

# THE LOGOS

NOVEMBER, 1968

REPORT OF THE 24TH. CONCLAVE

1968 ANNUAL REPORT

A MESSAGE FROM PRESIDENT CLELAND



Ludwig Rehfuss



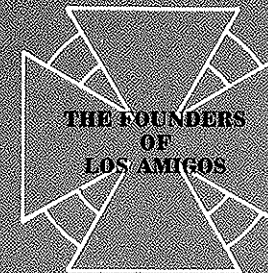
William Barnum



Leonard Day



Allen Kimball



Gail Cleland



Charles Booth



Herman Bergh



Harold Savage



Charles Perrine



Joseph Taylor



Harry Osborne





# President Cleland on "The Incalculable Potential of an Ideal"

(The Reverend Gail Cleland, founder of Los Amigos and AKL and the fraternity's newly elected president, addressed the 24th Conclave during the Honors Banquet held at the Stanley Hotel in Estes Park, Colorado on August 31, 1968. Following is a condensation of his inspirational message.)

I was born in 1888 and graduated from the university in 1909. Just 100 years before I graduated, something happened in Hardin County, Kentucky, that has subsequently gone down in history. Abraham Lincoln had just been born in Hardin County, Kentucky. What made it news worthy? It became news worthy later on, because that baby born in a back woods cabin in Hardin County, Kentucky became identified with a great ideal.

I'm talking to you tonight about the incalculable potential of an ideal.

Eighteen Hundred years before Abraham Lincoln was born, there was a somewhat similar event that took place in an obscure province of Asia Minor. Another baby had been born, one of poor peasants in a manger. When Jesus, the carpenter of Nazareth, was born, if the event had been brought to the attention of the great Caesar in Rome he would have said, "Oh, what're the odds?" "One baby more or less in the province of Judea, what difference does it make to imperial Rome? There are no noble men but Romans."

But the world subsequently was to know that the birth of the babe in the manger in Bethlehem, marked the beginning of a world epic. What made the difference? That baby was identified with an ideal.

A man is always himself, plus his ideal. An organization, a fraternity, a business corporation, a political party is itself plus an ideal. The ideal makes all the difference in the world.

What is an ideal? Plato and Aristotle had quite a dispute about that, Plato said, "Ideals are the only things which are permanently real." That was Plato. Aristotle replied, "Ah no, master, they are not permanent until they find expression. Concrete fulfillment and something tangible and concrete in the real world." So it is with a man or a fraternity.

Sixty years ago last fall eleven men came together at the University of California to organize a house club.

Well, there was something that identified us. We had a common interest. We came together to organize a house club, "The Friends", "Los Amigos", partly because of economical reasons and partly because we espoused the same set of principles.

The president of the University of California at that time was President Benjamin Ide Wheeler. One day, he addressed us affectionately in these words, and I have them written down as he spoke to us. "My children, I want you to be good men and good women. The worth of a man's life can never be measured in terms of money. Money makes fools of men. But to live for something bigger than life itself, to live for an ideal, there lies the way of greatness."

Here is a paragraph taken verbatim from one of his prophetic utterances in a university meeting: "If you do not learn anything else," said he, "you can learn to lasso yourself. Disect and study pitilessly, your ebullitions of temper, and learn to control it. Every time a man gets angry he throws off his armor. Keep your body clean; keep your mind clean. While uncleanliness opens the surest way to bodily decay and moral death. Of the substance of your daily thoughts will be shaped the ideals of your life. What your

ideals are, that, in time, you will become. They will govern your acts. With the years they will come to peer out from your eyes and debase or glorify your countenance."

Great preaching was that, but it was more than preaching. It was deep calling unto deep, the blasting of trumpet notes designed to make us better men and better women.

David Starr Jordon, (president of Stanford University) likewise had a tremendous appeal in the name of an ideal. Said he, "Away off yonder in the 20's and 30's of the 20th Century stands the man you ought to be, awaiting his turn, waiting for you to come around. Are you going to keep faith with that man? Or will you so dissipate your energies and waste your opportunities that he can never be?" Well, that was great stuff, and we responded to that. I say they seeded us with ideals; they helped us to be better men.

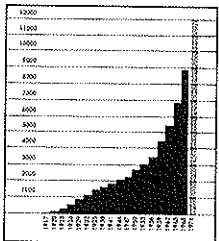
There is one other man whose enunciation I remember with a good deal of interest. He was a Jewish Rabbi from San Francisco, Rabbi Nieto. He was scheduled to be our speaker at one of our university meetings. He began by commenting on the prevailing tendency to commercialize activities and living. And then he quoted from Goldsmith's "Deserted Village". Said he, "Ill fares the land to hastening ills of prey, where wealth accumulates and men decay. Princes and lords may flourish or may fade. A breath can make them as a breath has made. But of bold peasantry their country's pride, when once destroyed, can never be supplied." Then he tensed up that right fist of his so tight that the knuckles showed white from the pressure from his fist, and he said to us, directly as it seemed, "Be strong young men, be strong. Give your best service for God and for your country. And be not lost in that glittering, tinsel world of mere things where all is make-believe and nothing is real. Go to it. And God bless you."

So it was gentlemen, that our lives in my student generation were seeded, as I say, with ideals. When we organized Los Amigos as a house club, I told some of the men yesterday, house clubs and fraternities were a dime a dozen. They came, they lived for a few months or a few years, they went out of existence again. But Los Amigos did not go out of existence again. Los Amigos endured, because it was dedicated to the ideals of Jesus Christ. And seven years later, as your chairman has told you, in response to the suggestion of Benjamin Ide Wheeler, we reorganized our house club as a national fraternity with one chapter. The Mother Chapter at Berkeley, Alpha Chapter. And it was one of our professors, I think it was Charles Mills Gayley, who gave us our name and our watchword, Alethia Kai Logos. Some of you have studied Greek. Some of you know the meaning in Greek of those words, Alethia Kai Logos, The Truth and The Word. In that badge of our order you see in the upper sections on one side a scroll. That is symbolic of the truth. On the other side a lamp, an ancient lamp. That is symbolic of the word. What's the significance of our national name, Alethia Kai Logos, the Truth and the Word? As Plato suggested an ideal is a permanent thing, but as Aristotle supplemented, it is effective in the actual world of reality only as it becomes embodied in a concrete expression in the life of a man or an institution. And as we had explained to President Wheeler, "We don't want to preach Christianity, we want to live it." "Ah, yes," he said, "I think I understand." And then Charles Mills Gayley said, "The Truth and the Word."

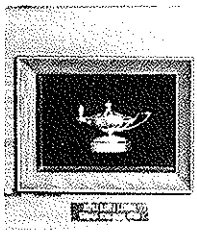
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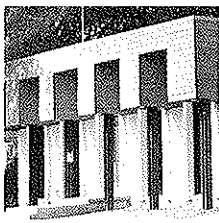
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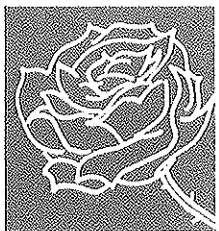
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## THE LOGOS

THE MAGAZINE OF ALPHA KAPPA LAMBDA  
FRATERNITY

November, 1968 Volume 38, Number 1

Richard W. Farquhar Editor

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COVER: The Reverend Gail Cleland, a Founder of AKL and of Los Amigos in 1907, was elected President of the Fraternity at the recent 24th Conclave. Details of his life are found on page 5. Exerpts from his Conclave address are opposite. He is pictured with drawings of the 11 Founders of Los Amigos.



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# REPORT OF THE 24TH CONCLAVE

*Highlights of the  
Conclave's legislative  
action and the 3rd  
annual Leadership  
College plus a full  
report on the  
election of officers  
and the National Awards*

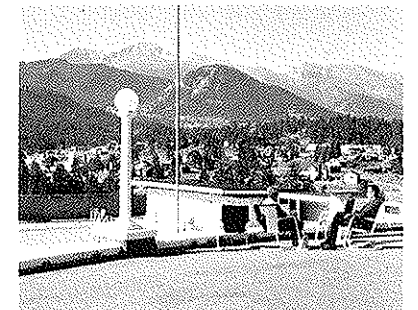
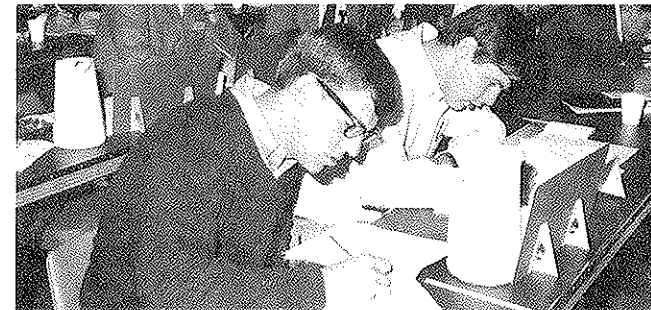
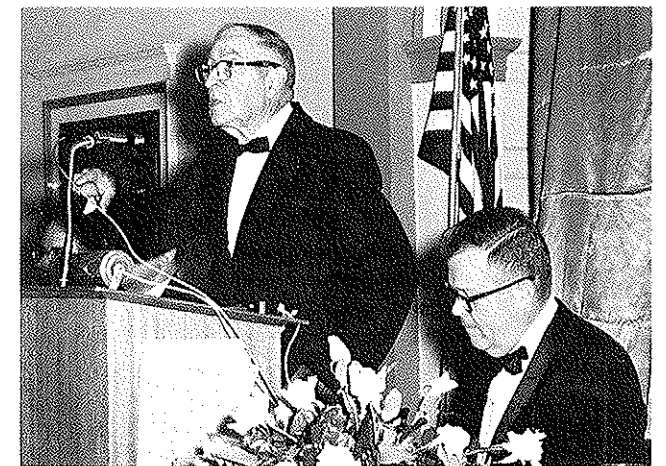
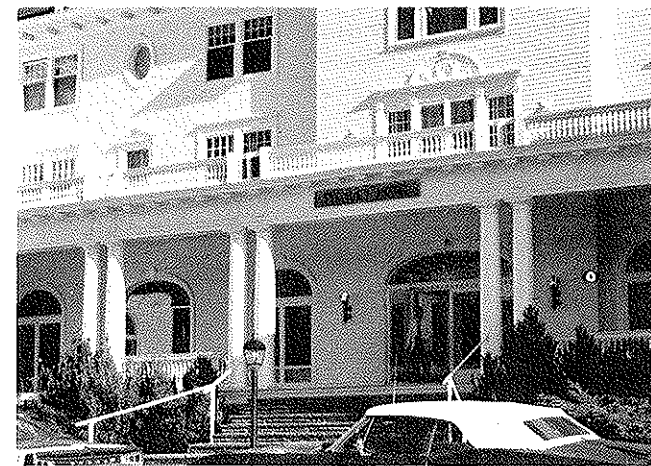
The twenty-fourth Conclave of Alpha Kappa Lambda, held on August 30, 31 and September 1, 1968, featured long hours, hard work and the passage of interesting and productive legislation. One hundred seventy-five persons registered for the three day convention held in the beautiful Rocky Mountain setting of Estes Park, Colorado. The famous Stanley Hotel was host for the four general sessions, the Honors Banquet and a Colorado steak fry.

The Honors Banquet was emceed by Past President, Edward T. Burroughs. The Reverend Gail Cleland, a founder of AKL and Los Amigos, gave an address on "The Incalculable Potential of an Ideal". The Inspira-

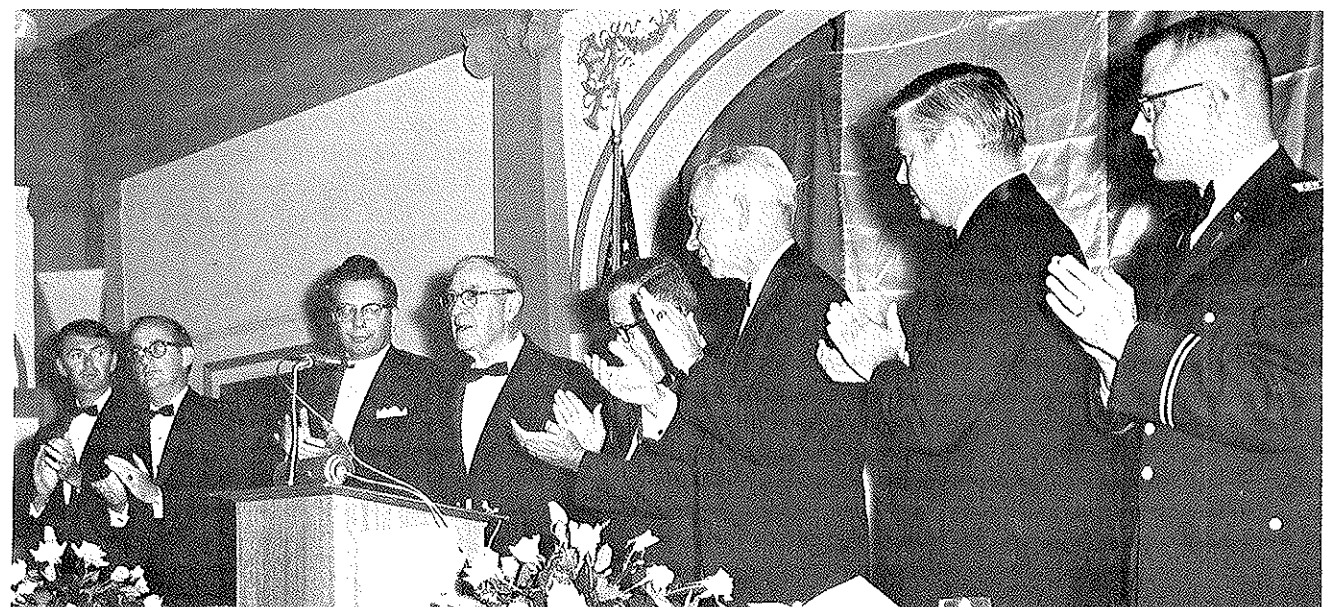
tional message brought the delegates and guests to their feet for a prolonged standing ovation. Logos Foundation and other National Awards were presented including the Holmes Award for recognition of the fraternity's outstanding undergraduate leader won by Leslie C. Longberg of Iota Chapter at Kansas State. David M. Allen was honored during the banquet by the presentation of a surprise gift from the fraternity for his service as National Treasurer since 1951.

The business sessions dealt primarily with the reorganization of the fraternity's corporate structure and the adoption of new by-laws. Results of action taken at the Conclave are summarized as follows:

- A new non-profit corporation called "The Fraternity of Alpha Kappa Lambda" was authorized and established.
- Members of the previous corporation, National Alpha Kappa Lambda Fraternity, became members of the new corporation.
- The governing structure of the new corporation is called the National Executive Council and is composed of four elected members plus the National President as an ex-officio member. The chief executive officer of the corporation is the Chairman elected from within the Council. The National President is the ceremonial head of the fraternity.
- A separate corporation to handle chapter housing responsibilities was authorized. The former fraternity corporation, National Alpha Kappa Lambda, will be used for this purpose.
- A National President-elect will be elected by each Conclave to serve a two year term beginning in the off-Conclave year.
- The name of the National Office in Fort Collins, Colorado was changed to Executive Office.
- The title of the National Executive Secretary was changed to Executive Director.
- The necessity for the Treasurer and Legal Counsel to be members of the National Executive Council was removed.
- Expenses for publication of The LOGOS were made part of the budget of The Fraternity of Alpha Kappa Lambda rather than the National Endowment Fund.
- National Alpha Kappa Lambda (housing corporation) will be funded with \$10.00 of each initiation fee.



TOP LEFT: Stanley Hotel, 24th Conclave site. TOP RIGHT: Founder Cleland delivers inspiring message at Honors Banquet. ABOVE LEFT: Delegates work on legislation. ABOVE: Dave Allen receives gift from Al Post. ABOVE RIGHT: View of the Rockies from the Stanley. LEFT: Conclave hears reports. BELOW: Dr. Cleland is applauded by Marilyn Burch, J. Glenn Hahn, Robert Stuart, E. T. Burroughs, Al Post, Dave Allen and Marshall A. Havenhill at Banquet.





- Most assets and liabilities were left in National Alpha Kappa Lambda.
- The charter of Theta Chapter at the University of Washington was suspended to allow reorganization of the collegiate chapter.
- The voluntary alumni dues program appeal was moved to fall rather than late winter to allow the Logos Foundation to conduct its tax-exempt appeal during winter.
- Founder Gail Cleland was elected National President for a one year term.
- Vernon Heath, Illinois '28, was elected President-elect and will begin a two year term September 1, 1969.
- David M. Allen, Stanford '43, was elected National Treasurer.
- Past president Alfred B. Post, Stanford '27, and E. T. Bourroughs, Michigan '29, were elected members of the National Executive Council.
- Lewis Bacon was appointed Executive Director of The Fraternity of Alpha Kappa Lambda.
- J. Glenn Hahn, Kansas '48, Capt. Marshall Havenhill, Kansas '57, and Robert Stuart, Illinois '43, were declared interim council members of National Alpha Kappa Lambda (housing corporation) until by-laws are submitted for referendum vote.
- J. Glenn Hahn, Kansas '48, was appointed Chairman of the housing activities of National Alpha Kappa Lambda.

## Leadership College At CSC

Over 120 collegiate members of Alpha Kappa Lambda and twenty alumnus members attended the Fraternity's Third Annual National Leadership College held at Colorado State College, Greeley, Colorado, August 28-30, 1968. The modern and spacious Colorado State College campus was an ideal setting for the extensive three day training conference in fraternity leadership.

The college was divided into three areas under the theme, "Opportunity for Leadership". These areas were principles, application, and purpose. These subdivisions of the major theme were only logical, for to be effective leaders our collegiate members must have an understanding of the principles of leadership, know how to apply these principles in their various programs, and have a spirit of purpose

that the members of their respective chapters can enthusiastically identify with.

The Dean for the 1968 Leadership college was Dr. Robert E. Leestamper, New Mexico State. Dr. Leestamper holds the position of Assistant Executive Director of Minnesota Higher Education Coordinating Commission. Dr. Leestamper's keynote address was entitled, "Fraternity Leadership—1968 Style". The following are some quotes from Brother Leestamper's thought provoking address: "At no time in higher education has the opportunity for fraternity leadership been greater. . . this is a critical time both for our institutions of higher education and our nation. Fraternity members can contribute to their institutions and our nation by responsible leadership. . . Society is based on order and yet every society, to ensure that it will continue, must change. We are in a period of change and AKL chapters should assist their institutions by contributing solutions to problems. It is the contributors who count, not the critics who stand by and let others do the work. . . Fraternity members must show moral courage. They must be willing to express unpopular ideas if truth lies in that direction. Yet there must be an acceptance of the fact a particular idea cannot always prevail. The time may not be right even if the idea is correct. . . the most important reason for any person to be in college is to become educated. This does not mean obtaining a degree but rather developing judgement, learning values, establishing standards, gaining a sense of balance. . ."

Following the keynote address the participants attended an eight hour session on the principles of leadership. These sessions were conducted by a private educational firm. The collegiate leaders were exposed to an in-depth study on the workings of a group and the leaders' role in the group.

At noon the next day until 10:00 in the evening the application of leadership gained focal attention. The collegiate officers attended small group conferences in their respective fields. All facets of fraternity operations were discussed.

AKL's Interfraternity Dinner was held Thursday evening. Brother Ronald Hoffman, President of the IFC at the University of Illinois, addressed the college on how to make the Interfraternity Council a more effective organization. The Fraternity system at Illinois was recognized last year as having the strongest IFC in the nation by the National Interfraternity Conference.

On Friday morning the College discussed purpose. A symposium entitled "Our Ideals—1968" concerned itself with an interpretation

of our ideals, how we are fulfilling these ideals, and how we could have a fuller realization of them.

The Symposium was followed by the formal initiation ceremony of the fraternity. Delta Chapter at the University of Kansas conducted the initiation for the Alfred B. Post initiation class of 1968.

Lewis Bacon, Executive Director of the Fraternity, gave the commencement address at noon on Friday. He challenged the collegiate officers and alumni to develop programs that will insure that there will be the scope of opportunities for AKL in 1975—1980 as there are today.

At noon the 1968 College was adjourned.

## New Officers Elected

The Reverend Gail Cleland, California '09, a founder of Los Amigos as well as Alpha Kappa Lambda was elected President of the fraternity for a one year term.

Dr. Cleland, with ten other students at the University of California in 1907, formed Los Amigos, the house club which became Alpha Kappa Lambda in 1914. After serving three years (1911-1914) as professor of English at Japan's Tohoku Imperial University he became Pastor of The Congregational Church in Concord, Mass. While there he studied at Harvard and Boston universities, receiving a Ph. D. in philosophy from Boston in 1924.

As an army chaplain in both W.W.I and W. W. II he rose from lieutenant to full colonel and served as Gen. MacArthur's Chief of the Bureau of Public Opinion in Korea.

In 1936, he was a press representative to the Olympic Games in Berlin where he saw Jesse Owens' record breaking performance before Adolph Hitler. He accurately predicted the world crisis which soon followed.

From 1929 to 1941, Dr. Cleland was Pastor of the First Congregational Church in Alameda, California. He retired last year after 15 years as Associate Minister of The First Congregational Church in San Francisco.

Vernon L. Heath, Illinois '28, is the fraternity's President-elect. His term is two years and will begin September 1, 1969.

Heath is president of L. S. Heath & Sons, Inc., candy manufacturers in Robinson, Illinois. He was editor of The LOGOS from 1928 to 1931. He received a B.S. in journalism in 1928 and a M. A. in political science in 1929 from the University of Illinois.

In 1955, Heath served as Illinois Chairman of the White House Conference on Education, from 1957 to 1959 he was chairman of the Illinois Citizens Committee on education and

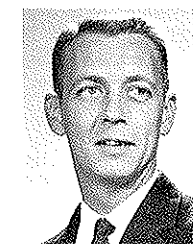
## Leadership College Faculty



Dr. Robert E. Leestamper (N. M. State Hon.) Dean



Lewis Bacon AKL Exec. Dir.



Dr. James Bowen (Kan. St. Teachers Hon.)



Marlyn K. Burch (Kan. St. Teachers '57)



Richard Farquhar (Ohio State '62)



Gary Haxton (E. Ill. '58)



J. Glenn Hahn (Kansas '48)



Ron Hoffman (Illinois '69)



Greg Long (Penn State '68)



Jim Nutt (Illinois '67)



Ron Siebold (Kan. St. Teachers '67)



Lynn Settje (Colo. St. Col. Hon.)



F. Dwight Storm (E. Illinois '59)



Gary W. Tye (Wash. State '62)

## Newly Elected Officers



Robert Stuart  
Chairman



Dr. Gail Cleland  
President



Vernon L. Heath  
President-Elect

## National Executive Council Members



Alfred B. Post



David M. Allen



E. T. Burroughs

## Housing Directors



J. Glenn Hahn



Dr. Marshall A.  
Havenhill II

in 1952 he was elected vice president of the Illinois State Chamber of Commerce.

He is currently vice president and director of the Second National Bank of Robinson, Illinois, and is serving on the boards of the University of Illinois Foundation, Associated Colleges of Illinois, Illinois State Board of Higher Education, McKendree College and Rho Chapter of AKL. He is also active in various church organizations and business and service clubs.

**Robert Stuart**, Illinois '43, was elected Chairman of the National Executive Council, the fraternity's chief executive officer.

Stuart is president and chief executive officer of National Can Corporation. He is the immediate past vice president of AKL and has been active in both national and chapter affairs. He recently headed a fund drive for new housing at Gamma Chapter. He has served as a director and chairman of the Rotary Club of Chicago and a director for the American Association for the United Nations. He is a member of the Executive Council of the World Association of World Federalists. He is currently president and member of the board of the Carbonated Beverages Container Manufacturers Association, Inc.

**David M. Allen**, Stanford '43, was elected to the office of National Treasurer, a position in which he has served since 1951.

Allen is a certified public accountant and heads his own accounting firm in San Francisco. He was recognized at the 24th Conclave for his long and distinguished service to Alpha Kappa Lambda.

**Alfred B. Post**, Stanford '27, was elected as a member of the National Executive Council. He has just completed two terms as National President.

Post is an investment broker with Glore, Forgan & Company in Los Angeles. He has lectured on investments at universities in California and has been president of the Harvard Business School Club of Southern California, the Stanford Club and the Los Angeles Society of Security Analysts. He was the first chairman of the Logos Foundation which he helped to form.

**E. T. Burroughs**, Michigan '29, was elected a member of the National Executive Council. He has been a national officer of AKL since 1958 and served two terms as National President.

Burroughs is Assistant Vice President of the Michigan Bell Telephone Company. He is a member of the Adcraft Club of Detroit and the Greater Detroit Board of Commerce. He has been active in the Detroit-Ann Arbor Alumni Chapter and the board of trustees of Zeta Chapter.

## Housing Directors Named

**J. Glenn Hahn**, Kansas '48, was appointed interim council member and Chairman of National Alpha Kappa Lambda, the housing corporation.

Hahn has served as AKL legal counsel and a member of the NEC. He is a partner in the law firm of Hoskins, King, Springer, McGannon and Hahn in Kansas City. He has served on the Logos Foundation board and the board of Delta Chapter.

**Marshall Havenhill II**, M. D., Kansas '57, was also appointed interim council member of National Alpha Kappa Lambda. He has served as a member of the NEC.

Havenhill is a captain in the U.S. Army Medical Corps at Fort Riley, Kansas where he is a surgeon. He is president of the Delta Chapter Building Corporation.

## National Awards 1967-68

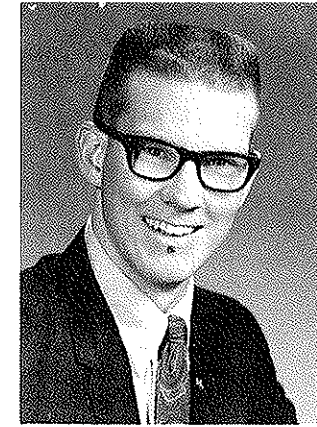
The 1968 AKL National Awards and Logos Foundation Awards were presented at the Honors Banquet of the 24th Conclave. The **Ideals Trophy** was won this year by Alpha Theta Chapter at Wisconsin State University, Eau Claire. The **Scholarship Trophy** went to Upsilon Chapter at Colorado State College.

## LOGOS FOUNDATION AWARDS

The Logos Foundation selected Alpha Delta Chapter at Kansas State, Fort Hays as the recipient of the **Religious Activities Award**. The **Campus Leadership Award** went to Alpha Pi at the University of Texas, Alpha Mu at Arkansas received the **Fraternity Loyalty Award**, Alpha Theta at Wisconsin State University, Eau Claire won the **Community Service Award** and the **Chapter Newsletter Award** was presented to Delta Chapter at Kansas for its publication, "The Delta Dope". A four way tie for the **Chapter Improvement Award** resulted in the presentation of plaques to Omicron Chapter at the University of the Pacific, Alpha Kappa at Colorado State University, Rho at Eastern Illinois and Lambda at Kansas State Teachers.

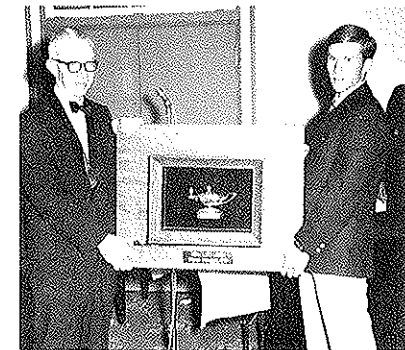
## NEC AWARDS

The National Executive Council presented its **NEC Awards** to Eta at Washington State, Gamma at Illinois, Zeta at Michigan, Tau at Penn State, Phi at Oregon State, Psi at Iowa State and Alpha Theta at Wisconsin State, Eau Claire.



Leslie C. Longberg  
Kansas State '68  
Holmes Award

## National Award Winners



Past President Post presents Scholarship Trophy to Upsilon Chapter. Ron Christie accepts.

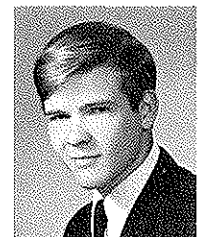


Stephen Calhoun  
Penn State '68  
Athlete of the Year

## Alethia Awards



R. Bruegel  
Colorado



R. Brunker  
N.W. Missouri



R. Hoffman  
Kansas State



M. Johnson  
Wash. State



G. Peterson  
N. E. Missouri



HOLMES AWARD

Leslie C. Longberg of Iota Chapter is the winner of this year's **Holmes Award**. The Holmes Award is presented by the Logos Foundation to the fraternity's outstanding undergraduate leader. Longberg is a 1968 magna cum laude graduate of Kansas State University and is presently serving as a 2nd lieutenant in the U. S. Air Force.

Longberg earned a 3.682 grade average on a 4.0 system with a major in accounting. He is a member of Phi Eta Sigma, Phi Kappa Phi and Delta Mu Delta honoraries. He was selected as one of 30 outstanding student leaders at Kansas State by the campus yearbook. His name appeared on the dean's honor roll eight semesters, and he won several scholarships. Among them were the Boeing Business Administration Scholarship, Haskins & Sells Foundation Award for excellence in Accounting and a KSU Honor Scholarship.

The Kansas City Chapter of the Financial Executives Institute selected Longberg for its award for excellence in the field of accounting. He received the Superior Cadet Award for Academic Excellence in Air Science. He served as president of Alpha Kappa Psi and held offices in the Arnold Air Society, Commerce Council, Student Government Association and Personnel Selections Board.

Other organizations and activities in which Longberg participated include Wesley Foundation, Methodist Student Movement Ecumenical Conference, College Republican Club, Model U.N., Collegiate 4-H, University Choir, glee clubs and Interfraternity Council.

Longberg held many offices in Iota Chapter and served a term as president. He earned part of his college expenses through summer jobs which included summer camp work and accounting work with the Boeing Company. During the college year he worked as a lab assistant at Kansas State where he also served an accounting internship.

Longberg's home is in Belleville, Kansas.

ATHLETE OF THE YEAR

Stephen Calhoun, a track star from Penn State, was selected as this year's **AKL Athlete of the Year** by the Logos Foundation. He is a 1968 graduate of Penn State and a member of Tau Chapter.

Calhoun competed three years as a member of the Penn State track team in both indoor and outdoor events. A sprinter in quarter mile and mile relay events, he has turned in 49.8 second performances in the 440 yard dash and 48.6 in quarter legs of the mile relay.

He placed first in the 440 of the Big Tour in 1967 and contributed to a winning effort by the Penn State Mile relay team in 1968 Big Tour.

Calhoun was the fastest quarter miler on the Penn State track team for three years. His home is in Upper Darby, Pennsylvania.

Three years ago the Logos Foundation made the first Alethia Award scholarship grants from its Permanent Endowment Fund. This year five AKL undergraduates have been selected to receive \$100.00 grants. The Alethia Awards are made on the basis of need, academic excellence, and contribution to the fraternity. Following are some notes on this year's recipients.

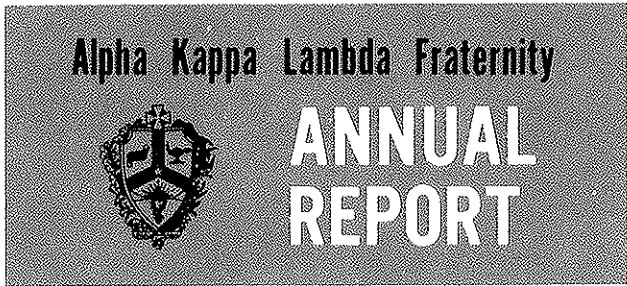
Robert B. Bruegel is a senior at the University of Colorado majoring in sociology. His scholastic average is 3.63 on a 4.0 system. He is a member of Phi Beta Kappa, founder and charter member of his campus chapter of Omicron Delta Kappa honorary and a founder and charter member of Alpha Omicron Chapter of AKL. He has held several chapter offices.

Robert L. Brunner is a senior in biology at Northwest Missouri State College. His grade average is 3.08 on a 4.0 system. He is a member of Beta Beta and Kappa Delta Pi honoraries. He is active in campus organizations and served as president of his junior class. He has served as vice president of Alpha Zeta Chapter.

R. Gene Hoffman is an engineering student at Kansas State University. He is a junior with a 3.264 grade average on a 4.0 system. His field of study is architectural structures, and he is a member of the Student Chapter of the American Institute of Architecture as well as Phi Eta Sigma honorary. He is pledge educator of Iota Chapter and chairman of the Personnel Selection Board of the Student Government Association.

Michael R. Johnson is a junior in civil engineering at Washington State University. His grade average is 3.60 on a 4.0 system. He is a member of Phi Eta Sigma honorary and has held office in Eta Chapter.

Gary P. Peterson, a senior agronomy student at Northeast Missouri State College, has a grade average of 3.26 on a 4.00 system. He is a member of Alpha Phi Sigma honorary, and he is listed in Who's Who in American Colleges and Universities. His activities include Alpha Phi Omega, Young Republicans and Student Mentors. He has served as vice president of Xi Chapter.



An obscure little fraternity with big ideals in 1949 had scarcely over 200 undergraduate members on 9 campuses. Today, it has over 1700 undergraduate members on 40 campuses in 22 states.

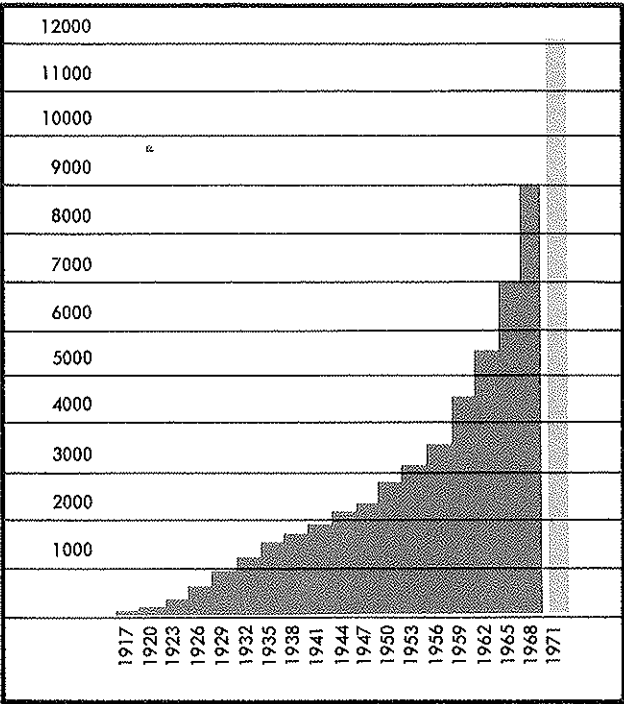
The story and the reasons behind this rapid 19-year growth are indeed complex. The purpose of this report is to present the statistical information for the most recent record-breaking year in Alpha Kappa Lambda Fraternity. . .1967-68.

- ALL PREVIOUS RECORDS BROKEN AS MEMBERSHIP APPROACHES 9,000.
- THREE CHAPTERS INCREASE SIZE OVER 50 PER CENT.
- AKL HOUSES HIGHEST PROPORTION OF MEMBERSHIP IN HISTORY.
- FIVE NEW CHAPTERS AND MORE TO COME.
- HEADQUARTERS AND OPERATIONS: BIG BUSINESS.

Membership

As the chart below graphically demonstrates, 1967-68 was another record breaking year as the total number of AKL's continues geometrically to increase.

774 initiations compared with the record of 654 the previous year was an increase of 18.3 per cent, bringing the total membership to 8,965. If the present trend continues, AKL will initiate



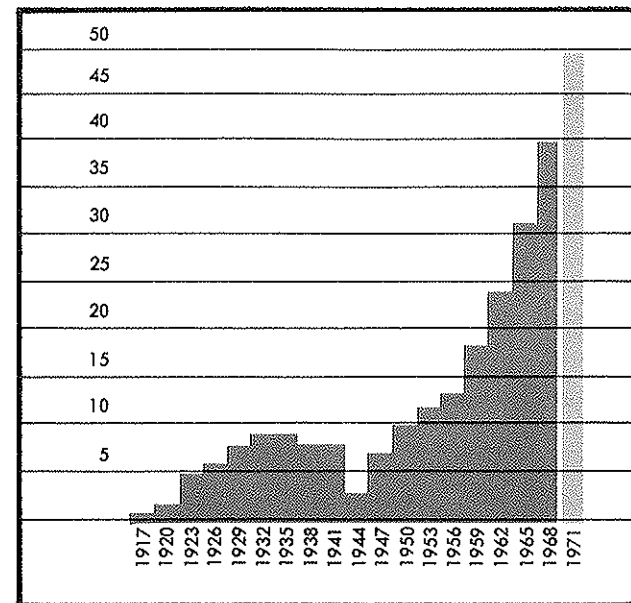
TOTAL INITIATED MEMBERSHIP

its 10,000th member late in 1969. By 1971, AKL should have well over 12,000 members.

New Chapters

One of the greatest contributing factors to AKL's booming membership and expanding operations has been the addition of new chapters since World War II. The graph below shows the results of expansion through the years.

During 1967-68, five charters were granted. November 19, 1967, marked the date of AKL's 36th chapter, Alpha Rho, at the University of Texas at El Paso, and March 2, 1968, AKL's 37th chapter, Alpha Sigma, was installed at the University of New Mexico, Albuquerque. Two chapters were installed the weekend of April 20th, Alpha Tau chapter at Alliance College, Cambridge Springs, Pennsylvania, and Alpha Upsilon at Nebraska Wesleyan University, Lincoln. Alpha Phi chapter at the University of Idaho, Moscow, became AKL's 40th chapter, May 11, 1968.



COLLEGIATE CHAPTERS

Colonies will be established during fall, 1968, at the University of Tennessee, Knoxville, East Tennessee State College, Johnson City, and Eastern Washington State College, Cheney. In addition, a number of universities and colleges are finalising plans for an AKL colony to be established during the 1968-69 school year. The Fraternity presently has one colony at Kansas State College, Pittsburg.

CHAPTER	AVERAGE MEMBER-SHIP IN 1965-66	AVERAGE MEMBER-SHIP IN 1967-68	% INCREASE
WISCONSIN STATE— — LA CROSSE	24	52	116.7%
IOWA STATE	27	47	74.2%
WISCONSIN STATE— — OSHKOSH	27	42	55.6%

CHAPTERS SHOWING GREATEST GROWTH

## State Of The Chapters

The average chapter size was 43 in 1967-68, compared with 41 for the previous year. This represents an increase of 3.6%.

Only three AKL Chapters were below 20 undergraduate members, a once common chapter size in AKL. Sixteen AKL chapters can boast a fifty-plus membership:

CHAPTER	PEAK 1967-68 MEMBERSHIP
KANSAS STATE TEACHERS	92
KANSAS	90
ARKANSAS	87
EASTERN ILLINOIS	87
COLORADO	70
NORTHWEST MISSOURI	68
CENTRAL MISSOURI	63
NORTHEAST MISSOURI	61
ILLINOIS	60
WISCONSIN STATE— — LA CROSSE	59
PENNSYLVANIA STATE	58
KANSAS STATE	58
COLORADO STATE	58
IOWA STATE	55
WISCONSIN STATE— — EAU CLAIRE	54

CHAPTERS OF 50 OR MORE MEMBERS

## Housing

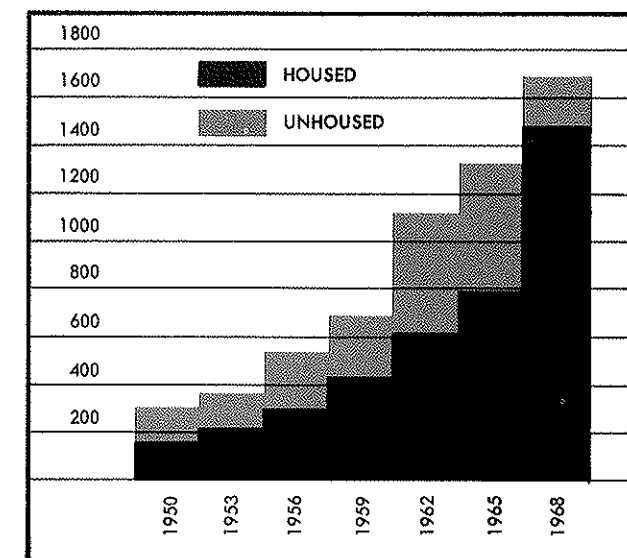
The effect of the Alpha Kappa Lambda Housing Program is evidenced clearly above. Over 75% of the 1400-plus housing spaces available are less than ten years old. Two-thirds of this new housing was built under the Fraternity's housing program.

Three chapters during fall, 1967, moved into facilities built under the program: Alpha Lambda at Northern Illinois University with a 60-student fraternity house built at a cost of \$230,000; Psi at Iowa State University with a 58-man facility at a cost of \$200,000; and Alpha Nu at Washburn

with a 52-student house costing \$180,000. Alpha Iota at Wyoming and Alpha Delta at Fort Hays State will move into 58- and 52-man facilities, respectively, fall term of 1968-69. Both houses are being constructed under the program. Final arrangements are being made for new housing at the University of Montana and the University of Texas.

Kappa Chapter at Purdue will move into their new \$300,000 home during fall 1968, and Gamma chapter at Illinois is expected to begin construction of its \$300,000 addition-renovation project during the coming year.

More members of the Fraternity will be housed next year than the total undergraduate membership of only two years ago.

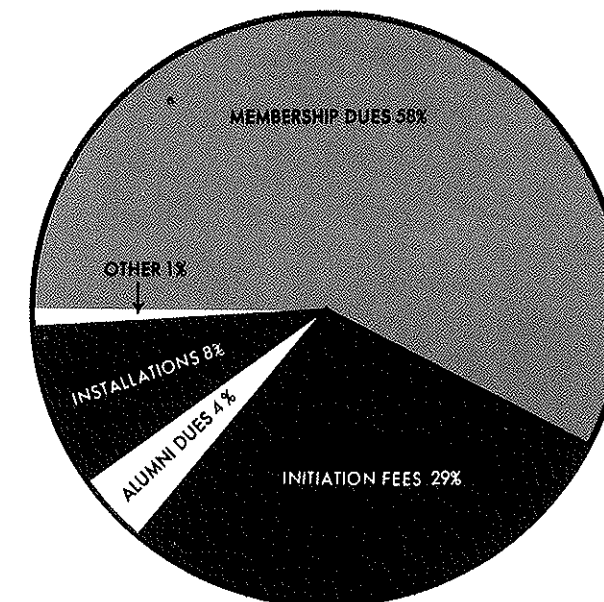


COLLEGIATE MEMBERSHIP

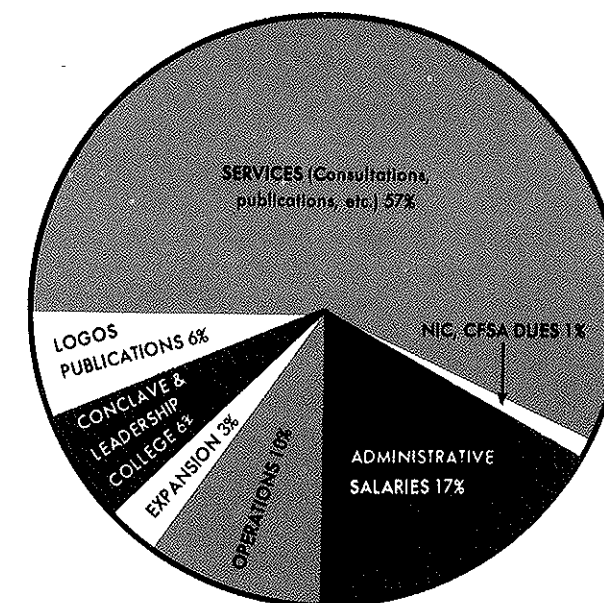
## Where Do Our Dollars Come From?

During 1967-68, 58 cents of each dollar income to the Fraternity came from membership dues. With the five chapter installations, expansion was a significant income with 8 cents of each dollar coming from the \$50.00 initiation fee paid by charter members.

573 alumni members subscribed to the voluntary alumni dues program compared with 486



INCOME 1967-68 — SOURCES



EXPENDITURES 1967-68

the previous year. A break down of age groups revealed that 174 alumni who graduated during the period 1959-68 subscribed compared with only 87 the year before for an increase of exactly 100 per cent. This was the largest increase of any age group. Those members graduating between 1929-38 continue to be the most loyal subscribers with 12.1 per cent of these alumni contributing. Alumni dues amount to 4 cents of every dollar income to the fraternity.

## Placement Service

The AKL Placement Service entered its third year with a record number of seniors and military servicemen sending in applications. 59 AKL's applied to the 1968 Placement Service. These applications were summarized in a placement service booklet and sent to over 600 employers throughout the United States.

198 requests for further information were processed by the National Office. This represented an average of 3.4 requests for each of the 59 listings.

## National Headquarters

Over 1,000 AKL's and guests have visited the National Headquarters Building since it opened five years ago in Fort Collins, Colorado. In those five years, nearly 700,000 individual pieces of mail have been processed through the facility. As would be expected, as the fraternity continues to grow the volume of correspondence and other clerical work mounts.

In addition, the national office staff traveled nearly 100,000 miles this past year, of which more than 80% was related to chapter consultations.

## Intern Program

The first graduates of the intern program, a two-year AKL-sponsored graduate assistant-

ship program, finished their commitment with the fraternity in June of 1968. Steve Showers will begin work on his PhD in student personnel at East Texas State University, and J. D. Snodgrass will work on his PhD in social psychology at University of Idaho. Showers will be employed by East Texas as Coordinator of Men's Housing while he works on his degree, and Snodgrass will be an assistant dean of men in charge of residence halls at the University of Idaho.

The intern program is for graduate students working for a Master's Degree and includes practical experience and field research for credit while traveling half the year as an AKL Staff Representative. Jim Nutt and Ron Seibold have completed their first year on the program. Greg Long, a 1968 graduate of Pennsylvania State University, will begin his first year.

## Crystal Balls And Statistics

The past ten years of AKL's history have certainly been AKL's most progressive years. What will the Annual Report ten years from now look like?

Statistics are not perfect, but by using the trends presented graphically in this report and a little imagination, a conservative approximation of the highlights of the 1977-78 report would read:

### The Year 1977-78 In Brief:

- **ALL PREVIOUS RECORDS BROKEN AS MEMBERSHIP APPROACHES 26,000.**
- **AVERAGE CHAPTER MEMBERSHIP REACHES 50.**
- **AKL INSTALLS 8 CHAPTERS—TOTAL NOW AT 97.**
- **4,850 UNDERGRADUATES NOW IN CHAPTERS.**

## NEW HOUSES

*New chapter houses  
have been completed at  
Wyoming and Fort Hays*

The Fraternity Row at the University of Wyoming is the site of the newest AKL house, the first one that the members of Alpha Iota Chapter have had since their founding on May 24, 1964. It introduces many new housing accents to the campus. On ground sold to the Fraternity by the Board of Trustees of the University a new 60 student house costing \$220,000.00 has been constructed by the Frank Johnson (Colorado State University 'Hon) Construction Company. Furnishings costing about \$20,000.00 have been purchased by the chapter through financing by parents and friends.

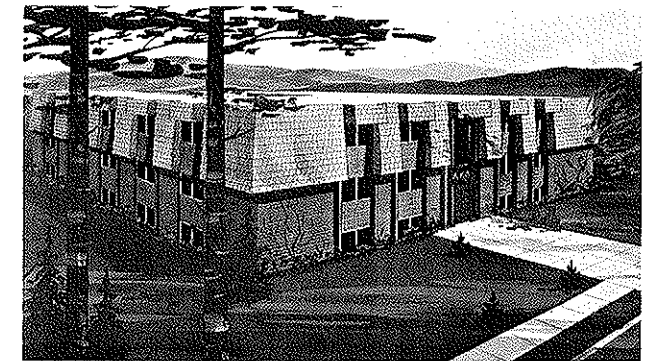
The exterior features light brick walls and an asbestos slate roof. The entryway is designed with gray glass, a large door and eight feet wide walkways. The house is actually built around a central courtyard with sliding glass doors from the dining, living, recreation, and study areas. There is a generous use of cedar siding and trim. The floor of the courtyard is about three feet lower than the ground level on the outside of the house.

Besides the unique courtyard, the house features a large brick curved fireplace and trophy case, carpeting throughout, including the study-rooms, and a two-room study area with ten study carrels that gives the house a distinct twenty-four hour study-quiet area.

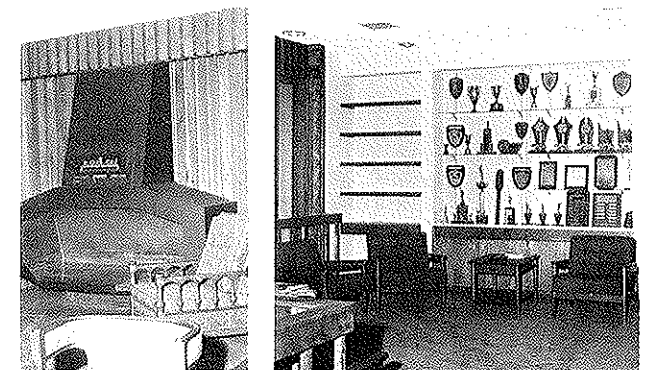
The chapter moved into the new structure at the opening of the fall term.

Alpha Kappa Lambda is the first fraternity ever to build a new chapter house at Fort Hays Kansas State. Alpha Delta Chapter's new home was designed by Vern Nelson, architect, and built through the AKL Housing Program. It replaces an old frame house previously owned by Alpha Delta.

The new house is designed to accommodate 50 men and was constructed at a cost of about two hundred thousand dollars. There are five levels in the structure, two of which are visible through the vertical windows extending the height of the front facade. Two levels are devoted to social and recreation area. Study areas are arranged in two-man rooms.



TOP: Wyoming's AKL's now occupy this brick and gray slate house built around a court. ABOVE LEFT: Entrance features large smoke glass windows. ABOVE RIGHT: Mural dominates fireplace wall. BELOW LEFT: Interior of new AKL house at Fort Hays State has large fireplace and display space (BELOW RIGHT). BOTTOM: Exterior is of brick and shingles. This is the first new fraternity house built at Hays.





# AKA QUIZ

*Ron Seibold, AKL Staff member gives some insights into what makes chapters tick*

The atmosphere at 4700 South College Avenue, Fort Collins, Colorado has changed since June, 1966. For it was during this month that Alpha Kappa Lambda embarked on another revolutionary concept in the modern college fraternity.

The problem of hiring a sufficiently-sized professional staff force has continually been a problem for national fraternities for two important reasons: 1. Costs: a full-time trained chapter consultant costs money and most national fraternities find it hard to budget sufficient funds to hire enough personnel for chapter service. 2. Motivation: it is difficult to find talented people who are willing to give two years of fraternity employment at a time when most are just beginning a career.

The AKL Intern Program began in June of 1966 and offered a solution for both these obstacles. The intern program, a masters graduate assistantship program, allowed the fraternity to hire three men at the cost of one traditional "field representative" and offered the necessary motivation, a master's degree, for a two-year commitment.

Since this time the intern program has rapidly become much more than an inexpensive means of producing a chapter service force.

Nearly every chapter of AKL during the last two years has become a subject for some important research that, if preliminary evidence is correct, could have an incredible impact not only for Alpha Kappa Lambda but for the entire fraternity system.

In the two years since the intern program began, nearly 400 typewritten pages have been written concerning AKL chapters. The following nine-item quiz is presented to bring out a few of the results of studies made. Try the quiz and check your responses with the answers and explanations.

## QUESTIONS

- Who usually becomes chapter president?
  - A person with high confidence and a strong belief in both himself and other people.

- A person with high confidence in himself but a lower confidence level in others.
- A person with low confidence in himself but high confidence in others.
- A person with low confidence in both himself and others.

- What would be the best appeal to use on a freshman rushee?
  - Appeal to his desire for recognition and prestige.
  - Appeal to his desire for new experience.
  - Appeal to his desire for belonging and security.
  - Appeal to his desire for success.

- What would be the best appeal to use on a Sophomore or Junior rushee?
  - Appeal to his desire for recognition and prestige.
  - Appeal to his desire for new experience.
  - Appeal to his desire for belonging and security.
  - Appeal to his desire for success.

- What generally characterizes a fraternity chapter that includes physical hazing (i.e. forced exercise, lineups, etc.) in its pledge education program?
  - Strong Loyalty to the fraternity.
  - High scholarship.
  - Low degree of loyalty to the fraternity.
  - Low scholarship.

- If your chapter is having financial difficulties, chances are more than good that you will:
  - Want to organize a fund-raising drive.
  - Rush quantity not quality.
  - Have a negative attitude toward your President.
  - Have a hazing program.

- Chapters with autocratic (strict) pledge programs tend to have:
  - More member participation.
  - Less member participation.
  - High scholarship.
  - None of the above.

- If the chapter had a negative attitude toward the past president chances are good that the chapter will have:
  - A positive attitude toward the present president.
  - A negative attitude toward the present president.
  - High motivation
  - None of the above.

- The most socially popular members in the chapter tend to be:
  - High in self and other confidence.
  - Low in self but high in confidence in others.
  - The leaders.
  - Low in both self and other confidence.

- If the chapter house is not above the average on the campus chances are good that:
  - The members will unify with the president to change the situation.
  - The members will not support the president.
  - The chapter will not attract quality pledges.
  - The chapter will be in financial difficulties.

## ANSWERS

- Answer: B. Evidence shows that the president (and other fraternity leaders) tend to have a great deal of self confidence but they score only average on acceptance of other people as measured by the Bill's Self-other Acceptance Instrument.

- Answer: C. Questionnaires given to new AKL pledges show that the freshmen pledges were most impressed by those rush approaches that centered on their belonging and security motives. Their second choice appeals were those approaches centered on new experience.

- Answer: B. The same study showed that the reverse is true for students who have at least one college term under their belts. These are the people that are most appealed to by the term "AKL is a dynamic, new concept in fraternity," provided the chapter shows evidence of this fact.

- Answer: D. Low scholarship and hazing are related by Chi Square tests to the .02 significance level, which is a highly significant relationship.

- Answer: C. A Masters thesis on attitudes showed that chapters with financial problems tend to have negative attitudes toward their president. A suggested reason for this fact is the fact that the President often, in such a situation, is torn between Board loyalty and Chapter loyalty.

- Answer: D. Two studies are concerned in this question. The first showed that there was absolutely no correlation between par-

ticipation in the fraternity and the pledge program. The second showed that there was a high correlation between high scholarship and democratic pledge programs. The author's interpretation was that the cause of the relationship was actually the high scholastic average of the chapter and the effect was the pledge program.

- Answer: B. The author of this Masters thesis research found that there was a significant relationship between a negative attitude toward the previous president and a negative attitude toward the present president.

- Answer: A. Two findings enter here. First: the leaders in a chapter are not usually the most socially popular. Second: the most socially popular have both high self and other acceptance scores by Bill's instrument while the leaders tend to have only high self acceptance.

- Answer: B. Even in situations where the housing is new and adequate, if the housing is not above the average on the campus, there is a tendency for the chapter to project its blame for the situation toward the president. Two reasons suggested here: low morale and the fact that the president is the member most closely associated with the Board of Trustees.

## RECENT INITIATES

### ILLINOIS

February 4, 1968

Gary Kipp Ritcher  
Gregory William Landahl  
James Michael Foley  
Timothy Lee Connelly  
Paul Edward Marshall  
Larry Paul Eros  
Brian Bernard Berger  
Steven Randall Culver  
James Robert Brecher  
Roy Arthur Lundquist  
Mark Edward Roszkowski  
Robert Scott Steinfert  
Larry Allan Daum  
Christopher Marloth Popma  
David Campbell Miller, Jr.  
Ronald Karl Ungloub

February 18, 1968

David Lee Douglas

### KANSAS

February 3, 1968

Jack Lovell Collins  
Robert Alan Russell  
Stephen Alanson Brainerd

Robert Montgomery Briley  
George Gray Burglund  
David Eugene Carson  
James Howard Cassing  
David Paul Calrk  
John Randall Coffey  
Raumond Alan Cunningham  
David Wilson Dukes  
Dennis David Embry  
James Paul Hamlett  
John Douglas Harris  
Richard Douglas Iliff  
Thomas Rees Jones  
Craig Lee Martin  
Gregory Scott Meredith  
John Russell Michael  
Richard Roderick Pine, Jr.  
John William Schmid  
Patrick Michael Sirridge  
Walter Rees Stromquist  
Stephen Roy Walker  
Stephen Young Winters  
Joseph Leslie Yeager  
August 30, 1968  
Theodore Illiff

(Continued inside back cover)

## RECENT INITIATES

**MICHIGAN**  
September 7, 1968  
Donald George Curtis

**KANSAS STATE**  
August 30, 1968  
Russell Dale Westphal  
Jerry Dee Peterie

**KANSAS STATE TEACHERS**  
February 10, 1968  
Daniel Michael Dennis  
Dole Norman Dieterich, Jr.  
Benjamin Lane Ford  
Gary William Goodwin  
Robert Wayne Hollinger  
Gregory Lee House  
Stephen Franklin Hungerford  
Gary LeRoy Hunter  
Charles Henry Kessler  
John Robert Killebrew  
Richard Stanley Kuzdym  
Michael Charles Manning  
James Bruce Merriman  
Charles Clinton Miller  
Freeman Lance Miller  
Stephen Craig Orrison  
David Glenn Pendleton  
Charlie Alvin Phillips  
David Kent Reed  
Ross Voigt Reninger  
Bruce Arthur Sloan  
Gary Wayne Smith  
Steven Dane Smith  
Stan Eugene Tague  
Daniel Michael Ulmer  
Carl Roy Winn

**E. ILLINOIS**  
April 21, 1968  
Gary Edward Burg  
Gerald Wayne Burgener  
Joseph A. Caruso  
Harold Edward Cutler  
William George Halley  
Gerald Edward Hudson  
Theodore Charles Kuelthe  
Clyde Medford Pwen, Jr.  
Benny Lynn Pieper  
Terry David Spica  
Harold Tishrt II  
John Michael Wells  
Randy Blake Wynn  
Leon Stephen Yormark  
May 6, 1968  
Ned Roy Bartlett

**PENNSYLVANIA STATE**  
April 29, 1968  
Edward Joseph Wilson  
James Douglas Monteleone  
David John Braun

**OREGON**  
April 27, 1968  
Hunter King Birkhead

Robert Wade Blue  
Tim Robert Brandenburg  
John Vance Ligon

**CALIF. STATE, PENNSYLVANIA**  
April 30, 1967  
Russell David Walker  
April 21, 1968  
Angus David Hamilton  
John Stanley Hudy  
Philip George Mongell  
Craig Henry Motycki  
Douglas Wayne Peters  
David George Vargo

**N. W. MISSOURI STATE**  
May 11, 1968  
Dennis Matthew Donegan  
Charles Floyd Thompson, Jr.  
William Patrick Tighe  
Robert James Sanducci  
Gregory Arthur Sherwood  
Danny Lynn Mchel  
Wilbur Dean Kerns  
Steven Arnold King  
Gary Lee Johnson  
Michael Henry Hogan  
Larry Dean Gustafson  
Charles Marlin Dalton, Jr.  
Steven Ross Clark  
Lawrence Christian Carr  
Donald Eugene Cady

**N. MEXICO STATE**  
March 30, 1968  
Robert Eugene White  
Clarence Edward Kays  
Andrew Louis Tisler

**ARIZONA**  
April 29, 1968  
David Alan Schaller  
John Wallace Shores  
Michael Douglas Staniec  
Charles Thaddeus Thomas  
Donald Atchison Spong  
James Aalon Secan  
Lorry Thomas Ward  
Richard Alan Toelle  
William Ray Call  
William Louis Schroeder  
John Wilwer Jacobs  
Scott E. Claypool  
Kenneth Leland Bergman  
David Howard Francisco  
Kim Alan Sheridan  
Michael Robert Kiefer  
Peter Gudgeirsson (Honorary)

**WISCONSIN, LACROSSE**  
May 4, 1968  
Ralph Cahrls Druecke, Jr.  
Richard James Boehm  
William Warren Milatz  
Steven Jay Flaten  
David Robert Schultz  
David Gary Molldrem  
Thomas Alois Grossman  
Robert James Walker  
John Allen Kuehn  
Romas Russell Hodgson  
Stephen John Comte  
John James Gross  
Michael Gene Bredahl  
Michael David Heideman  
Anthony Louis Gelino  
M. Douglas White II

James Walter Burson  
Philip Charles Coravello  
David Michael Harried

**WISCONSIN, EAU CLAIRE**  
May 9, 1968  
John Melvin Whitney (Honorary)  
Roger Duane Bong  
Bernard Irving Brekke  
Jeffrey Allen Chesen  
Timothy Jon Coburn  
Philip Michael Dewitt  
Terrance John Dickrell  
Michael John DiRienzo  
Daniel Patrick Fates  
John Snell Glass III  
Michael Alan Hauser  
Kenneth Raymond Lipske  
Gregory Yutaka Matsumoto  
Michael Powell Mullen  
John Francis Peil  
Michael Moran Rajek  
John Wayne Resudek  
Arthur Dean Shiits  
Gary Harold Sonnenberg  
Michael Ketter Straub  
Mark Robert Tlachac  
Mark Anthony Vanderheiden  
May 19, 1968  
Allen Albert Denio (Honorary)  
Lloyd Eugene Ohi (Honorary)  
William C. Boyken (Honorary)  
Frederick C. Urmann (Honorary)

**WYOMING**  
February 18, 1968  
James Ernest Todd  
Joseph Charles Lord  
Richard Lewis Lyke  
Charles Robert Brown  
Michael Wayne Jensen  
Lawrence Allen Sackman  
Richard Delmar Lechner  
James Bernard Rodosevich  
Ronald James Metz  
James William Kruse  
James Phillip Ginther  
September 5, 1968  
James Bertrand Wyburn  
James Phillip Zaversnik  
Robert Virgil Cordingly  
Alan Max Morgan  
Frederick William Just III  
Barry Robert Root  
Alvin Lorn McCreery  
Michael Kevin Brown

**COLORADO STATE**  
May 11, 1968  
Charles Andrew Duersch  
Travis Kirk North

**N. ILLINOIS**  
February 11, 1968  
Robert Edward Trkovsky

**ARKANSAS**  
March 2, 1968  
Randall Eugene Shireman  
Robert Norman Jones  
Stephen Lindall Nipper  
David Stanley Krueger  
Carrington Elmo Young  
Kurt Butcher  
Bill David Cleveland, Jr.  
Randall Wyatt Owens  
Edward Lee Bowe III  
Tommy Alvin Eanes

**MONTANA**  
March 30, 1968  
Jeffrey William Denton  
Roger Francis Navotne

**U. OF COLORADO**  
December 7, 1967  
George Henry Blickhahn III  
Gordon Kendall Felzien  
Robert Lon Thode  
Robert Dean Fritz  
John Clarence Geacomini  
James Stewart Groesbeck  
Garrison William Jaquess  
Barry Lunn McDonald  
Robert Calvin Richardson  
Steven Philip Siniscalchi  
Jeffrey Jon Stage  
April 20, 1968  
David Alan Cole  
Axel Bernd Russell  
Lawrence Robert Braastrom  
Bruce Harris Goodman  
Joseph Paul Thompson

**U. OF NEW MEXICO**  
April 28, 1968  
William Curtis Camp  
James Kinley Culbertson  
David Byron Downs (Honorary)  
Monte Gene Montgomery (Hon.)  
William Ralph Barry (Honorary)  
June 23, 1968  
Marvin J. Johnson (Honorary)  
Edward Benjamin Cazzola  
Paul Stuart Richardson  
Eugene Delbert Valencia  
August, 1968  
W. Dewitt Black (Honorary)

**ALLIANCE**  
April 20, 1968  
Andrew Anthony Zagora  
Richard Perissi  
Elmer William Herman

**IDAHO**  
May 11, 1968  
Christopher Lee Smith  
Guy Garfield Bellville  
Robert Dennis Clabby  
Clifford Emanuel Crossley  
William Paul Eastin  
Clifford Joy Eidemiller  
David Bruce Garrett  
Michael Louis Geier  
William Frank Grubb  
Alan Lee Hamilton  
Garry James Hammond  
Wayne K. Honni, Jr.  
Carl David Stanger  
Dale Arthur Uhlman  
Thomas Mark Heword  
Berney Edmond Kempton  
James Vernon Voyles  
David Melvin Lobdell  
Kenneth Brian Lobdell  
Steven Dean McRae  
James Michael Madden  
Gory Wayne Pierson  
Herman Gary Renfrow  
Dennis Kay Robinson  
Terry Roy Welker  
Stephen Douglas Shawley  
Ronald Dean Yankey  
Melvin John Alsager (Honorary)

## SUMMARY OF AKA SCHOLARSHIP



by Dr. Dean O. Clark  
AKA Scholarship  
Director

Upsilon chapter at Colorado State College had the highest scholarship record for 1966-67 (most recent year for which figures are available) on the National Interfraternity Conference index. This represented a marked improvement for Upsilon chapter and proves that effort can make a big difference. They were first on their campus where all the fraternities have high averages, well above the all-men's average.

Alpha Iota chapter at University of Wyoming was second among AKL chapters, Xi chapter at Northwest Missouri State College was third, and Gamma chapter at the University of Illinois was fourth.

Honorable mention is recorded by Zeta chapter, University of Michigan; Omicron chapter, University of the Pacific; Psi chapter, Iowa State University; Tau chapter, Pennsylvania State University; Delta chapter, University of Kansas; Alpha chapter, University of California; Phi chapter, Oregon State University; Eta chapter, Washington State University; Alpha Beta chapter, University of Arizona; Alpha Nu chapter, Washburn University and Alpha Mu chapter, University of Arkansas.

All of the chapters mentioned were above the "all-men's average" for their respective

campuses. From the chapter for which AKL received National Interfraternity Conference reports, sixty percent (60%) had indexes above the campus all-men's average. This is a small, but encouraging improvement over the 58% the previous year.

The Fraternity is continually looking for more effective methods to stimulate high scholarship, so there will be less academic dismissals of members from their respective universities. Some of the programs currently in use include careful screening of prospective pledges regarding their academic potential, promotion of good study conditions, seminars on effective study habits conducted by professors, etc.

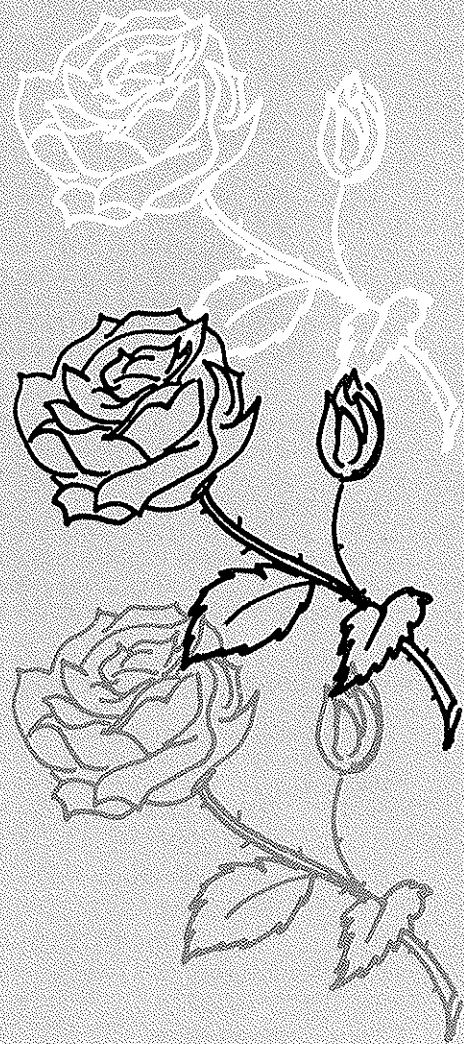
Does your chapter have a scholarship advisor? Some professors who are too busy to chaperon a dance or advise a chapter on kitchen management, are willing to help on study conditions, academic tone, etc. Though the "buck" cannot be passed to one individual, the careful selection of a specialist can improve the scholarship conference team.

The coordinator or assistant Dean for Fraternity Affairs can help you develop a program.

AKL RANK	NIC INDEX	CHAPTER
1	24.28	Colorado State Col.
2	18.64	Wyoming
3	12.99	N. E. Missouri State
4	11.97	Illinois
6	8.24	Pacific
7	7.10	Iowa State
8	7.07	Penn State
9	6.71	Kansas
10	3.42	California
11	1.82	Oregon State
12	1.79	Washington State
13	1.69	Arizona
14	1.27	Washburn
15	0.64	Arkansas
16	-0.85	Kansas State
17	-0.96	Fort Hays Kansas State
18	-1.20	Northern Illinois
19	-1.45	Wisconsin State, Oshkosh
20	-2.96	Purdue
21	-3.75	Colorado State
22	-8.00	Colorado
23	-13.46	Eastern Illinois
24	-15.53	Washington
25	-22.92	Missouri

All other chapters not ranked for lack of NIC Index.





## THE YELLOW ROSE OF AKA

*Recent discoveries shed new light on the history of our fraternity flower*

After more than a decade as a young national fraternity with chapters from California to Michigan, the seven chapters of AKL gathered in Lawrence, Kansas at the Delta Chapter house for the Sixth National Conclave, December 28-30, 1927. Those present decided that an official flower should be adopted. George A. Olson (Kansas '28) was asked to get samples of various roses to show to the

Conclave. This he did, and the various flowers were discussed.

The selection narrowed to three hybrid tea roses—the Columbia, a climbing pink rose; the Rapture, bright red rose and a Pernet yellow rose. It was evident from the beginning that the yellow rose would receive the vote. Discussion brought out the fact that the "Pernet rose was obtainable in all parts of the country, was not expensive and its deep golden color matched well the colors of Alpha Kappa Lambda" according to Clarence H. Dykeman's (Illinois '28) Conclave story in the March 1928 issue of THE LOGOS. All but two votes were recorded for the Pernet. The "Golden Yellow Pernet Rose" has been listed as the official flower since that time.

A number of alumni working with Lewis Bacon, Executive Secretary of AKL in attempting to locate plants of the AKL flower, for the National Headquarters Building, have recently learned that the "Golden Yellow Pernet Rose" was a descriptive term rather than the actual name of the flower.

Mr. J. Awdry Armstrong and Mr. H. C. Swim, Directors of Research of Armstrong Nurseries, Inc., provided information that shows there is no such rose as the "Golden Yellow Pernet." Joseph Pernet-Ducher, famous French rose breeder, was responsible for introducing brilliant yellow color into garden roses as we know them today.

Following the breakthrough about 1900, a number of other yellow roses were developed by Pernet-Ducher until 1920 a rose called SOUVENIR de CLAUDIUS PERNET was introduced and named after one of his sons who died in WW I. This is the variety which most people think of in connection with Pernet. In 1927 this rose was adopted by the Conclave as the official flower of Alpha Kappa Lambda. The popularity of the Souvenir de Claudius Pernet seemed to fade in the early 1930s.

After more searching by alumni of AKL, a plant of the Souvenir de Claudius Pernet was located in May 1968, at General Bionomics, Inc., in Santa Rosa, California. An agreement was made for the firm to bud ten plants this year for delivery in 1970. It is planned to attempt to grow plants on the grounds around the National Headquarters Building in Fort Collins. Several others for inside the building and for preservation of the plant by Colorado State University in Fort Collins will be obtained.

In future descriptions of the official flower, it will be stated that the official flower of Alpha Kappa Lambda is the yellow rose. It is called officially the Pernet-Ducher "Souvenir de Claudius".

## Alumni Notebook



**JOHN P. AGNEW**, Northeast Missouri Hon., taught summer session at Nevada Southern University in Las Vegas.

**HAROLD E. BELLES**, Michigan '23, is retired in Clarksville, Ark.

**LOUIS R. BOONE**, Northwest Missouri '66, is employed by Trans World Airlines in Kansas City and recently visited London.

**ALEX C. BURR**, Michigan '22, is a technical consultant to The Church of Christ of Thailand and lives with his wife in Bangkok.

**WALLACE M. CARRITHERS**, Illinois '33, is Administrative Services Manager for the A. B. Dick Co.

**RONALD J. DeFIELDS**, California '58, is manager of Sears, Roebuck's catalog sales divisions in San Diego.

**KEITH GILCHRIST**, Purdue '56, is a construction systems specialist for the National Gypsum Co. in Indianapolis, Ind.

**NEIL B. MacINTOSH**, Michigan '38, is assistant professor of political science at Northern Michigan University.

**ROBERT H. PADDOCK**, Wisconsin '26, was recently elected president of the Wisconsin Society of Professional Engineers.

**WAYNE A. SEELY**, Penn State '66, is working on a masters degree at Penn State and has accepted a teaching position in Canton, Pa.

**HOMER STRONG**, Michigan '25, is director of alumni relations at Wayne State University and was honored by the university at the Centennial Alumni Reunion in May.

**CHARLES L. WALTON**, California '12, is retired as research and statistical consultant for the Fresno County Committee (Calif.) on School District Organization.

**KENT G. BAKER**, Northeast Missouri state, is an airman first class in the U. S. Air Force stationed at Eielson AFB, Alaska.

**JESSE BIRKENSTOCK**, California, '67, has been commissioned a second lieutenant in the U. S. Air Force.

**JOHN W. COLDIRON**, Northwest Missouri State, is an Air Force sergeant on duty in S. E. Asia.

**PHILLIP K. HEACOCK**, Illinois, '61, is a captain in the U. S. Air Force and recently a M.B.A. degree from George Washington University.

**EARL S. KIMBELL, JR.**, Arizona, '66, is an Air Force first lieutenant in pilot training at Reese AFB, Tex.

**JAMES R. MAIN**, Washington State '62, is an Air Force captain who has been decorated with the Distinguished Flying Cross and five awards of the Air Medal for combat operations in Vietnam while flying the F-105 fighter-bomber.

**LAWRENCE D. OSTERGREN**, Arizona '66, is an Air Force second lieutenant and has graduated from pilot training.

**DONALD H. PENNY**, Central Missouri State, has been promoted to staff sergeant in the U. S. Air Force.

**DONALD E. PETERSON**, Colorado State College '68, is an Air Force second lieutenant and is in pilot training at Reese AFB, Miss.

**STANLEY C. ROSS**, Washburn, has graduated from U. S. Air Force technical school at Keesler AFB, Miss.

**NELSON B. RUBY**, Colorado State College '61, is a captain and a security police officer in the U. S. Air Force.

**EDWARD J. SCHMIDT**, Kansas '66, has been commissioned an ensign in the U. S. Navy.

**LYLE A. SPROUL**, Washburn '66, is a second lieutenant in the U. S. Air Force and a pilot of the AC-47 Dragonship in Vietnam.

**PAUL STAGG, JR.**, Pacific '66, has been commissioned a second lieutenant in the U. S. Air Force.

**JOHN E. STANTON, JR.**, Kansas State Teachers '67, has been commissioned a second lieutenant in the U.S. Air Force.

**GARY H. WILSON**, New Mexico '68, has been commissioned a second lieutenant in the U. S. Air Force.

**DALE A. ZUCK**, Iowa State '67, is a second lieutenant in the U. S. Air Force and in pilot training at Laredo AFB, Tex.

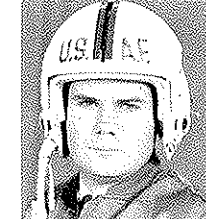
## Men in Military Service



Main



Birkenstock



Kimbell



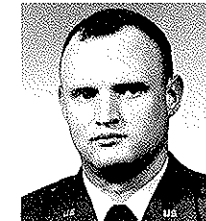
Peterson



Stagg



Stanton



Zuck

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**Earl Franklin Bethards**  
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California '25

**John Mark Rein**  
Penn State '64

**Lee Norton Shaddle**  
Illinois '21

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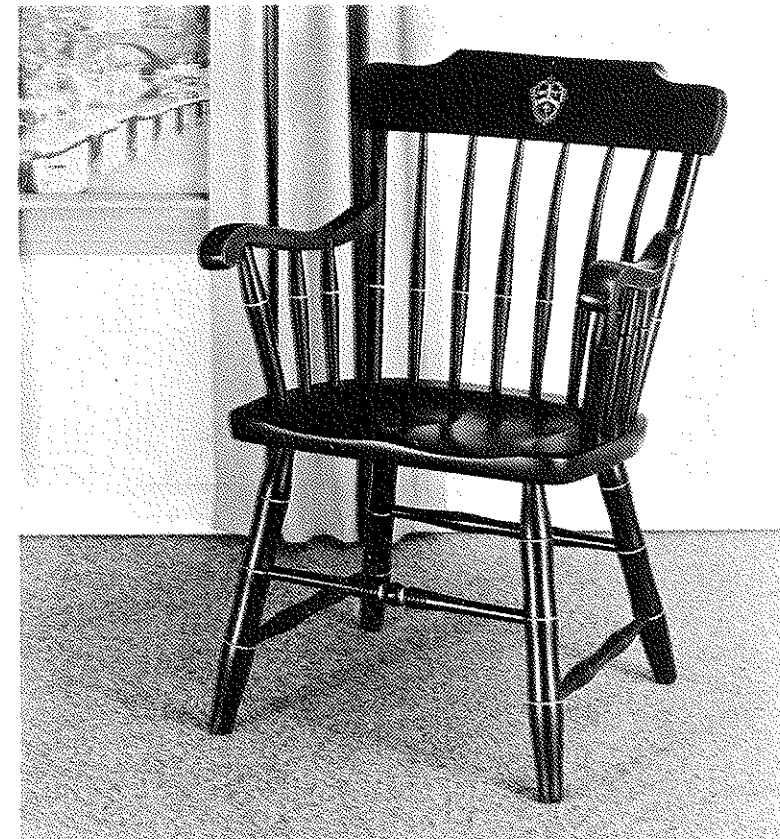
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