constructing homes.

Morey Is Honored

Dr. Lloyd Morey, Illinois Honorary, was recipient of an unusual honor October 21. On that date a portrait bust in bronze of Dr. Morey was presented to the University of Illinois by the Class of 1911.

President Emeritus of the University of Illinois, Dr. Morey has had a long and distinguished career in education and public service. He was associated with the University from the time of his graduating in 1911 until his retirement in 1955, serving as bookkeeper, auditor, comptroller, professor of accountancy, and finally as president. Following his retirement, he was appointed State Auditor, serving in that capacity for two years while restoring public confidence in state financial management.

The portrait bust was made possible through contributions of members of the Class of 1911 of the University of Illinois. The sculptor was Egon Weiner of the Art Institute of Chicago. Presentation was made by William W. Yapp, chairman of the class committee, and acceptance remarks were made by Dr. David D. Henry, president of the University of Illinois. The program concluded with a response by Dr. Morey. The bust will be a permanent exhibit in the new Krannert Art Museum on the University campus.

Chuck Phillips, Purdue '50, who now lives with his wife and five children at 477 Station Ave., Haddonfield, N.J., is projects engineer at RCA Missile and Surface Radar Division, Moorestown, New Jersey.

Ulett Is Director

Dr. George A. Ulett, Stanford '40, has been serving as acting director of the Missouri division of mental health since November 20, 1961, following a shake-up in the staff. The 43-year-old Ulett is also on the faculty of the Washington University school of medicine, being professor of psychiatry since 1956. He also is continuing as director of Malcolm Bliss Hospital in St. Louis, which has one of the highest records nationally of discharges of mental patients.

George was graduated from Stanford University in 1940 with a B.A. in psychology. Later, from the University of Oregon, he received an M.S. in anatomy in 1943, a Ph.D. in anatomy in 1944, and an M.D. in 1944. He interned at the University of Oregon medical school hospitals and clinics and then was a neurology resident at Boston City Hospital and psychiatric resident at Barnes and McMillan hospitals in St. Louis.

He is the author of two books and a frequent contributor to scientific journals. He is licensed in Missouri and California. George and his wife, Pearl, have a son, Richard, and two daughters, Judy and Carol. They live at 54 Picardy Lane, St. Louis.

Richard A. Cram, Millikin '56, works for Midland Industries in Cedar Rapids, Iowa. His address is 1518 Elmhurst Drive, Cedar Rapids.

William Manis, College of the Pacific '60, lives at 537 40th St., Richmond, California, with his wife and son, Billy Jr., born in May, 1960.

Charles G. Gibbens, Kansas

State '56, now lives in Columbia, Missouri, where he recently purchased the Credit Bureau of Columbia.

George Perbix, Illinois '43, is married, has four children, and is manager of Procter and Gamble's general buying department. The family lives at 6900 Miami Bluff Drive, Mariemont, Ohio.

William P. Walters, Kansas State '59, married Ilse Petzoldt on March 28, 1961. Walters is currently in the Air Force.

Don Kelly, Northeast Missouri State Teachers '60, and his wife are the parents of a year-old daughter. Don is working on his master's degree in guidance at Northeast Missouri State.

Dr. Danton B. Sailor, Illinois '43, is an assistant professor of history at Northern Illinois University, De Kalb. The Sailors, including wife, Dorothy, and sons, Kevin and Timothy, relax with an outboard cruiser for water skiing and a truck-mounted camper which houses the family and trails the boat.

George Peabody, Washington '59, is a forester for Weyerhaeuser Co. at Skykomish, Washington. His classmate, **Rod Thorn**, also '59, is working as an engineer for Boeing in Seattle.

Ferrel Cowan, Kansas State '32, has been elected president of the Manhattan Chamber of Commerce, Manhattan, Kansas.

Jerry Greene, Northeast Missouri State Teachers '55, is now guidance director at Mount Vernon High School, Mount Vernon, Iowa.

Stacey Howell and **John Williams**, both Northeast Missouri State '61, are both teaching in the high school at New Virginia, Iowa.

Freeman To India

Dr. Wayne Freeman, Kansas State '38, is now in New Delhi, India, where he is working as a member of the Rockefeller Foundation staff in a corn seed production program that is entering its fifth year. Dr. Freeman, his wife, and their son Hank left New York City in August to begin the new assignment. Two daughters remained in this country to attend school.

Wayne had been making his home at Thomasville, Georgia, where he was vice-president of the Greenwood Seed Co. Previous to 1953, he had been a corn breeder with the Georgia Coastal Plains Experiment Station and with the Mississippi Agricultural Experiment Station. He also had been a special consultant in Egypt for the Point IV program.

While at Thomasville, the Freemans had been active in community life, with Dr. Freeman serving as a Sunday School superintendent, choir member, and member of the Session of First Presbyterian Church. Mrs. Freeman was chairman of the Girl Scouts and active in PTA work.

The India assignment is for a two-year period. Dr. Freeman will be working with the Indian government's assistant secretary of agriculture in setting up seed standards and laws governing the use of corn.

Edward W. Philleo, Kansas '22, is listed in *Who's Who in Engineering*. His three children are all married, and he has six grandchildren. His address is 2846 N. 91st St., Milwaukee 10, Wisconsin.

Wallace M. Carrithers, Illinois

'33, is controller of the A.B. Dick Company. He has been with the company since 1943. His home is at 1906 Greendale Ave., Park Ridge, Illinois.

Richard E. Brandt, Penn State '55, is employed by General Atomics at San Diego as a mechanical engineer. He and his wife have a year-old daughter, Nancy Carol.

Gary Haxton, Kansas State Teachers '58, and his wife, Peggy, live at 112 Kenroy Court, Fort Collins, Colo. Gary is employed as an accountant for Everett Lumber Company in Fort Collins.

National Interfraternity Conference 1961

(Continued from Page 16)

shaping men. Both speakers recognized the need for continuing to strengthen the contributive features of fraternities and sororities, and in this respect I felt that Alpha Kappa Lambda has given proper emphasis in its program.

The most interesting part of the Conference to me was talking with Lou Bacon about the bright prospects for AKA. It isn't easy for us in New England, especially if associated with a girls' college, to keep up with new developments, even with the coverage given in *Logos* and the *News Letter*. The building programs at many chapters, the growth of individual chapters, and the expansion plans of the national office are examples of looking ahead. At the same time, dedication to AKA objectives and the resultant development of character and ideals without doubt constitute the best evidence of the fraternity's ability to help its members meet the challenges of the future.

Stettler Is Elected

Howard F. Stettler, Kansas Honorary, was elected president of the Association of Certified Public Accountant Examiners, at that association's annual convention in Chicago in October.

Professor of accounting at the University of Kansas, he has been secretary of the Kansas State Board of Accountancy for many years. He is author of a textbook on auditing principles which is now in general use.

For many years, Howard has been on the Board of Trustees of Delta Chapter of AKA, serving at various times as treasurer and as president. He has also been chapter adviser.



Howard Stettler

Will Yeamans, Purdue '59, received his M.A. degree in business administration from the University of Michigan in June, 1961. He is now working at the IBM office in South Bend, Indiana.

Lee A. Sullivan, Illinois '46, inventor and engineer of "the scramble," is still building Ferris wheels in Jacksonville, Illinois. His family, including wife, Barbara, and five children recently moved into a new home. Last year Sullivan was busy helping to found the local chapter of United World Federalists, a U.S. organization for peace through enforceable world law by strengthening the United Nations.

Joseph L. Taylor, California '09, an AKA founder, writes that he visited with another founder, **Charles J. Booth**, California '08, during the Christmas season. Taylor lives in Hollywood, while Booth resides at Claremont Manor, in California.

It is with sorrow that the names of the following brothers are added to the Omega Roll of the fraternity:

Dr. Earl W. Wells, California '18, died December 10, 1961, of a heart attack while driving his automobile. He was 67. A retired physician, Dr. Wells since 1946 had been a full-time orchid collector and exhibitor. He traveled widely in search for new varieties of orchids. He is survived by his wife, a daughter, and a son.

Dr. Robert T. Legge, California Honorary, died March 22, 1960, as he stood in an academic procession at Berkeley. He was 87. Dr. Legge served as University physician from 1914 through 1938. He was professor of hygiene and had held emeritus status since 1943.

Frederick Joseph Tate, Kansas State '50, was killed August 10, 1961, in a helicopter accident in line of duty. His home was at 1514 South 8th Street, Atchison, Kansas. (No other information available)

NEWS of the Collegiate Chapters

Gamma

ILLINOIS

Gamma began the school year with an effective and profitable rush, gaining twelve pledges in formal rush while pledging eleven informally. One of the main points emphasized during that rush period was the chapter's third place finish in scholarship last spring—a record that should be duplicated this year.

Not content to rest merely on its laurels, Gamma continued to score many successes during the fall semester. A pairing with Alpha Delta Pi, compounded with a large dose of hard work, yielded a third place trophy in the fall Stunt Show. The music, dialogue, and staging were all expertly handled by AKA's and the show won campus acclaim.

Other aspects of the social scene were not neglected as many chap-

ter dances, exchanges, and informal "get-togethers" finally culminated in the highlight of the Gamma fall social season, the Christmas formal. The traditional decorations, including a false ceiling composed entirely of pine boughs, maintained the dance's high popularity on campus.

A pairing with Alpha Chi Omega for the annual AKA caroling exchange to various hospitals in the community, and a pairing with Pi Beta Phi for a Christmas party for under-privileged children, rounded out the pre-vacation festivities. Both exchanges are traditional and are appreciated by the shut-ins and the orphans as well as thoroughly enjoyed by the AKA's and the sororities involved.

Athletics were not slighted either in the fall semester at Gamma.



They all count!!

Gamma's Holmes Is Leading Athlete

Hal Holmes, Illinois '63, is recognized universally as the finest tumbler in the world, and he proved it again at the AAU Championships in Dallas, Texas, last May. This was Hal's third AAU title; besides these, he won the Pan-American Games title in 1959 and the Big Ten Championship in 1961. The Urbana sophomore was prevented from competing in the NCAA meet in 1961 by an attack of virus pneumonia.

At the AAU meet, Hal's closest competition was Rusty Mitchell

from Southern Illinois University. In the first round Hal scored 9.5 and Mitchell 9.2. In the second Mitchell scored an excellent 9.55, but Hal returned with an amazing 9.8 to take the title. Upon returning to campus, Hal was nominated for the Athlete of the Year (season meet average—9.47 before AAU) and placed a close second behind football captain Bill Burrell in the student poll. Hal has been tumbling since the fifth grade under the guidance of Charles Pond of the University of Illinois.

The house was in the semi-finals of the invitational Delt Tournament comprising the best basketball teams on campus. Hal Holmes won first-place tumbling honors in the Midwest Open, and Bill Shriner has continued to place consistently in Illinois varsity swimming competition.

As far as campus activities were concerned, the Glee Clubbers stole the show at Gamma. Six brothers are members of the club with John Winings serving as junior manager.

Eta

Eta's new chapter house continues to be the center of much activity. It has been a very busy, yet rewarding, school year, thus far.

New officers were elected early in the semester, with Bradley G. Bockemohle taking over the reins as chapter president.

Eta has been active socially. We have had several dance exchanges, two dinner exchanges and two very successful house dances, one sponsored by the members

and the other being sponsored by our strong pledge class.

A concerted rush program has been underway all year, as we are shooting for a house filled to capacity. To generate interest and enthusiasm, a contest was staged between pledges and actives to see which group would bring the most rush guests, the prize being a pizza party.

We have been very pleased to see several of our alumni members and sincerely hope that we will see

Glen Anderson was president of the Oratorio Society, and Cass Apple was elected president of Beta Alpha Xi, the commerce honorary.

All in all, the first semester was a very satisfying one for the men of Gamma Chapter. The chapter's many successes have been objects of extreme enjoyment during the fall and yet serve as sources of immense anticipation for the coming spring.

—TED WOOLEY

WASHINGTON STATE

more in the future, now that we have our new house and are in a much better position to accommo-

date them fairly comfortably.

—ROB CORNISH

Iota

First semester activities for the men of Iota started on September 2 when everyone assembled to prepare for rush. Three days were spent cleaning the house and planning the details of rush. During the summer Iota had been busy rushing, too. Our summer rush chairman, Hal Beighley, held two enjoyable rush parties. The first was held at Yentrouc, a private lake near Wichita, and the second was held at Kanopolis Dam near Salina. All the work and effort in behalf of rush paid off at the end of Rush Week when we pledged 17 men.

Highlights of the year socially have been the "Go To Hell" party and the Christmas Formal. The "Go To Hell" party was planned and executed by the pledge class. The new-fallen snow set the stage for the theme of the Christmas Formal which was An Old Fashioned Christmas. We had several informal parties during the first semester. Exchangewise, we had exchanges with Alpha Chi Omega Sorority, Boyd Hall, and Van Zile Hall. All these functions have combined to make the year very successful socially.

We have several plans for the future. We have made a combined

entry with Alpha Chi Omega Sorority in Y-Orpheum. Bob Worley, our Y-O chairman, other members of the house, and the Alpha Chi's have been working hard on the script. We have also decided to represent a state in Model Congress. We are also represented in Model Congress by Larry Loomis who is chairman of the Congressional Procedure Committee. After finishing sixth among 22 fraternities at Kansas State last semester, we are striving to equal or better that this semester.

We will have a Senior Dinner honoring our three seniors who will graduate at the end of the fall semester. These three are Kent Haury, John McGee, and Dennis Zitterkopf. Also a coming event of major importance to Iota is our entry in Interfraternity Sing. Paul Joines, our song leader, and the men have been working hard and hope to do well in the Sing.

Officers elected for the spring semester are Charles Kelley, president; Stan Robuck, vice-president; Ron Johnson, corresponding secretary; Joe Cunningham, pledge trainer; Fred Adam, house manager; Dave McMullen, treasurer; and John Clifford, rush chairman.

—JAMES E. GATHERS

Kappa

"Alpha Kappa Lambda, the growing fraternity," certainly applies to Kappa Chapter. Cooperation and house spirit have been the bywords this year. New study rooms, new floor covering, new

drapes, new desks, and fresh paint are good indications of the direction in which we are headed.

The annual scholarship banquet was held on October 25. Thick juicy steaks were served to the

KANSAS STATE

PURDUE

members who achieved an index of 4.31 or better. The rest of the men had beans. Our guest for the occasion, Dr. Gillis, gave an interesting talk on "studying can be fun."

Rush has been an important topic here at Kappa. Purdue launched a new rush system this year, dividing the visitation over two weeks in November. Since then, we have been having informal rush.

Our alumni board continues active, having supervised the first phase of our 3-phase construction program. Members of the board are Pete Garrard, Dr. H. Geo. DeKay, Keith Gilchrist, Harry Hollis, Tom Hull, John Krueger, Bill Lange, Bill Shuey, Bob Sprunger, Mike Criswell, and Dennis Ehlert.

The scholarship challenge which we have had to face during the past has been accepted, as Kappa has moved into the upper third



Kappa's "Calypso Holiday"

of Purdue's 39 fraternities, and ranked fourth in improvement last year.

Kappa's social highlights have been bright ones. Our pledge dance, "Calypso Holiday," featured limbo dancing, a trampoline, and a big bottle of liniment. Our winter dance, "Wintertide," including a serenade for two of the brothers and their dates sporting shiny pearl pins, and our Christmas party for underprivileged children with Santa and all the trimmings, were held during the holiday season.

—DENNIS EHLERT

Lambda KANSAS STATE TEACHERS COLLEGE

The men of Lambda were back at school early this year to make some much needed house improvements on the chapter house. Sixteen pledges going through help week and most of the active brothers gave the chapter house a new coat of paint and made some improvements on the house. Along with the improvements on the house we also added a new TV in the rec-room and a new stereo in the living room.

Rush started shortly after school resumed and the men put every-

thing they had into it. We came up with thirty-two very good men and are well pleased with their progress thus far.

Various activities have kept the men of Lambda very busy. One of the high points so far this year was our trip to New Mexico State University. Twenty-two of our men made the journey down to New Mexico to install Alpha Alpha chapter of AKA. This was an extremely enjoyable trip and from all reports it was a great success.

Our intramural sports program

THE LOGOS

has been going very well this year and with the completion of three sports we are in a tie for first place.

On December second the Lambda pledge class had its winter formal. With a theme of Japanese Tea garden and some beautiful oriental decorations the ballroom of the Broadview Hotel looked superb. A good time was had by all, and a note of special

thanks should be given to the pledges for the many hours of work they put in on the formal.

The men of Lambda feel that thus far we have had a very successful year and are hoping it can be one of our best. We would also like to extend a special invitation to any and all AKA's who come through the Emporia area to be sure to stop to see us.

Mu OHIO STATE

A couple of new twists in the social program lent some variety to the fall activities at Mu. We used a "Playboy Party" theme for a stag rush function which came off the best of any rush party we have seen. Complete with a men's club atmosphere, "bunnies" to serve, and a folk singer for entertainment, the event was as much fun for the brothers as for the rushees. Later in the quarter we enjoyed an old-fashioned ice skating party. The only difference was that the ice was through the courtesy of the Ohio State ice rink instead of Mother Nature.

Many alumni returned to share

a big homecoming weekend with us. We are planning a number of alumni activities for the rest of the year including a monthly alumni dinner at the chapter house.

Our membership is at a record high, and we are feeling some pleasant growing pains. We will continue to concentrate our efforts on rush and scholarship.

Some of the best of our faculty members have visited with us and presented after-dinner discussions as part of our speaker program. This has been among our most interesting and beneficial activities.

—RICHARD W. FARQUHAR

Xi NORTHEAST MISSOURI STATE TEACHERS

Although classes began on September 6, work at the chapter house had started early in the month of August. Many of the brothers took time off from their "hard-earned" vacations to return to Kirksville and help with this project. Thus, by the end of the first week of classes the AKA Chapter House had undergone an almost complete transfiguration. All of the rooms were redecorated by the individual occupants and a

new room was added in the basement. The outside also received a much-needed paint job.

As the quarter progressed, Homecoming became the topic of work and discussion. Under the direction of Dave Engle and with the help of the active and pledges of Xi Chapter and Sigma Kappa sorority our float received second place in the Spirit Division of competition.

At the Homecoming reunion the

annual alumni meeting was held. Lewis Bacon presented the proposal of a new house for Xi, and a new corporation board, with Herb Brach as head, was elected to transact the business of acquiring the house. We are all looking forward to moving into the new house next fall.

During rush season, we conducted a new system of rush, with the help of Ron Haxton and Jim Roberts, and were very much surprised and pleased with the re-

sults. . . . 18 spry young men to help us keep our house in tip-top condition. We feel that this pledge class will surely bring credit to AKA.

Xi Chapter was honored to receive the Religious Activities Award from The Logos Foundation, presented by Ron Haxton, national chapter representative, on his visit to the chapter. It makes a very impressive addition to our trophy case.

—DAVID A. ENGLE

Omicron

UNIVERSITY OF THE PACIFIC

The men of Omicron Chapter have recently been very busy indeed. First of the many fall activities was the rush period, well climaxed by the pledging of seven men and the selection of two honorary members. Pledges were Bill Caffee, Bob Lewis, Farid Mawlawi, Dave Moyer, Wylie Ott, Lyle Patton, and Everett Wilcock. Honorary members selected are Joe Rizzo and Dick Williams. These men were formally initiated on December 10, 1961.

Omicron's traditional Chuckwagon Breakfast on October 28 was a huge success, with more than two hundred persons being served hotcakes and eggs at the chapter

house. The fall exchanges with several campus sororities proved very enjoyable to all, as did the pledge dance which had a "Roaring 20's" theme.

After prolonged planning and a great deal of work on a float, the big Homecoming weekend arrived on the social scene. A number of alumni were present at the traditional banquet and the well-fought big game, which Pacific lost by a slim margin in the last minutes of play.

Immediately prior to the Christmas vacation Omicron joined with Alpha Chi Omega sorority to treat the children at a nearby orphanage to a Christmas party—Santa

OMICRON. An AKA Christmas party at a local orphanage featured Santa Claus and gifts for the children. Omicron's annual Chuckwagon Breakfast served more than 200 persons.



Claus and all! The members bought gifts which Santa delivered personally to the delighted youngsters.

At semester's end, the men settled down to serious study prior to finals week. We look forward to next semester with hopes of

expanding to a larger membership and some day a new house. Looking back each one sees a full semester, filled with all the activities which make him pleased and proud that he is a fraternity man—an AKA!

—PAUL HARRISON '64

Sigma

CENTRAL MISSOURI STATE

The men of Sigma Chapter started the fall term off right with their annual Chinese Dinner. Bernie Belau coordinated the affair and the rest of the chapter worked hard and made it a success.

Also, Sigma Chapter worked hard on homecoming which again netted a success. Mike Garry's artistry and the whole chapter's help gained an honorable mention on the float, a third place on the house decoration, and a first place on the window decoration.

Because of the large number of seniors this years, Sigma has been rushing extensively. By emphasizing the proposed new 52-man house by "next year," it is hoped that a premium pledge class will arrive in February. However, the AKA's have been playing too—for instance: We have been practicing for Song Fete by singing after every meeting, having house parties, and participating in intramurals.

—HAROLD YOUNG

Upsilon

COLORADO STATE

Fall quarter here at Colorado State College was one of the most productive quarters for Upsilon Chapter.

Among the many activities undertaken was the fall rush program under the direction of brother Keith Russett. As a result, Upsilon obtained one of its finest pledge classes with a total of fourteen outstanding pledges.

During the Homecoming festivities AKA won first place and a beautiful trophy in the float entries of the annual Homecoming parade. It was a wonderful climax to all the work and fun that went into building the float.

Upsilon also won another first-place trophy in the recent ice carv-

ing contest which was held in connection with our C.S.C. Christmas Ball. Our entry was a huge swan. Hats off to Creighton Capra and his committee!

Socially, Upsilon has been very active with a number of fraternity-sorority functions, "pledge sneaks," and week-end functions at the house.

With all the many activities the brothers still give grade and high scholastic achievement top priority.

The most exciting and memorable event of the quarter was AKA's annual dinner dance. This year it was held November 11 at the Tiffin Inn in Denver, Colorado. Fun and frolic was had by

all brothers, alumni, and special guests. The highlight of the evening was the crowning of Upsilon's AKA Sweetheart for 1961-62. This year the honor was bestowed upon Miss Kathy Adis, a sopho-

more from Chicago, Illinois. The brothers are certainly looking forward to another big year here at Upsilon Chapter.

—FRANK BACA

Psi

This past fall, Psi Chapter started its first full year as a fraternity by pledging fifteen fine new men during a very successful Rush Week.

Last spring quarter, the men of Psi made big strides in scholarship as we jumped from 32nd to 12th among fraternities here at Iowa State. As a result we are sporting a handsome Scholarship Improvement Trophy awarded by IFC.

During fall quarter we had two firesides and one major party, "Psi Melodies," here at our house. The pledges also held a party called "Indian Summer." Another event here at Psi was the birth of our new newsletter, "The Psi-Clone." This title stems from the fact that our teams here at Iowa

State are called the "Cyclones." Since our chapter's name is Psi, and this coincides with Iowa State's mascot, Cy, the cardinal, we felt that this title was appropriate for our publication.

Our intramural teams consisted of football, volleyball, and bowling. This winter quarter we have basketball and bowling.

This year we have had our first experience with serenades, and have found them to be a satisfying and worth-while undertaking. We enjoyed one of our big functions of the year—our Christmas Party, "Snowflakes over Psi," here at our chapter house on December 16.

—DON RUHDE

Alpha Alpha

Alpha Alpha Chapter started preparing for the future by holding a rush party for prospective rushees the week following our installation. The affair was a huge success, attended by about 20 rushees and their dates along with the active chapter.

Our chapter won the Greek Stunt here at NMSU, and our candidate for Greek King, Larry Borger, was elected to reign over the Greek Ball.

As far as wins, we haven't done too well in intramurals, but the

enjoyment each member receives from them makes the intramural program worth while.

Chapter elections were held October 1, 1961. The results were as follows: President, Larry Borger; Vice-President, Chuck O'Neal; Corresponding Secretary, Roger Rinn; Recording Secretary, Richard Lieberman; Treasurer, Neel Storr.

The brothers of Alpha Alpha Chapter wish to extend a hearty welcome to Alpha Beta Chapter.

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