

THE LOGOS

June, 1965



**THE VANISHING
RUSHEE**

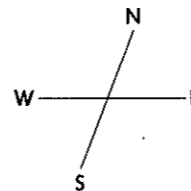
*Fraternities:
The Future*

**Washburn
University**

*Midwest
Workshop*



FRATERNITIES: THE FUTURE



By **RALPH E. PRUSOCK**
Associate Dean of Students
Kansas State University

Critics or criticisms of the college fraternity will not be its downfall. This should fall into the category of self-evident facts, but, apparently, is not understood by a vast majority of fraternity members.

As an example, in a Sunday supplement Sloan Wilson, the author of *The Man in the Gray Flannel Suit*, among other books, justly criticizes the insularity of fraternity chapters and cites the fact that the independent student has a much wider range of friendships he can make on the campus while the fraternity man lives with essentially the same 50 or 60 individuals for four years, rarely associating (at least with males) outside the chapter.

A just criticism in my way of thinking, but Wilson goes on to dismiss Greek organizations as harmless and puerile by stating:

"No really brilliant student who is mature and psychologically whole could possibly become a member of a fraternity nowadays, any more than he could join the Ku Klux Klan,

or one of those clubs whose only requirement is the mailing of a cereal box top."

Could we not agree that his statement about joining a fraternity will *not* lead to our early demise? But, can we ignore his just criticism about fraternity insularity?

Criticism is necessary to anything worthwhile. Any institution which experiences a modicum of success is going to result in supporters and detractors. This keeps the organization healthy, if it responds to critics with objective self-analysis and positive change occurs as a result of careful analysis of criticisms. It presents atrophy. C.P. Snow in his book *The Two Cultures* provides an illustrative example.

"I can't help thinking of the Venetian Republic in their last half century. Like us, they had once been fabulously lucky. They had become rich, as we did, by accident. They had acquired immense political skill, just as we have. A good many of them were tough-minded, realistic, patri-

otic men. They knew, just as clearly as we know, that the current of history had begun to flow against them. Many of them gave their minds to working out ways to keep them going. It would have meant breaking the pattern into which they had crystallized. They were fond of the pattern, just as we are fond of ours. They never found the will to break it."

We are not, as fraternities, meeting criticism in a positive, constructive fashion. We are trying to change our "image" through "public relations", good works and the stout insistence that we are "good for new students" by virtue of a continuous (and, to me, fallacious) average grade point average above that of all men. I think we can do better.

I would like to give you my own thoughts on the specifics of how fraternities ought to change and how such changes might be brought about.

To start with, I think we ought to examine what higher education is meant to provide the individual involved in it. (Parenthetically, I should say that my ideas about higher education are an amalgamation of personal views and the views of others, and possibly do not coincide with the philosophies of others in the field of higher education.)

Basically, to me, a higher education should create a thinking man or woman who:

1. Knows himself.
2. Has learned the technique (or is it art?) of intellectual exploration.
3. Is able to use these acquired academic skills and self-knowledge for critical and objective thinking in decision making and problem solving.
4. Has discovered that there is a "life of the mind".
5. Fundamentally, is ready for the lifelong task of self-education upon commencement.

I think we can see trends in industry and business where corporations are providing training and education necessary to the organization, but at least verbally many of these are advocating the recruitment of persons with the background in liberal arts; specialists with more than a speciality.

THE FUNNEL OF ENTRY OCCUPATIONS

While many corporations do speak of the industrial and commercial need for the Liberal Arts graduate with a broad education, actual hiring gives precedence to the "specialist", be he engineer, chemist or mathematician. The college graduate with only his specialty may occupy a position of advantage, therefore, when hired, but as advancements occur, each successive level of management requires a broader range of knowledge (and, we hope, wisdom) until at top management levels, the executive is expected to have an all-encompassing knowledge (or ability and training to obtain it) and the wisdom of Solomon. The moral of this situation, obviously, points to taking advantage of any and all opportunities for obtaining a liberal education.

Education should also be for life outside of the job. I am always left with a sad feeling when I speak with a college graduate in the business world who has not read a book in the past year or five years. He has missed something; he doesn't have a life of the mind!

Robert Maynard Hutchins, formerly President of the University of Chicago, in an article entitled "Locksley Hall: A college for the future (1989)" speaks of a college where no degrees are awarded since education never stops and where education is to create human beings and citizens -- technical training being left to business and industry.

1989 overshoots 1975 by 14 years. In 1975 I cannot anticipate colleges without degrees. *How will higher education be in 1975?* Probably similar to what it is now, but more competitive, more rigorous, and larger as the number of persons seeking entrance to college increases and *multiversities* (in Clark Kerr's jargon) begin to evolve into what we might call *megaversities*.

Well, let's look at higher education today and see what kinds of insight might be found: first, it seems to me that higher education isn't always successful in the terms I've tried to outline above in many individual cases.

"FRATERNITIES: THE FUTURE" was given by Dean Prusock, as an address to the Midwest Leadership Workshop at Iota Chapter on April 10, 1965.

Pledge Education Must Provide The "Big Picture"

1. The very nature of the institution militates against its being highly efficient.
 - a. Size makes a great difference in the crucial first two years. Just look at how your own institution has grown in the past five years (you've even had a name change). This makes for less individual attention just from the sheer press of numbers. The fraternity can offer individual attention and small group identification.
 - b. The nature of college and University faculties has evolved into a situation where faculty has less time for students with all the emphasis on publish or perish. In larger institutions the least likely college teachers do the teaching -- graduate assistants who are not good researchers or good scholars are often given the professionally less desirable teaching assignments in introductory courses.
The fraternity can offer student faculty contact through a faculty guest and faculty associate program.
 - c. The very way in which academic bookkeeping is done militates against education. The accumulation of "blocks of time" with a letter on each block indicating someone's judgement as to how well that time was spent seems a poor measure of the kind of learning that goes into education. But, with size and organization of institutions what they currently are, it seems like the best we can do.
The small group atmosphere of the fraternity can lead to "traffic" in

ideas in bull sessions.

The numbers racket -- those little three digit pellets that are handed out for the successful running of a portion of the maze seem, in many institutions to have become rewards in themselves.

The fraternity, I think, perpetuates this "numbers racket" by insistence on chapter scholarship rankings, etc.

- d. Teaching and testing by formula -- the true-false test seems the ultimate in academic bureaucracy. These tend to work against the learning of and interest in academic exploration.
- e. The very motivations of society at large, leaning as they do toward materialism as a result of affluence, affect the shy students who are in college. If the sole motivation is material, the degree is a ticket to higher salaries and better jobs, then how can we expect a student to be concerned about becoming educated in the process?

Fraternity pledge education can provide "the big picture" by involving University Deans and faculty.

- f. With universities and colleges organized as they are to accommodate large numbers of students -- the opportunities for students to participate in seminars where they can try out ideas becomes limited. Especially is there a lack of opportunity for "integrating experiences" where the student can come to understand that the courses he has taken are a part of an interdis-

plinary fabric and not a patchwork of isolated subject courses in specific subject matters.

Let me interject another parenthesis here -- about where and how learning really takes place. I think that I would have the support in the contention that most learning takes place outside the classroom. No doubt you've heard it said that the lecture room is the place where ideas are transferred from the professor's notebook to the student's notebook without any intervening mental activity. Ideas *per se* are really quite sterile, their utility comes from use.

Students learn from each other in bull sessions and from trafficking in ideas with professors. My own experience in graduate school was that I learned more from my fellow students and professors out of class than in the lecture room. Let me give you an example:

An incident that occurred on the K-State campus illustrates the fact that students learn from each other. I was following two girls -- let me change that to "I was walking behind two girls near our Women's Residence Halls, and one said to the other, "Did you know that there were only 200 years of peace during the entire Roman period?" The other appeared quite stunned by this statement and exclaimed, "No kidding?" "Only 200 years! Good Heavens!" I don't know whether the first girl proceeded to talk about various empires, etc., or not; but can you imagine that same reaction when the professor made that statement in class? The second girl will most likely remember that little fact for the rest of her life.

Woodrow Wilson has put this better than I possibly can:

"The real intellectual life of a body of undergraduates, if there be any, manifests itself not only in the classroom, but in what they do and talk of

and set before themselves as their favorite objects between classes and lectures. You will see the true life of a college in the evening, at the dinner table or beside the fire, in the groups that gather and the men that go eagerly off to their work, where youths get together and let themselves go on their favorite themes -- in the effect their studies have upon them when no compulsion of any kind is on them. The *effects* of learning are its real tests, and the real tests alike of its efficiency. The mind can be driven, but that is not life. Life is voluntary and unconscious. It is breathed in out of the sustaining atmosphere. It is shaped by environment. It is habitual, continuous, productive."

But, despite these negative aspects, the fact remains that institutions of higher learning do an outstanding job in releasing some of their products as very well educated individuals indeed. In the main these are individuals who have developed an intellectual curiosity, a life of the mind, if you will, and they have done this for themselves since, basically, education is the process of self-education, the college being merely, as Burges Johnson puts it, "a place where the facilities for acquiring an education are conveniently assembled in an atmosphere conducive to study." Education really is a hand crafted product that does not improve with mass production.

So, it seems to me to be a salient point that education is fundamentally a matter for each individual student. His approach and motivation is crucial to what use he makes of the facilities for acquiring an education.

Now -- let's get down specifically to how the fraternity fits into the picture.

The fraternity is a unique unit on the college campus. It combines the student

Part Of The Problem -- Social Overemphasis!

peer group with the living unit.

Residence halls may develop some peer groups within them. Peer groups form in classes and the extracurriculum but rarely to the extent of the fraternity in its organized communal living, eating and social activities. The fact that this is a "peer group" is the important point here since it can be demonstrated from research evidence that peer groups exercise potent influence on the attitudes and values of their members.

But, unfortunately, while present day fraternities do indeed exercise influence, it is not in the intellectual directions of the goals of the college or university. It is in such directions as the establishment of dress norms (wear a widetie and you don't even get a rush invitation on some campuses) dating (on many campuses the member who dates in an "inferior sorority" may become a social pariah in his group) and so forth -- the individual who is intellectually curious and academically oriented is tolerated and allowed to exist, but he wields no great influence.

In summary, as Theodore Newcomb put it -- "the social-psychological motors of student are racing, disconnected from the wheels of intellectual development."

But, the fraternity has another advantage again due to its unique organization and this is in the area of self-development since it does provide so many opportunities for individuals to serve the group in positions as an officer, committeemen, etc., and this is in addition to the valuable role that it can play in supporting the academic-intellectual goals of the institution which nurtures it.

Key areas to me, where some adjustments to the "vehicle" for self-development should be made are in rushing and pledge training -- on too many campuses fraternities are pledging from a buyer's market. We're taking our new pledges from among students who are already sold on the idea of joining a fraternity. Let's face a fact here and admit that only the rare fraternity man ever goes out during summer rush and sells a "vehicle for self-development". He sells social life, dating, parties, etc. Many of the individuals who are not contacted during the summer but show up for the

typical rush week are the self-styled "social movers" who have read all of the negative publicity in the press, have talked with college students, friends who are members. They are looking for the very thing that seems to be part of the problem -- social overemphasis!

Now, what happens to them after they are pledged? More than likely they are put through a "pledge training program" (training here is almost equivalent to classical conditioning, like Pavlov's dogs; salivating when the dinner bell rings) and have instructions to memorize pages 19-22 of the pledge manual which deals with such weighty matters as the pledge pins of sororities, who may wear the badge of the fraternity, memorizing the national roster of chapters, etc.

I have the permission of Mr. Richard Fletcher, Executive Secretary of Sigma Nu, to tell this anecdote about pledge training to illustrate this.

Fletcher decided to have his eight year old granddaughter read the old Sigma Nu pledge manual offering to help with hard words, interpretation, etc. She finished the job in about three weeks and was given the "pledge test" at that time. Her score was 92!! Pledge training in many fraternities (and possibly sororities) appears to be pitched toward the eight year old mentality!

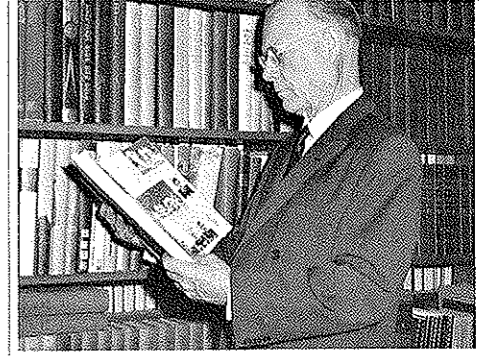
Effective use is made of a social Psychological principle called the "Law of Cognitive Dissonance".

The Law of Cognitive Dissonance, very simply stated, holds that a member's attitude toward any group he belongs to is colored by the trouble, time, or effort that it took to join. If the group took very little of his time and was little effort to join, he will tend to see its negative elements and say, "Oh well, what can I expect? It wasn't any trouble to join so I guess I'll just tolerate those members I don't particularly like or those things that are negative." conversely, the individual who has made a real contribution of himself, an investment of time, effort or trouble will tend to accentuate positive elements of the group and repress the negative. Fraternities have made it "tough" in terms of harrassment physical and psychological and have capi-

continued on page 23

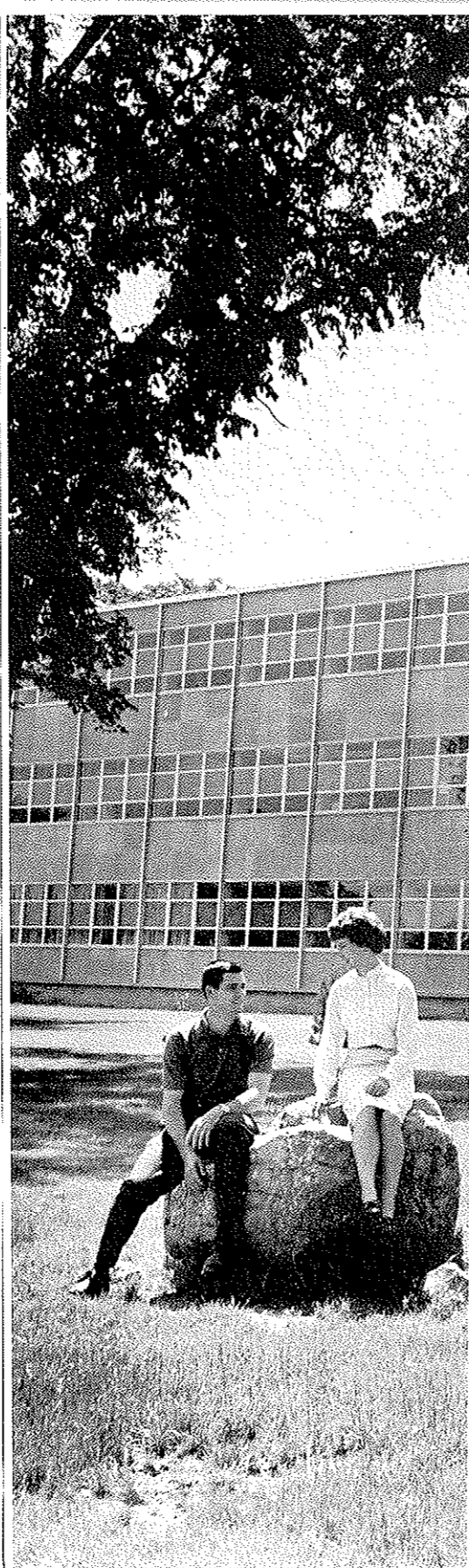
The World of STUART R. WARD

Reprinted with permission from the
CALIFORNIA MONTHLY, November, 1964



Stuart R. Ward, California '24, is an ebullient septuagenarian who has devoted his life to a mission: to find the truth wherever it is hidden, and to set it free. As executive secretary of San Francisco's internationally respected Commonwealth Club of California since 1931, and as moderator of the world's oldest (more than 1,200 consecutive broadcasts) roundtable radio program, KSFO's "California Council Table," Ward has been eminently successful. His success -- and the success of the Commonwealth Club, whose growth he has guided from a membership of 3,500 to today's 11,500 -- is due primarily to an unswerving dedication to the proposition that all sides of an issue, popular or controversial, be presented and discussed. Once, when a ballot measure he personally favored stimulated no opposition, he balanced the scale by authoring a fervent plea against the proposal. On another occasion, when the late Governor C. C. Young bequeathed four copies of the "Blue and Gold" to the Club, Ward conducted a campaign through the Club's publication *The Commonwealth* (which he has edited since 1925, to obtain a complete set for the Club's library -- then, to insure a "neutral viewpoint," he conducted a similar campaign for a set of "Stanford Quads." Both sets are now complete and current. More than once, Club members have resigned in protest over the Club's insistence that "unpopular" advocates, such as Communists, express their views before the Club or one of its 25 special public affairs study sections. It's no coincidence, therefore, that the Club's envied list of guest speakers -- none of

whom ever receives reimbursement -- includes every U. S. President from Theodore Roosevelt to Dwight Eisenhower and some 3,000 other prominent personalities, including Soviet Premier Nikita Khrushchev. Now 70, Ward has lost none of the dedication and drive that led him to graduate, cum laude, after a student career which included membership on both the UCLA (where he attended two years) and Berkeley student councils. He still puts in over eight hours a day in the Commonwealth Club's oak-paneled offices on the top floor of San Francisco's St. Francis hotel. Nor, has he lost the eloquence and love of a verbal battle that earned him the presidency of Berkeley's Senate Debating Society, and still earns him grudging respect from participants on his radio program who are foolish enough to come unprepared. It also should be noted that Ward retains remarkable agility, occasionally finding it necessary to clamp a restraining hand over the mouth of one or more over-enthusiastic panelists -- lest listeners think they have tuned in a bar-room brawl. Whatever Ward does, he does with enthusiasm. He is an ardent camper and, combining his hobbies -- photography and travel -- Ward has written and lectured extensively on Mexico, Latin American problems, foreign policy, education and subversive infiltration in the Western Hemisphere. He lives in San Francisco with his wife, Margaret, has five sons, one daughter and three grandchildren -- whose photos he carries, readily available in a hip pocket, and proudly displays on the slightest provocation.



Washburn University

Alpha Nu Chapter

The idea for a new fraternity at Washburn University started in the spring of 1963, when a group of independent men on that campus formed an organization called the Intrepids. The Intrepids' purpose was to build a local fraternity which would become a chartered chapter of a national fraternity. During their search for a fraternity which shared their principles and goals of fraternity life, the members came into contact with Alpha Kappa Lambda and decided unanimously to seek affiliation with AKL.

In the fall of 1963, the group became an official AKL Colony and began their program on campus. Membership grew steadily during the year, and the members were active in campus affairs. Leadership during this critical growth and development period was provided by an active group of officers headed by president Terry L. Gaston.

At the beginning of this academic year the colony's advisor, John Harter, Washburn's director of admissions and an AKL alumnus, aided the members in securing housing for the organization. They rented a house near campus with a capacity for fifteen members. The progress of this new fraternity at Washburn and its first housing project was reported in a picture story in the Topeka State Journal by Perry Riddle, an AKL alumnus from Kansas State Teachers. The remainder of the fall semester was spent in preparation for the installation of the colony as Alpha Nu Chapter of Alpha Kappa Lambda.

THE LOGOS

The Alpha Nu Charter was presented by Alfred B. Post, National President, at ceremonies held at the Hotel Kansan in Topeka on February 14, 1965. In addition to an address by Brother Post there were greetings and remarks by Dr. Arthur F. Engelbert, Dean of the College; Jerry Barnes, President of the I.F.C.; John Harter, faculty advisor; and Lewis Bacon, National Executive Secretary.

The initiation of the charter members was conducted by an initiation team composed of members from the AKL chapters at Kansas and Kansas State Universities, and Kansas State Teachers and Fort Hays State Colleges. There were twenty-eight charter members and pledges including one charter honorary member, Dr. Robert Mardock, professor of history at Washburn and faculty advisor to the chapter.

Alpha Nu Chapter has had the advantage of excellent help and support from AKL alumni in the Topeka area. A board organization formed under the leadership of Ron McChristy, Kansas State Teachers '58, has worked closely with the members on their housing and other financial problems.

Washburn is an urban university of moderate size located in Topeka, Kansas. It was founded nearly a century ago as a Congregational school called Lincoln College and became a public institution in 1941. Washburn University now receives about half of its support from the city of Topeka.

The university is deeply committed to the liberal arts tradition and enrolls approximately twenty-four hundred students in its liberal arts college. Washburn is probably known best for its widely acclaimed law school which offers three and four year professional programs to two hundred students.

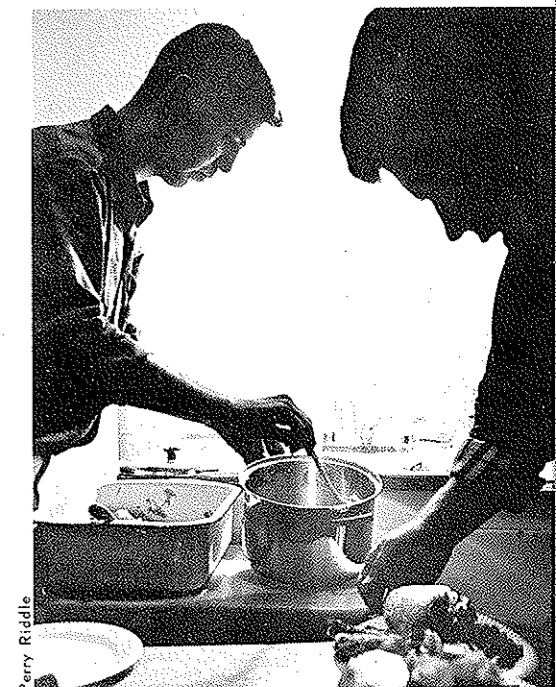
The Washburn chapter of Alpha Kappa Lambda is the fifth in the state of Kansas and the thirty-fourth active collegiate chapter in the Fraternity. The members of Alpha Nu are enthusiastic about the future of their new chapter. With its heritage combining the high ideals of AKL and the fine tradition of Washburn University, Alpha Nu is certain to be a vital force in student life on its campus and in its community. □

JUNE, 1965



Members of Alpha Nu Chapter are joined by AKL's from Kansas State Teachers in repairing a parking lot as part of a service project in Topeka.

Dinner is served from chapter house kitchen but must be brought in until improvements are made in the kitchen.





11

THE LOGOS

The Case of THE VANISHING RUSHEE

The Regrettable Results of
Restrictive Rushing Regulations

By ORVILLE H. READ
Chairman, Board of Directors,
Delta Upsilon Fraternity

Who do you think is your toughest competitor in rush? The fraternity with the bigger, newer house down the street? The house with all the top athletes? The one that wins the scholarship trophy every year?

Forget it! On nine campuses out of ten it isn't any other fraternity. On most of these campuses, a large percentage of the men who would make good fraternity members never join any fraternity.

So, if you are rushing against other fraternities the way we did a long generation ago, it's time to take a long, hard look. Maybe you're shooting at the wrong target. Maybe you are aiming at your friends, when the bushes are full of enemies. Maybe it's time to make an up-to-date market analysis.

The rushing market today is far different from 30 years ago. Back in those days we had a great rushing advantage - fraternities were living in nice warm caves . . . and the independents were still living in trees.

This allowed us to concentrate on just one phase of rushing - sinking the shaft into any other fraternity in which a rushee might be interested. We knew that our prospect wanted desperately to join a fraternity - he had to in order to get in out of the rain! All we had to do was knock the other fraternities out of the running.

How very different now! Our major rushing obstacles are no longer the other Greek houses. You have two much tougher competitors. The first is the great big, plush dormitory that offers all the physical comforts of the Hilton hotels and looks mighty good to many a freshman. Alongside such dormitories, the average chapter house looks pretty grubby. A man usually has to be willing to accept some personal discomfort today if he wants to be a fraternity member.

The second and even tougher and more subtle competition today is the widely-circulated suggestion that fraternities are no longer important - that, in fact, fraternities may be harmful to the process of education. Many good fraternity prospects are coming to college today with that indoctrination. To sell them your fraternity, you first must sell them the fraternity system.

These are the rushing problems we face today that weren't even contemplated in the "good old days". But, though the problems have changed completely in the last decade or so, rushing techniques still follow very much the same old patterns. We still concentrate on rushing against each other, and overlook the real competition.

It is high time that we all realize that it's no longer good enough, or even halfway

JUNE, 1965

12

Complicated regulations discourage many interested men from rushing & pledging a fraternity

smart, to down-grade the other fraternities in rush. If the Betas knock the Sigma Chis, and the Sigma Chis knock the DUs, and the DUs knock the Betas, pretty soon the rushee gets the idea that perhaps the critics were right . . . fraternities are no damned good.

How much better if the rush story is positive. The fraternity system is good. There are many good fraternities on campus. Then, from there, tell the rushee why your chapter is better - why it should appeal to him more. Not that Beta is worse, but that you are better.

THE TELEVISION PARABLE

Let's take a look at an analogy in the market place. Let's suppose that there are several different stores selling different brands of color TV. You've heard a lot about color TV, pro and con. You've seen it at a neighbor's. You've about decided to buy a set, even though you realize they're not perfect. So, you stop in at the store selling Brand A, and the first thing the salesman does is to tell you why you don't want Brand B. Their colors are muddy, repair bills are high, pictures aren't reliable. You go down the street to take a look at Brand B, and that dealer tells you that Brand A is out of date, their circuitry is poor, their cabinets are shoddy, their tuning is too complex.

Your reaction quite likely will be that perhaps it isn't wise to buy a color TV set after all. So you will go back home to your old reliable black-and-white set . . . and

color TV has lost a customer. Those salesmen misjudged the market. They didn't realize that first you had to be sold on color TV, and then sold on the benefits to be obtained from a particular brand.

Suppose, instead, Salesman A meets you at the door and says, "Color TV is wonderful. Once you've had it in your home, you'll never be satisfied with black and white. Now let me tell you some features of Brand A which make it the best on the market." Down the street, Salesman B says, "Color TV doubles your watching pleasure. Brand B has some special features which we think will particularly appeal to you."

Soon you're really enthusiastic about color TV. Now it's just a question of which set you select and enjoy. Someone is going to sell a color TV set.

It's easy to translate this into fraternity terms. If the rushee first visits the AAA house and they say, "Watch out for BBB. Their house is in bad shape. They've lost all their good men this year and they're in real trouble with the Dean. Worse than that, they have special assessments for every party. It'll cost you a fortune. At the BBB house they say, "Too bad about AAA. They used to be pretty good, but you wouldn't want to get in with them now. Half their pledges will quit the first month, because they treat them like dogs. They're pretty shaky financially, too. And you should see their meals after rush week is over."

This rushee probably is going to wind up living in the dorm for four years, figuring, "Just like I heard, fraternities are no damned good." The fraternity system has lost a good prospect.

Now suppose instead that rushee hears at AAA, "Fraternity life is wonderful.



Once you know the advantages of the close personal fraternity life, compared to the cold, impersonal dorm, you'll definitely want to join a fraternity. Now in AAA we think you could be particularly happy because, . . ." This rushee is pretty apt to be sold on the fraternity system. Some fraternity is going to get a good member.

FRATERNITY ADVANTAGES

Fraternities do have great advantages. In general they have nothing to be defensive about - and nothing to attack each other on. They do have a strong, positive story to sell. Socially, economically, scholastically (yes, scholastically too) they make sense. A positive approach in rushing will benefit the entire fraternity system, and your chapter will share in the prosperity.

Start selling the fraternity system in your very first contacts with the rushee (and his parents). An old merchandising axiom is, "You can't knock the competitor without degrading your own product." An-

other is, "Sell Benefits". They both apply equally to rushing.

All fraternities should work together in this program. Through their interfraternity Conferences they should start attacking the real job. The real job isn't to make more rules which only complicate rushing and discourage rushees. The real job isn't to act as a police force to make sure that no fraternity violates the many and awesome rushing rules that already exist, and to mete out punishment for each infraction. The real job is to promote the fraternity system, to make it a stronger and better part of campus life, and to provide an environment that will make good prospects want to be fraternity members.

It is told that on the grounds of Buckingham Palace a lighted red lantern had been placed at a certain spot every night for more than a hundred years. Each morning for more than a century, the lantern was picked up, cleaned, and refilled and each night a guard carefully placed it in the same location. It finally occurred to someone to question this procedure and after careful investigation it was learned that, more than one hundred years before, the King had seen a wild flower that had sprung up in that unprotected spot, and had ordered a lantern placed there each night for its protection.

We have our red lanterns, too. Most restrictive rushing rules have long outlived their usefulness - if, indeed, many of them were ever really needed.

It's time for your IFC to re-examine the rulebook, to eliminate the red lanterns, and to get on with the real job.

IFC'S BUILD BETTER RUSH

Your IFC should urge all fraternities to build rushing programs around the advantages of the fraternity system. We must stress in rushing the fact that fewer fraternity men are drop-outs from college. We must emphasize the leadership training that fraternities offer, point out the greater enjoyment of living with a compatible group of men of your own choice, and bear down on the positive values of our social

programs, of our scholarship programs, of our intramural programs, of our leadership training programs.

SELLING RULES APPLY

There's another selling axiom which applies equally to rushing, "Make it easy for the customer to buy." It's time, in fact it's long past time, for our IFC's to begin helping fraternities to work together in the common cause of promoting the fraternity system. Do we do this now in our rushing programs? Let's go back to our parable of color TV and see how closely it parallels the rush program on many campuses.

This time, when you go out to shop for a set you don't even get in the door. You are met at the threshold by the dealer who says, "If you are interested in shopping for a color TV, there are a few rules which you must observe:

1. You must go first to the Chamber of Commerce and register as a prospective buyer.
2. You must pay a registration fee for this shopping privilege.
3. You must start your shopping on a fixed day at a fixed hour. Then you must visit at least four dealers for a period of one hour each - no more - no less. You must get a receipt from him showing that you have made this visit.

4. On no account may you go back to any dealer a second time or buy a set until you have visited them all.
5. Now, in our town, you can't see any of these sets until next February, and if any dealer even lets you in his store before then, or discusses TV with you, he is barred from selling you a set, no matter how much you may want it."

After hearing these and other rules, you'd be pretty apt to say, "The heck with it. I don't want a color TV set that badly. It isn't worth the trouble"

But before you walked out of the dealer's life forever, you might ask him, "Why has the government made all these silly rules to make it so hard for you to sell TV sets, and for me to buy one?"

And the dealer would reply, "Oh, the government didn't make all these rules. We did this to ourselves!!!"

Sounds silly, doesn't it? You can't imagine a group of merchants being so foolish. But look again! How many of the rushing rules which have been built up on your campus over a period of years are just as restrictive? How many of those rules are keeping good rushees away from your house and the houses of your fellow Greeks?

How many rushing rules are actually harming the fraternity system? How many red lanterns do you have on your campus?

ABOUT THE AUTHOR

Orville H. Read, Delta Upsilon Board Chairman is a 1933 University of Missouri journalism graduate who has edited The Delta Upsilon Quarterly since 1947. Since undergraduate days when he served his chapter as rush chairman and treasurer his interest has continued with service as a member and chairman of many fraternity committees. He has been elected to the International Fraternity's Board of Directors twice. He is vice-president and general manager of the Metropolitan Refractories Division of the A.P. Green Fire Brick Company.

THE CASE OF THE VANISHING RUSHEE

is the third in a series of articles prepared for fraternity magazines by Operation Challenge, a project established by the 58 member College Fraternity Editors Association.

Permission to reprint the article or any portion thereof must be obtained from the author and Operation Challenge. Committee members: Ralph F. Burns, Alpha Kappa Phi; Herbert L. Brown, Phi Sigma Kappa; Robert D. Lynn, Pi Kappa Alpha; Durward Owen, Pi Kappa Phi; John Robson, Sigma Phi Epsilon; Francis Wacker, Delta Sigma Phi; and Carl Gladfelter, Chi Phi, Chairman.

RECENT INITIATES

CALIFORNIA

February 14, 1965
Richard Claydon Cummings
Charles Brando Caldwell
Dane Hugo Gray
William Joseph McDonald, Jr.
Ben William Reese
Mark Aaron Rhoda
Chester Olin Waiving
John Marshall Westerberg
Evan Marshall Wilson
Glen Elmo Wurts

STANFORD

September 27, 1964
Duck W. Brinckerhoff
George Berger Coternale
Charles R. Donnelly
Jonathan M. Goodson
Douglas Clavis Hall
G. Harrison Houston
Stephen Eugene Havelly
David Culver Kenny
Roger Stephen Kingston
Michael William Lester
Arlon Conley Martin
William Roy Mitchell
Robert Michael Mulvey
Richard Takashi Narva
H. Dean Nielsen
Garrett Dunn Pagon
John H. Ward Quinn
John F. Rinderknecht
David Ake Senekalough
Ken Alan Skinner
Michael Cushman Walsh
Stephen Chandler Way
Robert Rogers Daugherty
Thomas Fergale

ILLINOIS

September 27, 1964
James Gordon Watson
Robert Edward Wetzell
Arthur Thomas Neuvill
Keith Richard Phelps
William Bruce Bellmontyne
Donald Lee Meier
William Michael Kelly
February 14, 1965
John Rucker Pearce
James Arthur Nutt
Robert Bruce Sinclair
Robert Michael Anshon
Richard Daniel Tomlin
James Bandy Dolan
Richard Carl Coching
Richard Alan Baker
Richard Lee Jones

KANSAS

September 20, 1964
Lawrence Michael Glenn
Harry Eugene Krutiger
Leonard Earl Heller
William Bladgett Taylor
Bruce L. Cook
Stephen Shaduck Brown
February 7, 1965
Robert Edward Jacoby II
David G. Booth
Richard W. Douglas, Jr.
Michael H. Dickerson
William Roth Sampson
John Charles Bradley
Robert Emory Scuss
Richard Louis Wolf
David H. Baltzer
Bruce Warren Ekland
Timothy J. Reed
William B. Ludemann
Martin Anthony Tan Crest
Dunne W. Drake
Bruce Lewis
James Edwin Rumsey
Keith Johnathan Johnson
Alan F. Alderson
Robert Dettler
Fred W. Cunningham
Wallace R. Scott, Jr.
Karl Ernst Seitz
Virgil Elmer Cooper

MICHIGAN

September 27, 1964
James Terrence Cochran
Graftrey Alan Cobert
Michael Henry Schoeffler
Richard Craig Handel
Thomas Richard Wilcox
Thomas Lowell Ewing
Richard Michael Hantula
Theodore Charles Campbell
Hans-Peter Friedrich Koppus
January 17, 1965
Robert Lynn Aspin
April 4, 1965
Adam J. Frisch

MINNESOTA

June 5, 1964
Robert Lee Brocker

William R. Kissel
Harry Michael Mackey
Charles R. Pollock
Leslie Lee Spengler
William Vernon Weatherston

WASHINGTON STATE

September 27, 1964
David Bliss Hamel
Arne Jorgen Raser
Donald Lawrence McLain
Dennis Kaye Kroll
February 28, 1965
Charles Francis Adams
Roger Allen Bugbee
Gary Michael Clark
Charles Roger Dunn
Donald James Etoek
Ronald Wayne Poyen
Alan Richard Fitzberg
James Lee Hanley
Kimball Edwin Jones

WASHINGTON

September 13, 1964
Paul Foster Nelson
January 10, 1965
Howard Martin Bicklin
George W. Von Badegroven
Randy Arthur Mueller
Eugene Sundwall Fairbanks
Bruce Michael Hangerich
Eugene James Turner
Richard Randall Wickert
Edward Arthur Zimmerman

KANSAS STATE

October 18, 1964
Charles Larry Rich
Jesse Roy Scoggins
March 28, 1965
Larry Lee Seger
David Allen Kueger
David Lee Rollins
Ronald Dean Helliwig
Steven Gail Trexson
Gary Donald Tico
David Lynn Weaver
Terry Michael Bush
Jerry Gustav Meyer

PURDUE

October 25, 1964
David Leonard Wichmann
Richard Loui Oliver
Michael Kermit Bullock
Duke Elvin Wagner
Earl Swartzlander, Jr.
Hal George Carlson
February 14, 1965
Robert Steven Brown
Danny Eugene Clark
Stephen J. Wright

KANSAS STATE TEACHERS

September 8, 1964
James Kenneth Brown, Jr.
Warren Andrew Burnau
Gary E. Cashman
Thomas Eugene Good
Billy Darrel Maxwell
Houston Loren Neill
Jerry Lee Pomeroy
John Hunter Swann
William Lewis Wendel
Carl Dennis Zois

OHIO STATE

January 31, 1965
Paul Wilkinson Eastman, Jr.
Roger Allen Davis
Michael Edward Tann

N.E. MISSOURI

September 22, 1964
Leland Gene Whitmore
Gerald Richard Vancie
Howard Nicholas Sloop
Michael Dale Beggs
February 22, 1965
Ah-Ram Karkula
Billy Lee Minnis
Barion Lloyd Hatfield
Thomas Leonard Springer
Larry Dean Abel
Thomas Merion Dreyer
Gary Dean Bush
Rick James Rebenau
Rient William Arends

U. OF PACIFIC

December 13, 1964
Ross Alon Simons
James Harrison Byrd

MILLIKIN

June 5, 1964
Dorinda Ward Scott
Robert Lee Brocker

September 27, 1964
Alan Gardner Grant
Stephen Lee Lump
December 12, 1964
Daniel James Gage

EASTERN ILLINOIS

April 24, 1964
Denny Dale Nobilis
April 26, 1964
Robert Michael King, Jr.
October 25, 1964
Terry Eugene Brown
Samuel Jerome Fardick, Jr.
James Gregory Stewart
Richard Elvin Windsor
February 7, 1965
Robert William Dickon
Robert Lee Shaver
William Eugene Rogers
John Wesley Elbert
Martin Gene Lewis
April 12, 1965
Dennis Michael Franks
George Buckler Copley
Gary Wayne Tate
Vinson B. Reynolds
Melvin Lewis Bunting
Douglas John Strick
Roland John Marshall III
Stewart Lloyd Regnier
David Andrew Davis
Raymond William Seely
Dwight Hamilton Andrews
Terry Michael Gable

CENTRAL MISSOURI

September 20, 1964
William Edward Stucker, Jr.
Gary Warren Koshler
John Franklin Montgomery
Stephen Ray Shaw
Michael Joseph Casey
Ronald DeWayne Teegarden
Stephen George Rustman
Thomas Richard Lens
November 1, 1964
Robert Blackford Gillum III
Terry Lee Beach
Joseph Steven Olin
Peter Louis Beyer
Gerald Omer Wallace
Richard Allen Grah
Richard Allen Dole
Dennis Lyle Baister
February 7, 1965
Paul Thomas Munson, Jr.
Donald Francis Thompson, Jr.

PENN STATE

April 4, 1964
Robert William Snyder
Phillip Dean Hunsberger
Carl Fred Robinson
Charles Keith Smith
Hothaniel Burton Jones
Robert William Jada
Robert Louis Greene
February 14, 1965
Larry Eugene Flemmons
Herbert Eugene Gierly
John Dallas III

COLORADO STATE COLLEGE

November 1, 1964
Vern Lawrence Beyer
Jerry Lee Wiggert
Fred Victor Hull
A. Barry Zawacki
Ben David Meyer

OREGON STATE

October 25, 1964
Thomas René Branner
Ronald Terence Haxie
Norman Arthur Hoffman
David William Maloney
January 10, 1965
Peter Christopher Kirk
Terrence Kent Brock
April 11, 1965
David Sig Florie
Richard Kral Long Hae
Carl Joseph Fischer

CALIFORNIA STATE COLLEGE, PA.

January 9, 1965
Joseph Harry Virtue
Salvatore A. Diliberto
Timothy James McBride

IOWA STATE

March 13, 1965
David Earl Shull
Dorinda Ward Scott
Riley Franklin Simpson

NEW MEXICO STATE

November 22, 1964
Richard Lee Dick
Jesse Birkenstock
Ronald Conrad Chouvin
January 17, 1965
Michael Harmon Bergman
Carl Robert Bertonceli
Gary Richard Jenks
February 19, 1965
Richard Gary Andree
John Willard Bryan, Jr.
Russell Walter Jenigen
Roger William O'Neil
Albert Joe Robinson

ARIZONA

September 19, 1964
Gary Roy Burgeon
Roger Louis Camp
Edward Fraije Delgado
Andrew Martin Engelhardt
John William Hopkins
Earl Shadden Kimbrell, Jr.
Peter Evan Nelson
Richard Duncan Spining
Douglas John Strick
James VanNess Stiles
Steven Alan Strong
Robert Jay Tompkins
February 28, 1965
Walter Band Brown II
Richard Hallier Burgess
Howard Deeter Egbert
Elissa Edward Glatfally
John Clinton Hughes
John Chung Lit Ma
John Scott Mallory III
John Harmon Mumma
Bernard Polstering
Kim Paul Peterson
Thomas Frank Thoma
John Stanley Wells
Larry Michael Yeager

WISCONSIN STATE, LACROSSE

May 19, 1964
Thomas Walter Lucas
Douglas Scott Hinkel
Darrell Gene Kulcinski
Theodore Glenn Verges
James Michael Gresser
James William Gresser
Cody Jerome DeGaetano
John Zachary Velman
Stanley Thomas Daff
Thomas Harold Weis
Stephen William Lange

FT. HAYS, KANSAS STATE

September 20, 1964
Gail Lee Simmonds
William Paul Walters
James William Spicer
Richard Ross Montgomery
Charles Kyle Rudeman
Bobby Lee Leaming
Willis Dean Anschutz
Donald Benjamin Slechts
January 31, 1965
Willard Leon Maxson
John Scott Kneighbaum
Dennis Dean Hupfer
Jerry Dean Michael
Ralph Anthony Smith
Arthur Richard Riedel, Jr.
Larry Wayne Westhoff
Michael Jay Hesse
Randall Wayne Baxter
Dennis T. Swayze
Michael L. Sullivan
Terry Leon Stubb
Arden Wayne Schenel
Edward Raymond Johnson

N.W. MISSOURI STATE

September 30, 1964
Edward Rao Stittley

WISCONSIN STATE, EAU CLAIRE

September 27, 1964
Jack Duward Hagan
David George Krueger
Stanley John Proden
Leo Longway Howard, Jr.
Tom L. Ritchie
Larry Edward Dost
Myron Sidney Olson
Thomas Fredrik Caprioli
James Allen Elliot
Allen Roy Polachowski
Stephen Lyle Bergstrom
Richard Walter Hattenhauer
James Edward Koehler
February 14, 1965
Arvid Arthur Plein

(Continued on page 26)

THE MIDWEST LEADERSHIP WORKSHOP

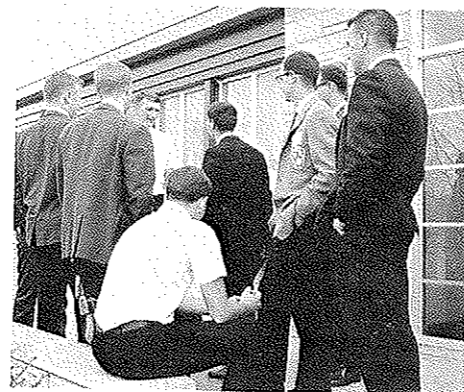
A Delegate's Report
Of A Productive Conference

By Richard Wulf, Kansas '68

The 1965 Midwest Leadership Workshop was held April 9th and 10th at Iota Chapter at Kansas State University. The theme of the workshop was "Positive Leadership = Progress in 1966." Ten chapters from the States of Kansas, Missouri, Iowa, and Arkansas were represented by their officers.

The sixty delegates participated in five discussion groups covering the subjects: chapter administration, pledge education, chapter scholarship, rushing, and finances and management. Each group met three times, first to discuss the ideal situation, then to review policies that are now in effect, and finally to draw some conclusions, taking into account that each chapter has different conditions under which to operate.

Besides the discussion groups, several speakers spoke on fraternity leadership. Gary Tye, National Chapter Service Secretary, officially opened the workshop



and encouraged the participants to join in the discussion groups. Charles Musil, Iota Chapter advisor, talked to the group about putting the ideas learned at the workshop into action. The banquet speaker, Dr. Prusok, Kansas State fraternity advisor, spoke of the growth of higher education and the changes that fraternities must make to keep pace. He stated that fraternities must modify their pledge education programs and that they must become more concerned with scholastics.

Sunday morning a panel consisting of the discussion group leaders reported to the delegates on the ideas that were discussed in the various groups. The conclusions reached by the chapter administration group were that (1) the chapter executive council should act as a steering committee and not try to do all the work, (2) the executive council should plan the agenda for the chapter meetings, (3) some form of a disciplinary council should be set up and work details should be levied as punishment.

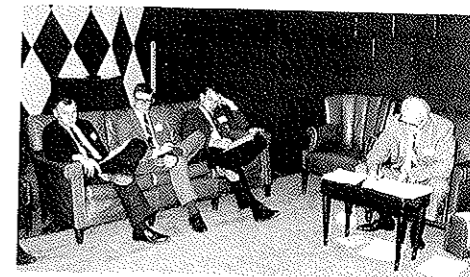
The pledge education group decided that (1) a pledge should be guided by one member of the active chapter who knows his problems, behavior, and goals. This could be accomplished either by a pledge father-pledge son arrangement or by a pledge counselor system in which a counselor has the responsibility of three pledges.

Various means of increasing incentive to study were discussed by the scholarship group. They agreed that the chapters should raise the initiation grade point requirement to 2.2 and that they should be more selective in choosing their members. A high school student should be in the upper one-third of his class while a college student should have a 2.2 (on a four point system) to be pledged.

Realizing the keen competition in rush, the rush group discussed ways of improving the rush program. Because rushing demands the participation of all members, they must be well informed. This may be accomplished by a handbook on rushing written by the rush committee and by keeping everyone posted on the rush activities for the week. It was suggested that for summer rush the state be divided into four districts, each with its own rush chairman.

The financial group decided that (1) either the chapter or the board of trustees should have a reserve planned into the budget for contingency to meet unexpected expenses, (2) the actual expenses should be compared with the budget, (3) the National Office should look into the possibility of greater assistance to chapters in financial matters, (4) room contracts should be used, (5) rent should be paid for a full semester in advance.

The Midwest Leadership Workshop proved to be very productive. If the ideas discussed are put to practical application, AKL's growth will be dynamic and sound. The Iota Chapter members and their house-mother, Mrs. Hughes, were perfect hosts and provided a most congenial atmosphere for the workshop.



Lambda Chapter Board President Edwin Stuntzner leads discussion on chapter finances and management.

Representatives of ten Midwest chapters attend workshop banquet to hear Dean Prusock.



THE GRAPEVINE

CHAPTER NEWS AND INFORMATION

CALIFORNIA

ALPHA, University of California, 2701 Hearst, Berkeley, California. Chapter President, Chris Nelson; Board President, Neal Petersen.

Reggie Winsinnger was named all conference center forward of the Cal soccer team. Members R. Bentley Nicholson, Glen Wurts, and Chico Cauldwell led chapter scholarship currently placing Alpha 17th out of 47 fraternities. Membership 21.

STANFORD

BETA, Stanford University, 658 Lomita Court, Stanford University, California. President, Leon Scales; Board President, Robert Simon.

ILLINOIS

GAMMA, University of Illinois, 401 East Daniel Street, Champaign, Illinois. President, Jerry P. Franks; Board President, Thomas R. Micklos.

Chapter ranks third out of 57 fraternities in scholarship. Pledge class ranks first. Membership 52.

KANSAS

DELTA, Kansas University, 144 Louisiana Avenue, Lawrence, Kansas. President Thomas J. Snyder; Board President, Dr. Marshall Havenhill.

MICHIGAN

ZETA, University of Michigan, 927 South Forest, Ann Arbor, Michigan. Pres-

ident, Thomas L. Ewing; Board President, J. Thomas Dasef.

Current scholastic rank is 16th out of 42. Membership 14.

WASHINGTON STATE

ETA, Washington State University, 602 California, Pullman, Washington. President, Kenneth Carmichael; Board President, Adrian Bafus.

WASHINGTON

THETA, University of Washington, 1804 East 50th, Seattle 5, Washington. President, Patrick Hadfield; Board President, Harold MacDonald.

KANSAS STATE

IOTA, Kansas State University, 1919 Hunting Avenue, Manhattan, Kansas. President, Robert Jones; Board President, Clarence Brehm.

PURDUE

KAPPA, Purdue University, 417 Waldron Street, West Lafayette, Indiana. President, Charles Tom; Board President, Thomas F. Hull.

Members recently received wide recognition and appreciation for their help week project which involved the beautification of the Wabash River banks in Lafayette. Working in cooperation with the

city's mayor, the AKL's cleared, cleaned up and landscaped areas along nearly two miles of river bank. The project won Kappa the IFC "Best Help Week Program" trophy. Two members, Allen McEntire and Bruce Feay, had outstanding grade averages over 5.50 on a 6.00 system. Chapter ranks 25th out of 41 fraternities. Membership 40.

KANSAS STATE TEACHERS

LAMBDA, Kansas State Teachers College, 1215 Sylvan, Emporia, Kansas. President, Robert Stouffer; Board President, Dale Speigel.

Bill Elkerman is one of eight men in the nation nominated for the Red Blake Award for the outstanding Athlete-Scholar. He was named All-America and All-conference in football. Earl Hurst was also named all-conference. Recent community service included fund raising for the Salvation Army. J. D. Snodgrass is Student Council president. He and Gale Binder, Bill Wendel and Bud Schuette are leaders in Xi Phi honorary Fraternity. Gale Binder was Greek Week King. Dave George, Jim Long and Skip Evans are in Blue Key. Chapter ranks first on campus in scholarship. Membership 75.

OHIO STATE

Mu, Ohio State University, 220 East 14th Avenue, Columbus, Ohio. President Michael Tann; Board President, Samuel Smith.

NORTHEAST MISSOURI

XI, Northeast Missouri State Teachers College, 315 South High, Kirksville, Missouri. President, Bernie Thomas; Board President, James Thompson.

Members placed second out of 12 acts in the campus Annual Fun Festival. Chapter house interior was recently remodeled. Larry Smith was elected to Blue Key. Current scholastic rank is third. Membership 42.

PACIFIC

OMICRON, University of the Pacific, 212 West Fulton, Stockton, California. President, Russell C. Greenlaw; Board President, Richard K. Williams.

MILLIKIN

PI, Millikin University, 386 North Oakland, Decatur, Illinois. President, Robert Hehmeyer; Board President, Robert McCreary.

EASTERN ILLINOIS

RHO, Eastern Illinois University, 2211 South Ninth, Charleston, Illinois. President, Vernon Heath.

Warren Brazas was elected vice president of the Student Senate. Recent community service has included work on Civil Defense projects and for the Red Cross Bloodmobile. Ron Smith led the chapter in scholarship last quarter with a perfect 4.0 grade average. Chapter ranks second out of seven fraternities scholastically. Membership 75.

CENTRAL MISSOURI

SIGMA, Central Missouri State College, 405 South Maguire, Warrensburg, Missouri. President, Ron Welch; Board President, Charles Watts.

Chapter's team of scholars is undefeated on the college radio quiz show. Pete Beyer is president of the Union Cabinet. Donald S. Thompson is president of IFC. Members sponsored a community day during which they did odd jobs around the community and college. Current scholastic rank is third out of seven fraternities. Membership 61.

PENN STATE

TAU, Pennsylvania State University, 134 East Foster Avenue, State College, Pennsylvania. President, Robert W. Jodon; Board President, Wayne Radcliffe.

Chapter has embarked on a building program which is to be completed by fall. The new chapter house will provide living facilities for 50 men. Robert W. Neidermyer is vice president of the IFC. Current scholastic rank is 27th out of 51 fraternities. Membership 42.

COLORADO STATE COLLEGE

UPSILON, Colorado State College, 1845 11th Avenue, Greeley, Colorado. President, Raymond Lee Bandel.

Bud Combs is IFC president and was elected to Blue Key. Chapter placed first in Greek Follies. Members have spent some free time working with a Greeley boy's club. Current scholarship average is 3.45 on a 5.0 system. Membership 54.

OREGON STATE

PHI, Oregon State University, 330 North 23rd Street, Corvallis, Oregon. President, John Heinz; Board President, Hugh Scott.

CALIFORNIA STATE

CHI, California State College, 136 Third Street, California, Pennsylvania. President, George Graff; Board President, Robert Stroup.

Bill Crowe was elected to Phi Sigma Pi honorary fraternity. John Bertoty, Sal Deliberto and Dave Boles are members of the College Committee on Social Activities. Current scholastic rank is third out of five fraternities. Membership 28.

IOWA STATE

PSI, Iowa State University, 103 Ash Street, Ames, Iowa. President, Gene Lutz; Board President, Henry Bonnes.

Chapter is represented by six men on the central committee and one in the cast of an all-university production of "The Unsinkable Molly Brown." Chapter ranks third out of 33 fraternities in scholarship; pledges rank first. Membership 27.

NEW MEXICO STATE

ALPHA ALPHA, New Mexico State University, Box 35, Kent Hall, University Park, New Mexico. President, John Davies; Board President, A.D. Boston.



Chapter conducted Cerebral Palsy Fund drive. Bob Heiser is director of the Miss South Central beauty pageant. The Board of Trustees has signed contracts with the university for the construction of a new chapter house for 30 men to be completed by spring, 1966. Chapter currently ranks second out of nine fraternities in scholarship. Membership 35.

ARIZONA

ALPHA BETA, University of Arizona, 1449 North Cherry Avenue, Tucson, Arizona. President, Bob Tompkins; Board President, Dr. Robert Matlock.

WISCONSIN STATE, LACROSSE

ALPHA GAMMA, Wisconsin State University, LaCrosse, 206 Fraternity Hall, Wisconsin State University, LaCrosse, Wisconsin. President, Bob Thompson; Board President, Arthur McBain, Jr.

FORT HAYS STATE

ALPHA DELTA, Fort Hays Kansas State College, 317 West 7th Street, Hays, Kansas. President, Bruce Feldkamp; Board President, Dale Peier.

Chapter worked in the IFC Blood Donor Drive. Dale Kirkham was selected for Who's Who in American Universities and Colleges. Current scholastic rank is fourth out of six fraternities. Membership 56.

WISCONSIN STATE, OSHKOSH

ALPHA EPSILON, Wisconsin State University, Oshkosh, 1258 Titan Court, Oshkosh, Wisconsin. President, John Jones; Board President, Ted Hartkopf.

NORTHWEST MISSOURI

ALPHA ZETA, Northwest Missouri State College, Cook Hall, Maryville, Missouri. President, Ron Murawski; Board President, James Middleton.

MCNEESE STATE

ALPHA ETA, McNeese State College, Box 360, McNeese State College, Lake Charles, Louisiana. President, John Ivey.

WISCONSIN STATE, EAU CLAIRE

ALPHA THETA, Wisconsin State University, Eau Claire, 414-1/2 Fifth Avenue, Eau Claire, Wisconsin. President, Tom Joncas; Board President, Robert Fugate.

Steve Bergstrom and Richard Russell reached the final round of the Greek Scholarship Contest broadcast over the university radio station. Six members are on the Dean's Honor Roll. Chapter ranks fifth in scholarship among Greek organizations and residences. Membership 42.

WYOMING

ALPHA IOTA, University of Wyoming, Box 3611, University Station, Laramie, Wyoming. President, Charles Brown; Board President, Dixon Smith.

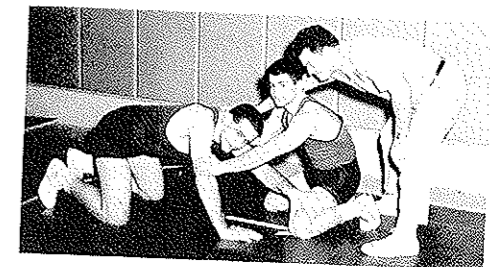
COLORADO STATE

ALPHA KAPPA, Colorado State University, 714 Remington Street, Fort Collins, Colorado. President, Robert P.

Knowles; Board President, Gary Haxton. Jim Bixler is president of Associated Students of CSU. Jim McCambridge is first vice president of student legislature; Dan Megilligan and Bob Brown are members. John Manion was named outstanding R.O.T.C. student. Current scholastic rank is fifth out of 15 fraternities. Membership 54.

NORTHERN ILLINOIS

ALPHA LAMBDA, Northern Illinois University, 629 Lincoln Terrace, DeKalb, Illinois. President, Frank Dorman; Board President, Jim Bowen.



Pictured are Neal McDonald, Robert Furlan and AKL faculty advisor, Dr. Brigham. McDonald won four straight matches at the NCAA small college division wrestling finals at Golden, Colorado in March to win the heavyweight championship. Furlan, who narrowly missed a spot on the U.S. Olympic mat squad, placed third in the 137 pound weight class of the NCAA event. Frank Derfler was elected first president of the NIU Student Association. Current scholastic rank is fifth out of 12. Membership 63.

ARKANSAS

ALPHA MU, University of Arkansas, Box 1664, University Station, Fayetteville, Arkansas. President, Sonny Tucker.

WASHBURN

ALPHA NU, Washburn University, 1601 College, Topeka, Kansas. President, Terry Gaston; Board President, Ron McChristy.

... FRATERNITIES: THE FUTURE

talized on the "Law of Cognitive Dissonance" in the past.

Then, these men who have joined for some reason other than self-development and intellectual development become initiates and chapter officers and are ready to perpetuate the same cycle with their own imaginative innovations.

As I look at top chapter leaders and IFC leaders on my own campus I note that many of these individuals are men who were pledged after they had been on campus, had adjusted to the academic environment and discovered the fraternity as an organization that could provide a personal opportunity.

Would we be better off selecting members from among those who are serious students after they are on the campus? I think it would bring about a healthy "seller's market" in time.

What about pledge education? Could you take some of your time as undergraduate students and develop a rigorous pledge training program which requires the neophyte to learn about the fraternity system, his chapter's part in it, a complete picture of how this unique group is organized and operates? Could chapter officers discuss their positions with these new men and talk over chapter problems and ways in which they are handling them? Could members of the administration and faculty provide insights into the organization of the institution, the elements of a college education, etc.? Would these men be better equipped to deal with the issues arising in their first chapter meeting? Better equipped to hold office? Better equipped to take advantage of what I like to call the "unenforceable privileges of membership"?

Asking the pledge to assume active membership after this so-called "pledge training" becomes analogous to me taking a beagle puppy that I wish to develop into a hunting dog and taking him into the field and expecting him to become a good hunter by shouting, "Hunt, boy, hunt!" at him.

The very manner in which we approach pledges in groups, classes, and

units negates one of the basic values of the fraternity. In a period when universities and colleges are growing larger and larger with a consequent submersion of the individual (or even worse, the assignment of a number which he is thereafter identified by), the fraternity with its optimum group size and unique organization can offer a small group identification and an opportunity to be an "individual". Yet, too often, groups of pledges are treated like a unit; assigned pledge duties as a unit, punished in "line-ups" as a unit, ad infinitum. The only fortunate thing about this is that individuals still emerge despite the regimentation.

What about physical hazing? The paddles are gone (we hope) but pushups are still with us. Few fraternity men ever reflected on the economics of this type of punishment. Let us say a pledge was assigned to cleaning of the dining room in the chapter house, a job he can do in one hour. Let's further assume he doesn't do it. So the chapter gives him 15 pushups. The pledge has come out way ahead. For the price of aching arms for a little while and the time cost of 15 pushups at 4 seconds each he has bought one hour of work. Ridiculous, isn't it?

I think we could gain all of these things by "pledge education" and still capitalize on the "Laws of Cognitive Dissonance".

Of course, what I'm suggesting here is going to take some time, and full chapter cooperation, as well as an evaluation of the chapter's basic goals. I think an IFC could appropriately get into the act here for the whole system and develop "pledge education" guidelines for the entire system as well as a set of system goals, in this most critical area.

It seems to me that this whole process would develop unlimited "fringe benefits", and it might give some ideas as to how fraternity chapters can develop an intellectual climate -- since intellectual climates do not develop in a vacuum, ways that the faculty might become more involved in these living groups. It would also have an effect on the fraternity "image".

Sydney Harris, the Chicago columnist, has these words to say on images:

"IMAGES BETRAY VERY THING THEY REPRESENT"

"The image is what the public sees and hears; the reality behind the image may be quite another thing. If we labor heavily and expensively at the image and make the public believe what we are not, then there is very little incentive to change the reality itself.

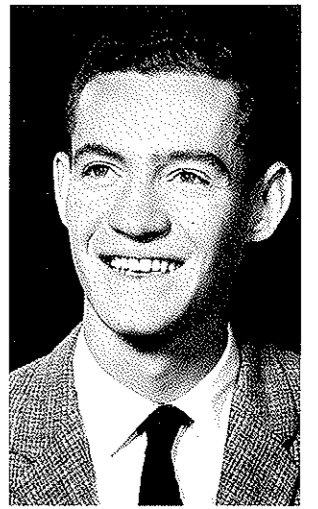
"We must change our 'image' says a company -- but an image must be a true reflection of reality, or it is a fake. And the only permanent, meaningful way to change an image is to change the substance behind it.

"The substance cannot be changed by publicity, by promotion, by advertising -- but only by a radical re-examination of one's goals, standards, and values. This is hard work, and often unpleasant to face, but it is the only ultimately rewarding way to merge the reality with the image.

"What others think of us is, of course, important, and we do not want them to have a wrong conception. Yet, merely dressing up our image to please and flatter and beguile is a form of prostitution, unless the inner self conforms to the outer appearance."

The typical approach that IFCs and chapters take toward "service projects" is the form of prostitution that Harris speaks of. The motivation is column inches in the "Daily Bugle" rather than altruism.

Well, I think I have rambled long enough to halt and try to tell you what I've tried to say in fewer words. In essence, I think that we have in our hands today the substance to make the fraternity system a true educational adjunct to the college or university where it is domiciled. The organization is here, the prospective members contributing are in school and coming, and a cadre of innovators is here, right in this group (or you wouldn't have asked me to speak this evening). Now these ingredients have to be stirred deeply and hard, then allowed to leaven, with the addition of yeasty open end discussions on basic goals. If this occurs and change results in intellectual directions, fraternities will finally achieve full fruition. □



PORTER TO SERVE AS FIELD REPRESENTATIVE

William C. Porter has been employed by the Fraternity to serve as AKL National Field Representative for the 1965-66 college year. He graduated this June from the University of Arizona where he was president of Alpha Beta Chapter.

Brother Porter's work will help fill the growing need for chapter visitation and field service during the college year.

Bill Porter's scholastic achievement at Arizona includes membership in Phi Beta Kappa and a grade average of 1.5 on a five point reverse system. He also held scholarships from the Masonic Lodge, Rotary Club and the university. His degree is a B.A. in cultural geography. He is also a member of Pi Sigma Alpha and Phi Eta Sigma honoraries.

In campus activities Brother Porter served as a member of Student Senate, and the IFC Judicial Committee and as president of the University of Arizona Young Republicans Committee on Organization and the Resolutions and Platform Committee.

A native of Kingman, Arizona Brother Porter graduated from Mohave County Union High School. He is 22 years old. He will begin his work and training in August.

ALUMNI NOTEBOOK

WINFRED E. ALBRIGHT, Kansas '24, is credit manager and registered representative for Harris Upham & Co., stock and commodity brokers in Kansas City.

JOHN E. ALDEN, Purdue '64, teaches history at Jac-Cen-Dei High School in Osgood, Indiana.

GEORGE G. ALDER, Michigan '26, is involved in the creating of a new town and development of an industrial park in the Detroit area with his firm, Howland-Alder Realty, Inc.

JOHN C. ALLEN, Michigan, '26, who spent five weeks in Europe last year is planning another trip this spring to visit Greece, Turkey, Spain, Portugal, and England.

CHARLES H. BAIRD, Eastern Illinois '60, married Roberta Deaville, June 29, 1963, and is a teacher at Lincoln-Way High School in New Lenox, Illinois.

WALLACE B. BLACK, Illinois '41, is vice president and director of marketing of Childrens Press, Inc. of Chicago.

KARL L. BRACK, Kansas State '53, is a cashier of The American State Bank in Great Bend, Kansas.

ERWIN C. BREKELBAUM, Stanford '33, is director of engineering and manufacturing for the Excavator Group of Kochring Co. in Milwaukee.

THOMAS F. BROWN, Purdue '61, recently completed CPA exam and works for Peat, Marwick, Mitchell & Co., certified public accountants in Chicago.

LOUIS F. BUNTE, Illinois '30, is immediate past president of Atlanta Life Underwriters Association and is district agent for Northwestern Mutual Life.

DONALD D. BURKLEY, Iowa State '64, is attending medical school at the University of Iowa.

ROBERT V. CLEVINGER, Illinois '42, practices law in Pekin, Illinois and is serving as Lieutenant Governor of Division 8, Illinois-Eastern Iowa District of Kiwanis International.

JOHN W. COULTER, California '18, has recently published articles on Morocco, New Caledonia and Hawaii in the *Journal of Geography* and other periodicals as well as articles on Pacific islands for various encyclopedias.

LLOYD N. COWHERD, Central Missouri '57, teaches at West Denver High School.

STEPHEN CZERWONKY, Millikin '61, is teaching high school English in Park Ridge, Illinois and studying for a master's degree at Northern Illinois University.

COL. ROBERT S. DAY, Illinois '41, has been on sabbatical leave from West Point studying and working in the admissions office at Stanford University.

H. GEORGE DeKAY, Purdue Hon., is retiring this year as treasurer of the Kappa Chapter corporation.

JAMES J. DOWNEY, JR., Kansas State Teachers '62, is a probation officer for the Nassau County Court, State of New York.

C. H. DYKEMAN, Illinois '28, is publications manager for the Ford Motor Co. His office has published over 12 million Ford books in the past 15 years.

HOWARD W. FIEDLER, Michigan '41, is supervisor for Ladish Co. of Cudahay, Wisconsin, manufacturer of pipeline fittings.

MICHAEL A. FILEPAS, California State '64, and his wife JoAnn became the parents of Ellen Marie January 8, 1965.

JOHN A. FLAHERTY, Stanford '60, started a general law practice in San Jose, California in January.

ROBERT E. GABLE, Stanford '55, was recently appointed to the Advisory Committee of the Somerset Community College of the University of Kentucky.

HOWARD L. GALLOP, Purdue '54, is supervisor of tool process and equipment engineering of the Chicago Works of the Aluminum Company of America.

DOUGLAS J. GLCHRIST, Michigan

'20, has been elected secretary of the Auburn, New York Torch Club.

ERNEST W. GRIFFITH, Kansas State '64, is attending graduate school at the University of Minnesota.

H. JESSE GROVE, Penn State '61, works for the TVA as recreation planning specialist.

LARRY D. GORDON, Northeast Missouri State Teachers '60, teaches in Riverside Gardens in St. Louis County, Mo.

GLENN M. GOVER, Central Missouri State '62, is auditor of the First National Bank of Independence, Missouri.

J. GLENN HAHN, Kansas '48, is general chairman for "Project/Alpha Kappa Lambda", a capital funds drive to build a new house for Delta Chapter.

BERNARD J. HARRIS, Washington State '64, is a field engineer for Western Union in Oakland, California.

RONALD L. HAXTON, Kansas State Teachers '62, is a Peace Corps volunteer working in Ethiopia.

KENNETH HEIDEBRECHT, Kansas State '61, works for McVay, Peddie, Schmidt, and Allen, architects in Wichita, Kansas, and married Karen Rosser June 20, 1964.

WILLIS W. HELFRICH, Illinois '30, recently received the Silver Beaver award from the Chicago Area Council of the Boy Scouts of America.

PAUL E. HERMAN, Ph.D., Ohio '49, last year completed post-doctoral work in psychology and is now a professional counselor in Berkeley, California.

R. F. HESSELSCHWERDT, Northeast Missouri State Teachers '56, is head of the industrial arts department of Southwest Junior High in Little Rock, Arkansas.

JAMES R. HETTICK, Illinois '60, is a career man in the Navy Civil Engineer Corps, and expects soon to be transferred from Buxton, North Carolina to Norfolk, Virginia.

CHARLES H. HIATT, California '54, is mill superintendent of Basic Vegetable Products, Inc., in King City, California.

ELROY F. HOLTMANN, Pacific '64, married Virginia Lynn Pollock August 23, 1964, and is an electrical engineer for Crown Zellerbach in Pittsburg, California.

FREDERICK S. HOOK, Wisconsin '30,

... RECENT INITIATES

May 2, 1965

William Grandell
Bruce R. Galvin
Alan J. Lewis
Vincent K. Maloney
Lawrence Martin
David L. Miller
Richard E. Monarski
John C. Rohlik
Barry A. Wold

WYOMING

September 28, 1964
Gary Richard Haslele
Larry Eugene Chasey
Frederick Lewis Harris
Steven Charles Baurer
Gary Edward Gysel
David Terry Shelton
Glenn Howard Boldman

March 21, 1965

James Merle Lutey
Clifford H. Anderson
Marshall Eugene May
Stanley G. Rotherberger
Thomas J. Boardman
Allen Oakley Vines

COLORADO STATE

October 4, 1964
Colvin Hietari Agorsuma
Rodney Lee Ausfahl
Jack Lee Barritt
Gary Roger Boria
Dennis Dale Becker
James Patrick Bixler
David DeWitt Black
David Glenn Cameron
Charles Raymond Cox II
Douglas Edgar Conklin
Robert Paul Knowles
James Adam McCombridge
George Daniel McMilligan
Manuel Alex Montoya
Gerald Lawrence Nelson
Donald Joe Pagliocatti
Dean Arthur Pignone
Ronald Edwin Reichert
John Phillips Ritenour
Dennis Leo Schilz
Robert Burke Schlegel
Willis Copley Suttill
William Henry Triest, Jr.
Marvin Gary Wickham
James Frederick Boscom
Jimmie Boyd
Donald David Wilson
Larry O. Womack
Gerald J. Buren
Frederick William Randolph
Robert Alan Gillice
Thomas Todd Sheeham
Jerald Harvey Anderson
Gerald B. McMilligan
Donna D. Jeffries
Ronald Leonard Schultz

January 23, 1965

Richard Manuel Lopez
Francis Andrew Bulawa, Jr.
Walter McClain Craig
Kendall Joseph Wright
Paul Andrew Sullivan
LeRoy Stanley Usel
Kenneth LeRoy Bosch
Kenneth Donald Bach
Rex Eugene Kellums

NORTHERN ILLINOIS

November 14, 1964
Jerome William Abend
David Sarkis Allain
Allen Douglas Benoit
Richard Marlon Benney
Stephen William Cebzynski
Glen C. Davis
Frank William Dorman
Raymond Leo Eastman
Ronald Kenneth Eissel
Frank Joseph Ellis, Jr.
Arthur David Foster
Paul Harvey Hanson
Allen David Johnson
Lawrence Rae Korch
Stephen Peter Kupferberg
Roger William Langphere
Curtis Walter Lange
Neal Dunham MacDonaid
Michael John Mueller
James Jerome Oehler
Jon Lawrence Olson
Chester George Palo
Paul Allen Prell
Donald Arville Aptinor
Arthur Ragnar Swanson
Ronald Mark Vancil

February 7, 1965

Richard Alan Blumberg
Frank James Dertler, Jr.
Ronald Lewis Frieke
Leonard Lee Gowers
Paul Collin Nicholson
Leon Michael Nykose

March 6, 1965

Offie Columbus Campbell
Walter McClain Craig
George Otto Giesow
Harold Ronnie Hicks
Robert A. Jernigan
Lawrence Gene Jones
Richard Henry Kudren
Thomas Phillip Risher
Malcolm Everett Ritchie, Jr.
James Marvin Sanders
Stephen Ward Smith
Gary Cleveland Young

WASHBURN

February 14, 1965
Charles Arnold Allen, Jr.
Roland Wayne Arnold
Vaughn Richard Black
Lester Wayne Bridanstone
Edward Thomas Brown
James Logan Calihen, Jr.
Donald Eugene Crenshaw
Donald Roy Drescher
Alfred Joseph Ferany
Terry Leon Gaston
Robert Lynn Hendrix
Ronald Roy Janssen
Michael C. Kallagb
Donald Ray Longren
Peter Van Maxon
Robert Mordock
Jon Allen Miller
Bobby Richard Manforte
Robert Larry Nicklin
Cecil Roy Puderbaugh, Jr.
Gerald Dean Roberts
Thomas Leon Slater
Lyle Alan Sprout
Rowan Edwin Tichenor
Ronald Edwin VanVolkenburg
David A. Williams
Frank Leo Williams
Robert Herbert Williams

John Frank Pitsch
David Varnell Weber
Thomas Edward Wiora
John Paul Frazee
James Michael White
Joel Arlen Bloom
David Charles Doetschman
Edward Joseph Dorman
Earl LaVerna Dowell
Paul Douglas Duncan
Dennis Paul Dunne
Willard T. Engelskirchen
Jerold Allen Garber
Edmund Harris
Steven Toby Ophaug
Edward James Pegelow, Jr.
William Nicholas Powers
James Quinlan Swanson

ARKANSAS

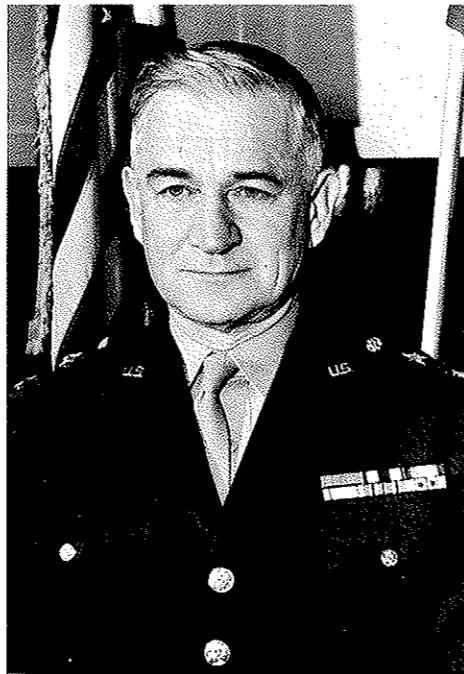
December 12, 1964
Jerry W. Alexander
Tayfun Arken
William L. Bell
David E. Bina
Julian D. Colhaan
Onis Jones Cogburn
Thomas H. Dambinski, II
James J. Edwards, Jr.
Rennie D. Evans
Jerry L. Graham
Douglas H. Henderson
Philip R. Hurko
Richard W. Johnson
Michael D. Jones
William T. Kinneman
Roy E. Kizzio
Fred P. Knad II
William E. Locketwell
Gary O. Loo
James R. Loe
Donald A. Luna
Skipper Martin
Thomas D. Matheny
Martin M. May
Harvey C. Morris
Henry C. Morris
James H. Morgan, Jr.
Ted F. Nakamura
William R. Pittman
Donald L. Rand
William T. Rissler
James W. Robbins
Franklin D. Roberts
Henry M. Rowe
Thomas W. Sanders
John K. Shears
Charles M. Shupe
David D. Smith
James D. Sykes
Jan R. Thurman
Robert W. Toner
Cecil R. Tucker
James L. Walker, Jr.
Edward E. Wilson
Richard H. Yada

March 6, 1965

Offie Columbus Campbell
Walter McClain Craig
George Otto Giesow
Harold Ronnie Hicks
Robert A. Jernigan
Lawrence Gene Jones
Richard Henry Kudren
Thomas Phillip Risher
Malcolm Everett Ritchie, Jr.
James Marvin Sanders
Stephen Ward Smith
Gary Cleveland Young

WASHBURN

February 14, 1965
Charles Arnold Allen, Jr.
Roland Wayne Arnold
Vaughn Richard Black
Lester Wayne Bridanstone
Edward Thomas Brown
James Logan Calihen, Jr.
Donald Eugene Crenshaw
Donald Roy Drescher
Alfred Joseph Ferany
Terry Leon Gaston
Robert Lynn Hendrix
Ronald Roy Janssen
Michael C. Kallagb
Donald Ray Longren
Peter Van Maxon
Robert Mordock
Jon Allen Miller
Bobby Richard Manforte
Robert Larry Nicklin
Cecil Roy Puderbaugh, Jr.
Gerald Dean Roberts
Thomas Leon Slater
Lyle Alan Sprout
Rowan Edwin Tichenor
Ronald Edwin VanVolkenburg
David A. Williams
Frank Leo Williams
Robert Herbert Williams



U. S. Army Photograph

GENERAL HESTER DIES OF INJURIES

Maj. Gen. John K. Hester, Illinois '38, died April 8, 1965, as a result of injuries suffered during a parachute jump at Marnheim, Germany. He was 48.

Hester landed with a partially inverted chute after jumping from 1,250 feet. He had gone to jump school in order to better understand the airborne support problem and become a qualified jumper.

Brother Hester was initiated into Alpha Kappa Lambda December 6, 1936. During World War II he flew 50 missions against the Japanese from bases in China. He won the Distinguished Flying Cross, the Bronze Star and the Air Medal. He became Air Force assistant vice chief of staff in 1962, a post he held until last September when he was given command of the 17th Air Force, Ramstein, Germany.

and his wife recently visited Hawaii.

THOMAS C. HOYT, Northeast Missouri State Teachers '64, married Mary Ann Reinold October 30, 1964, and teaches industrial arts in Quincy, Illinois.

OSMAN R. HULL, California '14, is Dean Emeritus of the School of Education of the University of Southern California.

THEODORE J. JELKE, Purdue '57, is senior research engineer in the Autonetics Division of North American Aviation.

HAROLD B. JEWELL, Illinois '32, is completing his 25th year with the Jam Handy organization, audio-visual producers, of Detroit.

RICHARD E. JOHNSON, Kansas State '51, is the newly elected director for the Kansas chapter of the Associated General Contractors of America.

LEONARD KELLER, California State '61, teaches at Oak Grove School District in Wilmington, Delaware.

JAMES P. KELLY, Eastern Illinois '64, is a teacher and coach in Newman, Illinois.

JOHN M. KENNEY, M. D., Stanford '30, has two new grandchildren and two daughters graduating from college in 1965.

WILLIAM L. KIDNEY, Purdue '58, is teaching science and math in Sylvania, Ohio and doing graduate work at the University of Toledo.

DALE A. KINZEL, Ohio State '62, is bombardier/navigator in one of the Navy's newest all weather, attack aircraft.

KENNETH K. KOHRS, Illinois '62, is a design engineer for the Ford Motor Company.

WALTER R. KURTH, Illinois '54, is assistant general manager of Associated Credit Bureaus of America in Houston, Texas.

ANDREW D. LeCOCQ, Washington '57, is working on man/machine interference problems in connection with the Saturn S-IC booster rocket to be used in U.S. moon projects.

RALPH L. LeFEVRE, Purdue '49, major in the U. S. Air Force was recently transferred from Ent AFB, Colorado to Vandenberg AFB, California.

CHARLES W. LINDAHL, Kansas State '59, is administrative assistant to the Dean of Students at San Fernando Valley State

College in Northridge, California.

LOREN G. LONG, Kansas State Teachers '60, is a science teacher and head basketball coach at Jay Shideler Junior High in Topeka, Kansas.

HORACE P. MARTIN, Wisconsin '23, retired in 1964 after 38 years with the Sinclair Refining Company.

C. PARKER MATZINGER, California '32, is a chemist for The Mountain Copper Co., Ltd. in Martinez, California.

DUANE L. MAY, Kansas State Teachers '64, expects to work at the University of Kansas Medical School on a summer research fellowship.

ARTHUR N. McBAIN, JR., Wisconsin State-LaCrosse Hon., is a candidate for re-election to the LaCrosse County Board.

LLOYD E. McCLEARY, Illinois '48, was recently appointed chairman of the Department of Educational Administration and Supervision of the University of Illinois, and will soon have a book published on secondary school administration.

ALLEN V. McENTIRE, Purdue '64, is an ensign in the U. S. Navy now taking flight training at Pensacola, Florida.

ROBERT D. MILLER, Kansas State '56, is a consulting engineer and partner in the firm of Burgess, Latimer & Miller, consultants in the design of plumbing, heating, ventilation, and electrical systems.

DONALD G. MITCHELL, JR., Penn State '57, is a caseworker for The Child Welfare Services of Clearfield County, Pennsylvania.

LLOYD MOREY, Illinois Hon., spoke recently before the Fort Lauderdale, Florida Chamber of Commerce on the subject of the federal budget.

IRVING V. MOULIN, California '26, is president of Mount Tiburon Properties, Inc., developers of a 41 acre subdivision overlooking San Francisco Bay.

DAVID B. MOYER, Pacific '63, is a bank management trainee with the United California Bank.

RICHARD H. MURLEY, California '58, will be assistant director of Skylake Yosemite Camps for the summer season.

KENNETH H. MYERS, Illinois '22, will retire this year after 38 years with the U. S. Department of Agriculture, the last 17 of which were spent at Penn State.

OMEGA CHAPTER

- Harold Biggs
California, '09
- Carlton C. Geiersbach
Michigan, '27
- George Washington Goble
Illinois, Honorary
- John K. Hester
Illinois, '38
- Adrian Augustus Holtz
Kansas State, Honorary
- Martin Hutchinson
California, '35
- Karl Frederick Koenig
Illinois, '23
- Kenneth Elton Lady
California, '38
- John Harlow Milward
Kansas State, '64
- Elmer Hans Mortensen
Wisconsin, '27
- Harold Noyes Myers
Illinois, '21
- Houston Neill
Kansas State Teachers, '67
- Nathaniel Newby
California, '24
- Lane J. Patton
Kansas, '24
- Gilbert Stephens Peine
Illinois, '39
- John Henry Reifel
Michigan, '36
- John L. Roesch
University of Pacific, '66
- William O. Solomon
California, '15
- Frank Kiefer Tiffany
Kansas, '28
- David Harold Tracy
Eastern Illinois, '61

WILLIAM D. NACE, Penn State '61, is assistant section leader in charge of highway design for Howard, Needles and Bergendoff, consulting engineers in Oakland, Maryland.

DR. LEONARD F. NAVRAT, Kansas State Teachers '59, became a father for the fourth time with the birth of his son, Thomas, August 12, 1964.

THOMAS A. NEDROW, Penn State '63, is in his second year of teaching mechanical drawing at Verona High School in Caldwell, New Jersey.

CARL E. NUZMAN, Kansas State '53, was selected the Outstanding Young Engineer in 1964, by the Topeka chapter of the Kansas Engineering Society.

BILLY J. OHLEMEIER, Fort Hays Kansas State '62, will receive a master's degree in radio and television from Kansas State University in June.

ALGIE R. PADGETT, Purdue '32, is assistant director of the Analytical Research Division of Esso Research and Engineering Co. in Linden, New Jersey.

ROGER L. PAYNE, Capt. USAF, Ohio State '53, is attending the Air Force Institute of Technology at Wright-Patterson AFB, Ohio.

IRVING F. PEARSON, Illinois '22, is an officer and director of Horace Mann Insurance Companies and Executive Secretary Emeritus of the Illinois Education Association.

CHARLES E. PENCE, Wisconsin '29, plans to travel this year visiting his daughters and their families in California and Florida.

WALTER L. PETER, Stanford '51, was recently promoted to district sales manager for the Standard Register Co. in Seattle.

DONALD K. PETERSON, Washington '63, is a Navy Lt. jg. and a navigator aboard Military Air Transport aircraft.

MICHAEL D. PRITCHARD, California '64, is doing graduate work in English at San Diego State College.

ROBERT R. RADCLIFFE, Penn State, graduated from Temple University in 1964, and is a management trainee for Sears, Roebuck & Co. in Norristown, Penn.

ROBERT C. RICE, Washington State '56, is an engineer with Bennett & Johnson,

architects in Olympia, Washington.

FRED ROENSCH, Northeast Missouri State '62, is doing graduate in agricultural chemistry at the University of Missouri.

JOSEPH B. ROGERS, Washington State '37, is an officer in the Soil Conservation Service.

HARRIS E. ROWE, California '10, has been with the San Diego Transit and San Diego & Coronado Ferry Company for 50 years.

ARCHIE A. SADER, Michigan '64, is studying at the Graduate School of Business, Columbia University.

RONALD D. SCHLATTMAN, Wyoming '64, is in the business education department of Lincoln High School in Green River, Wyoming.

GUY L. SCHLESS, M.D., Stanford '51, is for the third time Visiting Fellow in Medicine to Guy's Hospital of the University of London.

JAMES A. SCOTT, Washington State '48, has raised wheat and cattle for 17 years near Pomeroy, Washington and recently built a seed processing plant.

PAUL R. SEABERT, Colorado State College, '62, teaches retail selling in Aberdeen, Washington.

DON SEXTON, California '47, is the propagator at Monrovia Nursery Co. in Azusa, California.

JIMMIE F. SHAFER, Central Missouri State '60, is an officer in the U.S. Navy and plans on making it a career.

DAVID C. SHAUL, Illinois '63, is an on-air newsman and sports reporter for WCIA-TV in Champaign, Illinois and is studying for a master's degree at the University of Illinois.

JAMES L. SHONKWILER, JR., Illinois, '61 is assistant prosecuting attorney for Kalamazoo County, Michigan.

CURTIS D. SIDES, Kansas State '32, is principal of Community High School in Labette County, Kansas and is Deputy District Governor of Lions International of Kansas.

WILLIAM A. SIMPSON, California '60, left the U.S. Army as 1st Lt. and joined the Travelers Insurance Company of Los Angeles.

F. GERALD SMITH, Michigan '27, has been with the City of Detroit for the past

35 years.

WILLIAM M. SMITH, Michigan '32, is 2nd vice president in charge of data processing for Lincoln National Life Insurance Co. of Fort Wayne, Indiana.

DARREL T. STAFER, Oregon State '63, has a son, Todd Jeffrey, born June 30, 1964, and is in advanced Navy flight training.

DAVID J. STOLLERY, JR., Stanford '28, recently introduced governors Pat Brown of California and Grant Sawyer of Nevada at a banquet of the Greater North Lake Tahoe Chamber of Commerce.

RONALD S. STRAWN, Illinois '53, is head of the Antenna and Microwave Group, ITT-Gilfillan, Los Angeles.

HOMER D. STRONG, Michigan '25, serves on the board of directors of the "Greater Michigan Foundation".

ROBERT STROUP, California State '61, is vice president of the Erie County, Pennsylvania Industrial Arts Association.

HOWARD M. THOMSON, Washington '30, will celebrate 35 years service with Bell Telephone Laboratories in August.

HARRY D. THORSEN, JR., Illinois '35, is a new member of the Rotary Club of Chicago and has a daughter who is a junior at Illinois this year.

JOHN R. TOWERS, Illinois '52, is a

sales engineer for the Metal Products Division of Armco Steel Corp. and is president of the DuKane chapter of the Illinois Society of Professional Engineers.

DONN N. TRAUTMAN, Ohio State, '54, works in computer methods and procedures for the Peoples Gas Co. in Chicago.

ROBERT H. TULL, Illinois '28, is director of the General Public Utilities Corporation's Electric Heating and Air Conditioning Institute located in Morristown, N.J.

ARVARD O. VOGEL, Colorado State College '57, is co-ordinator of the graphic arts department of State University College, Oswego, N.Y.

JOHN B. WHITE, Wisconsin '33, is 1st vice president of the United Community Chest and treasurer of the 1st Congregational Church in Madison, Wis.

KAROL J. WILHITE, Kansas State Teachers '57, has a son born August 12, 1964, and is assistant cashier for the Kansas State Bank in Overbrook.

KEITH R. WISE, Eastern Illinois '64, teaches chemistry at Danville High School and Junior College in Illinois.

LARRY W. WOMACK, Colorado State '64, is supervisor of the engineering department of the Denver branch of the United States Testing Company.

Attention AKA Members

ORDER YOUR OFFICIAL INSIGNIA DIRECT FROM THIS BURR-PATT AD!

Regulation Badge, Crown Set Whole Pearl, 10K Yellow Gold _____	\$16.75
Sister Pin, Plain, 14K White Gold _____	7.25
Sister Pin, Crown Set Whole Pearl, 14K White Gold _____	12.75
Pledge Button _____	1.00

10% Federal excise tax must be added to the above prices; also state, county, and municipal taxes where in effect.

Send For Your Free Personal Copy of

"The Gift Parade"

Furnished Exclusively by

BURR, PATTERSON AND AULD CO.

2301 Sixteenth Street

Detroit, Michigan 48216

America's Oldest Fraternity Jewelers

THE LOGOS

Alpha Kappa Lambda Fraternity
Department of Publications
4700 S. College Ave., Box 964
Fort Collins, Colorado

Non-Profit
Organization
U. S. Postage
PAID
Fort Collins, Colorado
Permit No. 37

Times Requested

DIRECTORY

ALPHA KAPPA LAMBDA FRATERNITY

National Office: 4700 S. College Ave., Box 964, Fort Collins, Colo.
Founded at the University of California
on April 22, 1914

LEWIS J. BACON, Executive Secretary
GARY W. TYE, Chapter Service Secretary
RICHARD W. FARQUHAR, Editor of The LOGOS

PAST NATIONAL PRESIDENTS

1921-22 *William B. Harms, A'Hon.	1936-38 Irving Dillford, G'27
1922-23 *Harrison A. Dobbs, A'16	1938-39 Edwin A. Wadsworth, A'32
1923-25 *Howard T. Beaver, Ep. Hon.	1939-41 Harry H. Hollis, K'35
1925-27 *Lewis C. Reimann, Z'Hon.	1941-45 *Joseph Cullen Blair, G'Hon.
1927-30 Frederick J. Moresu, Ep'22	1945-47 Joseph B. Rogers, E'37
1930-33 Frank A. Waring, A'24	1947-51 H. George DeKay, K'Hon.
1933-36 James H. Spencer, Z'31	1951-60 Ted F. Andrews, L'Hon.
*Deceased	1960-64 E. T. Burroughs, Z'29

NATIONAL OFFICERS

National President, Alfred B. Post, 895 Roanoke Road, San Marino, California
National Vice-President, Robert Stuart, 3217 West 47th Place, Chicago 32, Illinois
National Treasurer, David M. Allen, 114 Sansome Street, Room 406, San Francisco, California
National Counsel, Robert L. Davis, 709 Schweiter Building, Wichita 2, Kansas
Immediate Past National President, E. T. Burroughs, 1365 Cass Avenue, Detroit 26, Michigan
Past National President, Ted F. Andrews, BSCS, Box 930, Boulder, Colorado

THE LOGOS FOUNDATION BOX 997, FORT COLLINS, COLORADO

TRUSTEES

Dwight Strong, Stanford '37	Bradstreet Smith, California '37
Chairman and Treasurer	Bryant Hall, California '17
Rev. Gail Cleland, California '09	J. Glenn Hahn, Kansas '48
Franklyn Oatman, California '12	Lewis J. Bacon, Executive Secretary

ALUMNI CHAPTERS

CHAMPAIGN-URBANA - President, DAVID JACKSON, 1407 Mayfair Drive, Champaign, Illinois
DETROIT-ANN ARBOR - President, GEORGE G. ALDER, 19180 Grand River Ave., Detroit 21, Michigan
EAST BAY - President, RICHARD H. MURLEY, 720 Palm Ave., Martinez, California
LOS ANGELES - President, JOHN STAHR, 214 Pamohard, Arcadio, California
MADISON - President, HAROLD LAUTZ, 4 Roby Road, Madison 5, Wisconsin
NEW YORK - President, THE REV. RICHARD HANSON, 133 West Fourth St., New York, New York
PORTLAND - President, HUGH A. SCOTT, 35 N.E. 86th Avenue, Portland, Oregon
ST. LOUIS - President, ERNEST J. KOESTERING, 1703 Marshall, Kirkwood 22, Missouri
SEATTLE - President, REV. DAN KLINGLER, 3915-90th S.E. Mercer Island
SPOKANE - President, C. VICTOR ANDERSON, 4414 East Buckeye, Spokane, Washington
WICHITA - President, BARRY N. RUPARD, 6002 Rockwood Rd., Wichita 9, Kansas