

The
QUILL AND SCROLL

of

JUNE
1934



**KAPPA
DELTA
RHO**



THE QUILL AND SCROLL

OFFICIAL PUBLICATION OF KAPPA DELTA RHO FRATERNITY

CONTENTS

	PAGE
1934 CONVENTION	59
MAKING A LIVING IN ADVERTISING, <i>by Carl E. Seabergh, Δ '23</i>	61
CHAPTERS	63
EDITORIAL COMMENT	86
DIRECTORY	88

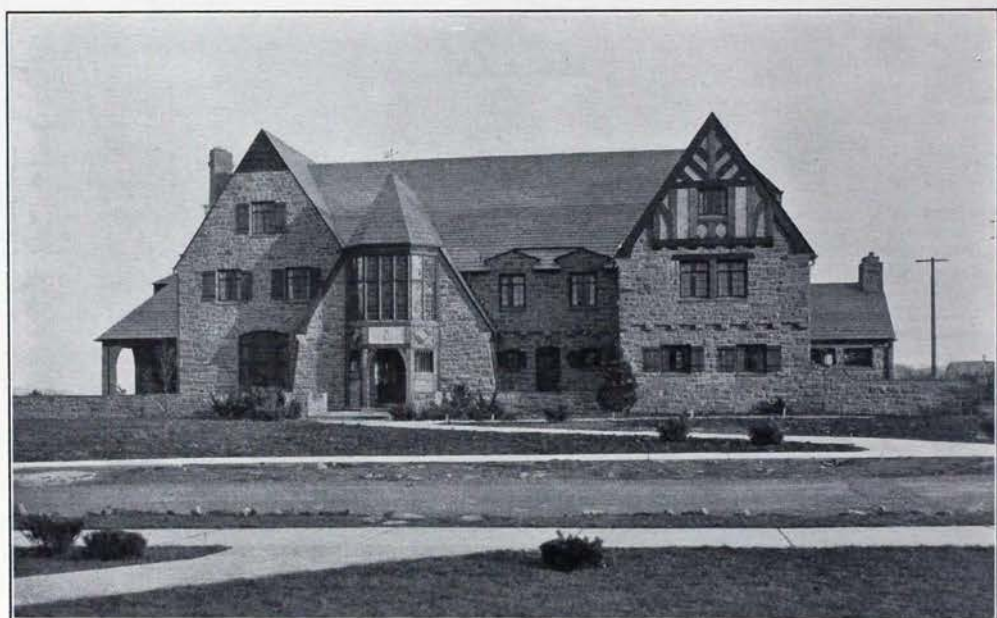
contents

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ZETA'S NEW HOME

*Headquarters for the 1934
Convention, June 14 to 17.*

1934 Convention at Penn State

A CAMPUS convention! And what better location for such a meeting could be selected than State College, Pennsylvania. Situated in the easterly foothills of the Allegheny Plateau, near the geographical center of the Commonwealth of Pennsylvania, this small town offers an ideal setting for a splendid educational institution. No large towns are located near it to encumber the general collegiate atmosphere or program. Student life reigns supreme.

Penn State's campus, with its center in the recently renovated and glorious "Old Main" is one of the most attractive in the country. Its educational facilities and equipment make it one of the foremost of the nation's universities. Naturally it attracts one of the finest cross sections of college youth in America.

It is only natural that such an environment should foster the development of college fraternities. Probably no campus in the country can boast more beautiful fraternity homes than does Penn State. The new fraternity development represents the investment of millions of dollars—an investment of real merit for it offers living conditions to students at reasonable cost which are excelled at no other educational institution in the world.

The Zeta Chapter is exceedingly proud, and deservedly so, of its new home—the most tasteful and convenient house on the campus. It is anxious

to exhibit to members of the other chapters the result of years of careful management, planning and achievement which have made this splendid home possible.

Under the able leadership of William D. Hartman, a committee of Zeta's active members have been busy for some time arranging the details of entertaining a host of representatives from Maine to California on June 14 to 17. Delegates and guests will be entertained at or near the chapter house which will be the headquarters of the convention. The university golf links and tennis courts will be available. Baseball games are being arranged as well as sightseeing trips to nearby points of interest. Brother Hartman is making almost superhuman efforts to enlist the aid of the Junior Leagues of nearby towns for a successful dance on Friday night. A banquet at the Nittany Lion Inn on Saturday night has been arranged. Dean Warnock of the University will give the main address.

The serious phase of the convention will occur in the main lounge of the chapter house. President Willard has assured us that although he does not plan on protracted and tedious business sessions, nevertheless he wants all problems relating to a particular chapter, alumni corporation or alumni association thoroughly aired. Interesting papers on suggestions designed to improve and promote the Fraternity as relates to its finances, the matter of



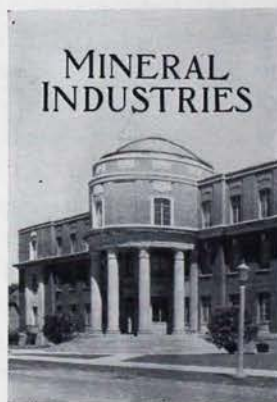
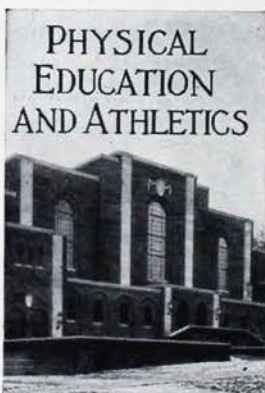
OLD MAIN—CENTER OF PENN STATE'S BEAUTIFUL CAMPUS

publicity, expansion policy have been promised by several members. Some phases of chapter organization are to be discussed. Present indications give promise of most interesting and enlightening business sessions. Three directors to serve for six years are to be elected.

Certainly Kappa Delta Rho, like most fraternities, has pressing and present need for the constructive thought of all its interested members. It is their duty to be at State College for this biennial occasion to give of

their best to the Fraternity. If it is impossible to be present in person, any delegate will gladly act as an agent for the presentation of any constructive measures. All will be given due consideration.

State College will be a focal point for many of the alumni and active members from the east, middle west and far west. It will be an opportunity that should not be missed by any Kappa Delta Rho, to get the latest close-up of his Fraternity. A registration fee of \$5.00 will cover all necessary expenses.



MORE OF PENN STATE'S BUILDINGS

Making a Living in Advertising

By Carl E. Seabergh, J '23

I ALWAYS feel a little guilty about accepting my salary check. I cannot get used to the idea that what I do is worth paying for. Not that my work is so easy, though it is absurdly easy compared with the other ways in which I have tried to earn a living, namely, farming, clerking and house-to-house selling. Rather, I feel guilty because it is hard to believe that I should be paid for what I find so much fun doing.

To counteract any possible inference that advertising is easy, let me point out the fact that very few advertising people are fat. They are a gaunt, lean bunch. They are too nervous, temperamentally, and too often under strain to take on extra weight.

You may not get along well in advertising even though you like to write. But if along with a natural aptitude for expressing yourself you have an interest in selling—then likely you can earn a good living in advertising and enjoy doing it.

The reason is that in advertising, selling ideas are infinitely more important than clever phrasing. If you are a splendid writer but have a poor selling sense the chances are that a white-haired A & P clerk could write a better advertisement than you, because the A & P veteran would know what people want and would speak to them in their own language. On the other hand, the writer who is merely clever is apt to call attention to his cleverness rather than make people want the article advertised.

As a matter of fact, if you have a keen selling sense you can succeed in advertising even though you are not a good writer at all. This is because there are more people in advertising who are not writers than who are; executives, space buyers, art directors, typographers, etc. But practically everyone must understand selling.

You can be fairly sure you have this vitally important selling sense if you are a very sympathetic, understanding person, because then you will know people's problems and needs and can see why and how an article will be desirable to a given set of individuals.

In getting into advertising, you will have to choose one of three roughly defined branches. You may work for an advertiser, that is, a manufacturer or a store or other organization which has one or more articles or services that can be profitably advertised and sold. In general, the people in this branch of advertising are not so well paid as those in either of the other two.

A second division is concerned with media. That is, the publications, billboards or radio stations in or over which advertising is presented. In this branch of advertising you are selling space in a publication or on a billboard, or time on the air. To do so successfully you must not only understand the merits of your space or time but must know the selling problems of your prospective customers.

The third branch is represented by the advertising agencies. Their main

function is to prepare the advertising for the advertisers and place this advertising in the proper media. For this service they are paid 15 percent of the cost of the space or time.

The best salaries in advertising are paid by the agencies. This is because they compete with each other to get the best advertising brains with which to attract and hold the biggest advertisers as clients.

There are many different jobs within each agency. There are writers, space buyers, artists, accountants, and, of prime importance, the contact men, the people who deal directly with the advertisers who are the agency's clients. A contact man must be a good diplomat and have a general enough knowledge of advertising and selling to cope with his clients particular selling problems.

In whatever branch of advertising you work you are constantly capitalizing on your past experience. You are continually dramatizing little incidents you have read about or which have happened to you. You present these episodes in terms of the product you are trying to sell. And you are constantly assuming that people will respond to your offering of a product or service in the same way you have seen them act in the past.

All this means that an advertising man must have an extensive background of reading and experience. Therefore if you are going into advertising you can begin immediately to acquire a helpful background. From your reading and everyday experience you will store up countless situations which you can call forth later as apt illustrations.

And you will unceasingly study people. You will decide what makes them act as they do. The accuracy of such observation will largely determine your success because your job will be to make people act with regard to certain products and services as you want them to act.

You can help to give yourself the right attitude and viewpoint by reading regularly some of the advertising trade journals. If you do not find the articles in these publications of intense interest, you are probably not a born advertising man. But you might well be if these articles appeal to you a great deal. And if such is the case, subscriptions to a couple of these advertising magazines will be among the best investments you can make.

The leading advertising magazines are: *Printers Ink Weekly*; *Printers Ink Monthly*; *Advertising & Selling*; *Advertising Arts*; and *Tide*. An excellent magazine for a general business background is *Fortune*.

The discussions of current selling problems you will find in these publications will soon lead you to examine advertisements from a new standpoint. No longer will you exclaim: "Now, isn't that clever?" Instead you will say "I'll bet that'll sell a lot of alarm clocks!"—or whatever is being advertised.

College courses in advertising are undoubtedly helpful. But they are by no means necessary. At best they will do what you can do for yourself by reading good books on advertising or reading regularly some of the leading advertising journals. While you are in

Please turn to page 84

Chapters

Alpha of Middlebury, Vt.

To write sincerely and convincingly about the outstanding member of the senior class without appearing to merely eulogize is difficult. To merely list achievements would sound statistical and to write of characteristics alone might sound like exaggeration. Nevertheless, some attempt, however inadequate, must be made to present Alpha's most distinguished undergraduate, Charles N. DuBois '34.



CHARLES N. DuBOIS

In the field of extra-curricular activities he has shown his worth as literary editor of the *Kaleidoscope*, editor of the 1932 *Handbook*, and assistant business manager of the college paper, the *Campus*. His interest in music took the form of membership in

the band. His fellow students have manifested their confidence in him by electing him president of his class last year and president of the Undergraduate Society this year as well as election to the highest honorary societies. But the honor which perhaps means most is the winning of the Dutton Fellowship, awarded on the same basis as the Rhodes Scholarship, which entitles him to a year's study abroad. This recital of honors achieved is evidence of his versatility and dependability but does not mention his friendly democratic attitude. Combine all these qualities with a distaste for idleness and Brother DuBois' future seems most promising.

ATHLETICS

Spring athletics will soon be a thing of the past as examinations swiftly approach. The varsity baseball team after a mediocre start has shown new life in its attempt to win the state series. Alpha has five representatives on the squad and all have had an active part in building up this year's team. Carl Anderson '34 has met with considerable success as a pitcher this year. Zawistoski '35 is playing his usual dependable game at second, Hoehn '36 is at first and Nash '34 in order to strengthen the infield has been shifted from his usual position behind the bat to third base. Kingsley '37 is also a member of the pitching staff. Greene '36 has been spending his spare moments trying out for assistant manager.

Next to baseball in popularity comes track. Already defeated, the track team cannot repeat its victorious season of last year, but it ought to have little competition within the state. Mathewson '35 has already broken the college record again for the low-hurdles, Hall '36 is specializing in the quarter-mile, and Foster '37 has scored in the dashes. Williams '36 is working for the position of assistant manager.

La Force '35 and Brown '37 have been playing very consistently for the tennis team as has Olsen '34 for the golf team.

Fraternity sports are completed with the finishing of the baseball schedule. Under the able leadership of Embler '34 the team has now gone through to the finals. With a second place thus assured in baseball, we have already gathered enough points to make sure of the winning of the trophy emblematic of supremacy in fraternity athletics. It is awarded on the basis of total points won in the various sports held during the year.

SOCIAL

Now that the full force of spring has definitely shown itself at Middlebury, informals have become exceedingly popular and too frequent to allow a separate report of each of them. The culmination of the social season, though, was the annual formal held May 26, and the credit for its success can be given to Miner '34, the social chairman.

Under the heading of social news might be included the general topic Junior Week. La Force as chairman of

Junior Week was responsible for its success as a whole, while Cushing served as chairman of the program committee. Due to the ingenuity of Peterson and DuBois and the cooperation of several glee club members, we managed to win first prize at the annual interfraternity stunt show with a clever musical satire on the faculty.

Beta of Ithaca, N. Y.

BETA has just elected her new officers. Our incoming consul is Harry Galbraith '35. Harry came to us as a sophomore from Colgate. We are sorry that Delta had to lose him but very glad that he decided to take the Hotel Management course here at Cornell because he has certainly proven an efficient cog in our machine. The rest of the men elected to guide our destinies through the coming year, are all tried and true and Beta may well look forward to a very successful year.

RUSHING

Beta has pledged five men since the beginning of this term, bringing the total for the year up to thirteen. The five were as follows: Richard Deming, Athens, Pa.; Willard Gregory, West Pittston, Pa., both of the class of '36. The other three are all of the class of '37. George Crowther, Sodus, N. Y.; Leon McNair, Windsor, N. Y.; Orson Smith, Fayetteville, N. Y. These men are shaping up as real K. D. R.'s.

ACTIVITIES

Phil McEachron made Red Key which is the junior honorary society. Phil has received many bids to the dif-

ferent honorary societies and is fast becoming what is known in these circles as a "Big Man on the Hill." Then we have Fred Carlson '35 in Kappa Phi Kappa, a national honorary education society. John Dauscher '34 in Pyramid, an honorary civil engineering society. George Lawrence '36 in Pi Delta Epsilon, national journalistic society. Besides these all the brothers are prominent in numerous activities on their respective campuses.

SOCIAL

As usual the Junior Week house party was a huge success and we are looking forward to an equally successful Spring Day week-end. In view of financial difficulties Beta decided to do away with her Spring Formal and instead we had an informal dinner dance at which the music was furnished by our trusty "Vic." The brothers enjoyed this as much if not more than running around in a stiff shirt front.

ATHLETICS

Beta did not have as successful an intramural basketball season as she did in football inasmuch as the team did not get to the finals. The baseball season is about to begin and Beta expects to put a strong contender in the field.

Three of our Frosh have already made their numerals, George Crowthers and Donald Chaffee in basketball and Orson Smith in cross-country. Phil McEachron is in his second year as a varsity lacrosse player, Bob Crary '36 is one of Cornell's pole vaulters, Art Schwab '36 rows with the 150 pounders, and George Crowther is practising with Gil Dobie's football players in their spring football practise.

Gamma of Albany, N. Y.

INITIATION

NINE men were formally initiated into Gamma chapter on February 25. They are Michael Griffin, Tivoli, N. Y.; Joseph Ouellette, Saratoga Springs, N. Y.; and Sebastian Albrecht, Delmar, N. Y., sophomores; John Deno, Oswego, N. Y.; Fred Dexter, Jr.; Narrowsburg, N. Y.; Edward Sabol, Johnson City, N. Y.; Alonzo DuMont, Worcester, N. Y.; William Young, Germantown, N. Y.; and Ralph Van Horn, Peekskill, N. Y.

After the initiation ceremonies, a dinner prepared by Brothers Miller Boldt, Philip Riccardi, seniors, and Arlton R. Bush '35 was given to the new brothers at the chapter house. Dr. Harry W. Hastings, head of State College English department, was guest speaker. Dr. Ralph Beaver '24, was also a guest.

PLEDGES

Gamma welcomes into pledge membership the following men: Thomas Kelly '36, Piermont, N. Y.; Thomas Meehan, Albany, N. Y.; Frederick Byrnes, Waterville, N. Y.; and Edward Hulihan, Mechanicville, N. Y., freshmen.

ATHLETICS

Gamma men are again active in sports this spring. Osmer Brooks '34, varsity pitcher for three years, will again be the mainstay of the baseball team. Brothers Donald Benedict '34, Bush, Alonzo DuMont '37, and Pledge Byrnes are other candidates for regular positions.

Wilfred Allard '35, is this year's tennis captain. Frank Hardmeyer and George Decker, sophomores, are varsity men.

SPRING DANCE

Thirty couples danced to the music of Gordie Randall and his orchestra at the annual spring formal dance conducted at the chapter house on Friday, May 11. Charles H. Kissam '34, was general chairman with the following brothers assisting him as heads of the various committees: Philip Riccardi, William Nelson, and Ben F. Ingraham, seniors, Arlton R. Bush, and Donald Packard, juniors, Karl D. Ebers '36, and John Deno '37. Dr. and Mrs. James B. Palmer were chaperones and Miss Helen H. Moreland, dean of women, guest of honor.

GRADUATES

Four seniors, Roger Bancroft, Charles Juckett, Renwick Arnott, and William Reagan, completed their work for their degrees in January. The latter three continued in college on work towards their masters' degrees. Eleven other seniors will complete their studies this June. They are Donald Benedict, Miller Boldt, Osmer Brooks, Richard Degnan, Donald Eddy, Ben F. Ingraham, Charles Kissam, Robert Meyers, Philip Riccardi, Robert Robinson, and William Rogers.

Brother Bancroft is now teaching commerce at Frankfort, N. Y. but will transfer to a better position at New Hartford, N. Y. in September. Four others have also secured positions for next September. Brother Benedict will teach science and coach football, basketball, and baseball at Castleton,

N. Y.; Brother Boldt will teach commerce, and coach basketball and baseball at Warsaw, N. Y.; Brother Brooks will teach commerce, and coach baseball and basketball at Athens, N. Y.; and Brother Robinson will teach commerce and manual arts at Constableville, N. Y.

MOVING-UP DAY

Moving-up Day again revealed the prominence of Gamma men in collegiate and extra-curricular activities. Two of the six men on the 1934-35 Myskania, senior honorary society, are Dan Van Leuvan and Wilfred Allard. Brother Van Leuvan will be co-editor-in-chief of the *State College News*. He has also been active in class activities, publications, and clubs. Brother Allard has been active in basketball and tennis. He is captain of this year's tennis squad.

Karl D. Ebers '36, was appointed associate managing editor for next year. Frank Hardmeyer '36, will fill the position of sports editor on the *News*. Fred Dexter '37, has been advanced to the position of reporter. Paul Cheney '36, will be a member of the business staff on the *Lion*, college humor magazine, and the photograph staff of the *Pedagogue*, college year book.

Paul Bulger '36, was elected vice-president of the student association. John Deno '37, will be secretary of the association. Deno was president of the freshman class this year. Alexander Jadick '35, will head college house, only boys' group house on the campus, and be treasurer of Kappa Phi Kappa, honorary educational fraternity.

NEWS NOTES

The fraternity tendered a farewell dinner to its honorary faculty member, Richmond Kirtland, professor of education, on Sunday afternoon, May 20, at the fraternity house. Mr. Kirtland completes forty years of teaching this June. Brothers Philip Riccardi '34, and Arlton R. Bush '35, acted as chefs and were capably assisted by pledges Thomas Kelly '36, Thomas Meehan and Frederick Byrnes, freshmen.

Pledge William Wansboro has received a commission to West Point and will leave for there July 1.

Delta of Hamilton, N. Y.**ELECTION**

DELTA elected Raymond Tharaud '35, to the office of consul recently. Brother Tharaud, who takes over the duties of Thomas D. Walsh, has been active on the campus in dramatics, debating, and public speaking. He was an assistant cheerleader and at present is vice-president of the students association. The chapter gave Tom Welsh a gavel at the installation of new officers in appreciation of his service to the house as consul.

ACTIVITIES

Representatives of Kappa Delta Rho at Colgate have been acquiring many major positions in extra-curricular campus activities this spring. Besides Ray Tharaud's recent election to the vice-presidency of the students association, he has been working with Bert Plumb in the intramural debate contest. This team has reached the finals

in the contest. Willard Woodward, after scrubbing varsity football for two seasons, was appointed to the position of assistant manager of that sport. Charles Laffin has taken over the duties of treasurer of the Christian Association recently. *The Banter*, humor magazine, announced the election of Edward Betzig as feature editor and William Towart addition to its editorial board in the last issue. Masque and Triangle, the dramatic club, claims two more K. D. R.'s in its numbers, James Schenkel and Paul Rath. Delta now has eight men on the news staff of *The Colgate Maroon*. Tom Walsh is the retiring sports editor, and Charles Laffin the newly elected feature editor of the college newspaper.

ATHLETICS

On the athletic fields of Colgate, Delta is rapidly gaining prestige. Joe Choborda and George Vadas, two of our freshmen, were regular backfield men on the green-lid football team last fall. Since Coach Andy Kerr has seen these boys, his hopes for a winning Maroon team next fall have been brighter. Both athletes started in the novel football game played in Hamilton at Junior Prom. They were the only freshmen in the starting line-up. Both Joe and George play on the frosh baseball team and Choborda was high scorer for the frosh in basketball against the Syracuse yearlings.

Tom Walsh and Ted Kaiser, both seniors, are teamed in the tennis doubles for Colgate. In their first two matches, these racquet-swingers have won one and lost one. Both are show-

ing up well in spite of poor weather conditions at Colgate.

Tony Perussi, who last spring won the shot-put event in the track meet with Syracuse, is getting in shape to repeat his weight-throwing accomplishments this year.

On the lacrosse team, Delta has two lettermen, Harold Malcolm and Harry Caldwell. Fred Horner is also on the squad.

SOCIAL

Although social activities are not very extensive at Colgate parties here are always intensive and Delta has taken every opportunity allowed by the reluctant administration to hold a party. We had a one-night affair at winter carnival time, and enjoyed a two-day party during Junior Prom. Every effort has been made at Delta to reduce costs of entertainments of this nature and as a result more men have been able to enjoy the parties.

GUEST PROGRAM

An innovation in Delta this year was the organizing of a Faculty-Guest program. Under it, the fraternity entertains every Monday night at supper some member of the faculty who usually conducts an informal discussion during the evening. On Sundays it has been the custom to invite married professors and their wives into dinner. Our first married guests were Dr. and Mrs. Oran B. Stanley. Mr. Stanley is a member of Kappa Delta Rho from the Omicron chapter, Butler '31, and is spending his first semester on the Colgate faculty. The men in the house have felt that by this plan they have been able to get better acquainted with

members of the faculty whom they would not meet other wise. The visits have been very enjoyable and mutually profitable.

Epsilon of Franklin, Ind.

EPSILON chapter of Kappa Delta Rho is now completing one of the most successful and most difficult years in the history of its existence. It has been successful both scholastically and athletically. The chief difficulty has been finances. However we are aware that this difficulty is universal and is inevitable.

This year we lost Robert Hawkins, James Gallagher, Francis Gallagher and Ralph Rueff by graduation. The chapter will miss these men and their contributions to Kappa Delta Rho.

ATHLETICS

The past year we have been very fortunate in both varsity and intramural athletics. We received ten varsity awards in football and two in basketball. We also have the captain of the baseball team, James Gallagher, and will probably receive three varsity awards in this sport.

At present we are leading the intramural race and expect to retain the intramural trophy which we won last year.

ACTIVITIES

The annual state dance was held in the Travertine Room of the Hotel Lincoln on April 21, in Indianapolis. Epsilon chapter was the best represented chapter at the dance. The dance was sponsored by the Indianapolis

Alumni Association and was put on in "great style."

Ralph French, editor of the *Almanack*, has progressed a great deal in the past two months and we feel sure Brother French will put out a book which the school will be proud to own.

ALUMNI

The alumni are meeting every third Monday of the month with the active chapter and the cooperation and fine spirit shown is surely promising. Russell Priest, president of alumni organization, appointed Alton Snyder as house advisor and also appointed Robert Hougham, Marc Waggoner and Robert Burgett as nomination committee for president next year. We appreciate all alumni support.

Zeta of State College, Pa.

WITH the end of the school year approaching, Zeta elected Harry Hosfield '35 consul, who succeeds Brother George Eby '34. Brothers Briner and Pfahl will occupy the seats of senior and junior tribune respectively.

In the field of sports Zeta is proud of Brothers Robbins and Girton for their fine work in the freshman basketball squad. Brother McCalister '36 also added to Zeta's numeral men by winning the freshman-sophomore wrestling title in the 125-pound class. In spring sports we find Brother Dietrick '35 on the varsity baseball diamond, while on the freshman squad are Brothers Robbins '37 and Girton '37, who look as though they will for a third time earn their numerals for their

athletic ability. Track again has lettermen Newton '36 and Hutcheson '37 reporting nightly for practice along with Brothers Beckley '37, Harris '37, and Pledge Brother Engle.

Brothers Evans '34, Snyder '35, Shane '35, and Wharton '35 played their way to the quarter finals in the intramural contract bridge tournament. The intramural basketball team passed and shot their way also to the quarter finals. The new intramural track team looks promising.

Brother Briner '35 accepted Pi Delta Epsilon, honorary journalist fraternity and Eta Kappa Nu, honorary electrical engineering fraternity invitations to join their brotherhood. Brother "Doc" Pfahl was elected to the senior board of the *Penn State Froth*, while Brother Laucius was elected as the chemistry and physics school sophomore representative in the Student Council.

Zeta chapter wishes to Brothers Eby, Evans, Hartman, Furman, Smith, and Faust the success that her other alumni have had. We expect big things from them because of the fine record they have left with us.

On May 19 Pledges Hoffman '34 and Engel '37 were initiated.

Theta of West Lafayette, Ind.

PLEDGES AND INITIATION

At the beginning of the 1933-34 school year, things looked rather dark for Theta. She had gathered only six pledges, three of whom were juniors and were to be initiated at the fall initiation. This left only three pledges with which Theta would have to carry

on during the year. At first, hopes ran high where new pledges were concerned. However, for some unexplainable reason, none were forthcoming. Affairs continued in this manner until the beginning of the second semester. Brother Skinner was then elected rush chairman. From then on, pledge business began to boom for Theta. Brother Skinner worked so well and put such new life into the brothers, that on March 21, Theta initiated seven men.

The new brothers, Theta is pleased to announce, are as follows: R. F. Anderson '37, Elgin, Ill.; W. D. Claus '37, Cumberland, Md.; A. E. Filippo '35, E. Rutherford, N. J.; O. F. Hunziker '37, La Grange, Ill.; V. L. Leslie '37, Chicago, Ill.; H. I. Slone '37, Alexandria, Ind.; J. Willy '36, Chicago, Ill.

However, pledging activities did not cease with initiation, and with everyone still working hard, Theta wishes to announce the pledging of the following men: W. R. Alexander '37, Glen Ellyn, Ill.; J. B. Lusk '35, Bluffton, Ind.; A. D. Lutgens '37, Sioux Falls, S. D.; R. C. Moore '37, La Grange, Ill.; C. A. Schopp '37, Tonawanda, N. Y.; D. B. Scott '37, Geneva, Ill.; V. Tarquinee '36, Winchester, Mass.; R. Wolf '35, New Albany, Ind.

ATHLETICS AND ACTIVITIES

In athletics, Theta is represented by four men. Brother Dennis won his "P" as a guard on Purdue's football team. Brothers Brown and Krzewinski are worthy "diamondmen," and Brother Claus and Pledge Stine represented us faithfully on the freshman gridiron,

the latter winning his numerals. All these men show promise of being fine representatives of Theta in sports.

In intramurals, Brother Skinner is on his way to the finals in tennis. Theta also won a cup in the "Rowing Race" held on Sports Night.

In activities, Theta is far from running last. Brother Neighbours a member of the Fraternity Presidents' Council. Brother Slone and pledge Schopp both won places in "Campus Capers" and the former is also in the "Play Shop" orchestra. Brother Krzewinski entered the race for a position on the Prom Committee only to lose by a close decision.

SOCIAL

Theta honored her seniors with a sport dance given on May 5. Bob White and his orchestra, of Lebanon, Ind., furnished us with some very fine music. Judging by comments, the dance was the best ever given by Theta.

FUTURES

Theta's outlook for next year is exactly in opposition with this year's. She will have a house that is practically full, and is in a position to believe that it will be overflowing. She is to be ably supported in sports and activities, and, after weathering the depression, she is now definitely on the upgrade.

Lambda of Berkeley, Calif.

LAMBDA chapter, after her initial rushing season, was not as successful as

she might have been. One new man was pledged, Ed Hampel, of Oakland. An initiation was held on February 18, with the accompanying banquet. Brother Jennings Pierce '23, well-known radio announcer, gave a very good after dinner speech. Four men were taken into full brotherhood of Lambda. They were: Donald S. Simpson, Bakersfield, Cal.; Harold B. Turner, Rio Linda, Cal.; Earl B. Ingram, Lincoln, Cal.; and Robert W. Russell, Bakersfield, Cal.

After the initiation, a second rushing season was entered upon, more extensive and intense than the first. Five men were pledged, three of them being initiated one month later. They were: M. Glenn Bultman, Asa Y. Meudell, Jr., and William E. Stemen, all of Bakersfield, Cal. The other two men are Arno Lahti, San Francisco, Cal., and Elwyn G. Lambert, Berkeley, Cal.

All seven of these men show prospects of scholastic and extra-curricular abilities, and Lambda is pleased to have them.

Election of officers was held on April 23. Among those elected were: Earl B. Ingram, consul; Lawrence O. Wyman, senior tribune; William S. Badt, junior tribune. Under their leadership, Lambda has a bright forecast for the coming semester, for they are capable men.

With the aid of three of the new members, and pledge Lambert, Lambda advanced to semi-finals of interfraternity basketball, losing by only a small score.

Pledge Hampel is out for intramural wrestling, and shows ability that promises to take him far.

ACTIVITIES

Brother Al Simpson '34 was admitted to Delta Sigma Chi, architectural honor society. Al has been doing some notable work in the Ark.

Stan Colberson was elected president of Alpha Delta Sigma, national advertising fraternity, and has worked hard in succeeding in getting the press convention here in April.

Don Simpson has been on the *Blue and Gold* editorial staff for the past semester and a half. He has a good chance for his junior appointment.

SOCIAL

Our annual formal was held at the Edgewater Beach Club in San Francisco on March 2. We had a very good attendance of members and alumni, and the dance was a success.

Lambda's annual spring informal was held in the chapter house on April 14. Arrangements were in the hands of D. Simpson and Earl Ingram. The dance was a huge success, and was enjoyed by all. Spring greenery was used for decorations.

The annual formal banquet will be held at the Palace Hotel in San Francisco on May 5. Arrangements are in the hands of C. Anderson, and we are promised an interesting and amusing evening.

The Mothers' Club has been helping the chapter by occasional donations to the house that are very much appreciated. We were very much pleased

when, after coming back from a brief vacation, we were greeted by the sight of new curtains for the dining room. They also presented us with a pad to go under the bear on the dining room table. But the biggest thing that they have done for us in the past year or so was the donation of a fine new rug for the guest room. Mothers' Club meetings are held on the first Monday of each month, at which time the members manage to put away astonishing amounts of tea and cake, prepared by the mothers of members and alumni living in the vicinity.

Dwight F. Bartholomew '32, took the awful step with Cecilia Silverman '31, on March 17, in San Francisco.

Mu of Ann Arbor, Mich.

ACTIVITIES

Russ Howe, '25, entertained Mu Chapter, Alumni and guests with sound motion pictures of the Pierce-Arrow speed tests of last year at the Great Salt Desert of Utah. Ab Jenkins, who drove the twelve-cylinder Pierce-Arrow at an average rate of 118 miles per hour for a distance of 3,000 miles, answered questions and discussed some very interesting events that took place during the test. Ab broke fourteen international records, fourteen unlimited records, and thirty-eight American class records. Brother Howe was responsible for the development of the motor used.

Kappa Delta Rho is again well represented in extra-curricular activities. Edward Campbell has recently been elected to Phi Kappa Phi, an all-

campus, honorary fraternity and is a member of a student-faculty club, Quadrangle. Brother Campbell has won recognition in three dramatic productions in French. Truman Smith has also taken an active part in dramatics in the Play Production group. Brother Smith was recently elected to membership in Phi Beta Kappa. Smith acted on the committee that was responsible for the great success of the military ball. Martin Holben has won the coveted Tau Beta Pi key. John Badger, who was recently initiated with Robert Boynton, is working hard in the freshman Union tryouts. Brother Boynton is a freshman pledge of Adelphi, a debating organization. Of the pledges, Mordant Peck represents the house on the freshman track team, Edwin Howell and Lester Cowell play in the varsity band.

SOCIAL

The semester social activities started with the formal initiation party March 24. Brothers Stegenga and Newcomb were responsible for the novel, indirect lighting. Colored lights, concealed at the corners of the ceiling, automatically dimmed to make various colors predominant at different times. At the stag initiation banquet on the following day a number of alumni joined us to welcome initiates John Badger and Robert Boynton. A radio-bridge party held immediately after spring vacation, provided a very entertaining evening. The annual spring homecoming program for May 26 and 27 included an informal dance Saturday evening, an active-alumni baseball game, Sunday

morning, a business meeting of the alumni with the actives, and a banquet, Sunday afternoon.

GRADUATION

The following seniors will graduate from the Engineering College: Martin Holben, Delos Stegenga, Robert Wells and Gardner Colman. Brother Colman will receive a commission in the Organized Reserve Corps. Last semester he was a cadet regimental staff officer of the R. O. T. C. unit. Thayer Fletcher will receive his diploma from the Literary College. Brother Campbell, who has been doing graduate work in physics this last semester, will receive his Bachelor's degree in June and his Master's by the end of the summer session. Charles Nelson T '30, has been conducting research in chemical engineering and will receive his Doctor's degree at the end of the summer. Brother Nelson, Robert Boarts, P '26, and Franklin Everett '25 were recently advanced to full membership in Sigma Xi.

Nu of Bloomington, Ind.

SCHOLASTICS

THE "new Nu" which was promised the chapter at Indiana University last fall has been fulfilled to a surprising extent. Probably Nu's greatest accomplishment during the past year is in its scholastic ranking. The grades from the first semester show that Nu is in third place of all the fraternities on the campus with first place only one-tenth of a

point ahead. Our freshmen also made good grades, taking fourth place in the ranking of freshmen. Brother Waltz '37 was initiated into Phi Eta Sigma, the freshman national honorary scholastic fraternity. We see indications that our scholastic rating will be higher for this semester and we hope to rank at the top.

ACTIVITIES

Nu's gala social event of the year was the traditional formal dinner-dance given at the chapter house February 25. The event was successful from every point of view. The "Rhythm Vendors," composed of members of the Epsilon Chapter, furnished the music.

On February 22 formal initiation was held for Ernest Brockman and Elmer Waltz, both '37.

Since Nu entered no fall intramural sports, the spring sports were entered very enthusiastically. So far Nu has entered teams in volleyball, soft ball, and league baseball. At the present time Nu is tied for first place in the league baseball.

PLEDGES

Nu is pleased to announce the pledging of Clifford Meyers '36, Bernard Aukerman '37 and Royal Snyder '37.

Omicron of Indianapolis, Ind.

KAPPA DELTA RHO has again shown the way in the scholarship contest at Butler. For the fourth time in the last five terms Omicron has maintained its position at the top. With an average of

1.8220 the chapter led the nearest rival by .551. Incidentally this average is the highest ever made by any fraternity in the history of the university. As to individual honors, two men have received recognition for their work. Pledge Mark Decker attained the College of Education honor roll with an average of A—. Brother Cotton was given a place on the university honor roll which includes those students who receive nothing lower than A— in any subject.

In the line of campus activities Pledge Decker, who has been active in Utes, sophomore honorary organization, has been honored by being pledged to Sphinx, junior honorary. Gino Ratti, Jr., a chemistry major, is scheduled to lead the discussion as well as to read a paper at a coming meeting of the Catalytic Club.

In the field of spring sports Omicron is represented on the track squad by Brother Ratti. His principal event, until this year, has been the shot put. However, at the present time he is entering the other weight-throwing events, the discus and the javelin. He is doing well in each. The other sport claiming the attention of the members is golf. William Williams and Wright Cotton are aspirants for places on the golf team. The qualifying rounds are scheduled for the first week in May. The chapter extends its best wishes to these brothers.

The most important social event of the spring term was, of course, the state dance. The Indianapolis Alumni Association, with Harold Vehling '31 as chairman of the dance committee, made

the affair a big success in every way. Members from Epsilon, Nu, Theta, and Omicron attended the dance.

Plans are now being formed for the rushing to be held this spring and during the summer. The Indianapolis Alumni is acting as a central clearing house for all of the Indiana chapters. With its assistance we are looking forward to a successful rushing season.

SENIOR SCHOLAR

The highest campus honor awarded at Butler University was achieved by Wright C. Cotton '35 when he was granted the Senior Scholarship given annually by the Butler faculty. The basis on which this scholarship is awarded is scholastic excellence, personality and future promise.



WRIGHT C. COTTON

Pi of Gettysburg, Pa.

THE KDR's at Gettysburg College have but four men in their senior class this year, but this fact is quite significant when one realizes that each of these men has reached the top in some phase of extra-curricular activity. "Russ" Houghton is one of the outstanding athletes of his alma mater. The field in which he has attained his greatest success is that of baseball. At the present time he is piloting a successful team as captain of the squad. He plays left field and is a heavy hitter. According to men who ought to know, "Russ" gives every evidence of having a real future ahead of him in this great national sport.

Aside from baseball Brother Houghton has earned his varsity letter in both basketball and football. This year he is a member of the varsity track team. And last, but not least by any means, he is one of the most successful Consul's Pi has had in several years.



R. M. HOUGHTON



R. S. MALONY

The second member of this foursome is "Russ" Malony. His field leads in an entirely different line. For one year he has successfully held the position of president of the college Y. M. C. A. "Russ" is the third successive KDR to hold this important position.

Brother Malony also is quite active in other vocations. He is now completing one year's service as president of The Owl and Nightingale Club, which is the official dramatic body of the college. He has also completed three years' work as a member of college newspaper staff and also a year's work on the class annual.

Brother Mervin D. Rudisill is another member of this group. Last winter he completed a season's service as manager of the varsity basketball squad, which squad has won the conference championship for three consecutive years. "Rudy" has not always been in this class, but due to a year's absence, the class of 1934 has fallen heir to him.



M. D. RUDISILL

The fourth brother in question is Paul H. Smith. He, after several years of hard work on the staff was elected to the position of editor-in-chief of *The Gettysburgian*, the college newspaper. He has now completed his term in this capacity.

However, Brother Smith has been quite active in other journalistic fields. In his junior year he was elected to the position of first associate editor of the class annual. In that same year he also received the editorship of *The G-Book*, the freshman handbook. Later in that same year he was called upon to be the first editor of the newly instituted *College Calendar*.

Brother Smith is also active in other lines of extra-curricular endeavor. For two years he has been a member of the college Y. M. C. A. cabinet. He is also a member of the college glee club.

All four of these men are members of various honorary organizations on the campus. Three of them, Brothers Houghton, Malony and Smith, are mem-



P. H. SMITH

bers of the Pen and Sword Society, which is an exclusive honorary activity society, admitting but five juniors and five seniors to its membership each year.

INITIATION

Pi held its fourth annual formal initiation banquet and initiation on April 7, at the which time six freshmen and one alumnus were admitted. For the first time the ceremony was conducted in the college Y. M. C. A. building, after which the formal banquet was served in the chapter house.

Those initiated were Earl E. Albig, West Newton, Pa.; Stewart C. Bowers, Jr., New Freedom, Pa.; George F. Harkins, Harrisburg, Pa.; John Jeavons, Merion, Pa.; Bernard S. Rehmyer, New Freedom, Pa.; and William J. Strolis, Shenandoah, Pa. William H. Sandlas of the class of 1914 was also admitted.

Brother Sandlas was formerly a member of Theta Phi, which organization was the founder of the present

chapter. After graduating from Gettysburg College as the first alumnus from the local Engineering Department, he took up graduate work. At the present time he is an estimator for the Consolidated Engineering Co., located at Baltimore, Md.

Brother Dean B. Arnold of the class of 1929 acted as toastmaster for the banquet. Each alumnus was called upon to make a short address, all of which were quite interesting.

Rho of Easton, Pa.

THIS month marks the completion of another school year for the brothers of Rho Chapter. During that year we have endeavored to maintain the standards already set by us last September. It is with deep regret, however, that we bid farewell to nine brothers who, during their four years at Rho Chapter, have helped to make it one of the leading fraternities on the campus.

The nine seniors who will be greatly missed by the remaining brothers next year include: Claire G. Biehn of Quakertown, Pa.; Philip L. Greenawalt of Harrisburg, Pa.; Charles F. Johnson of Quakertown, Pa.; H. Gordon Holbrook of Ridgewood, N. J.; Norman W. Henry of Hazleton, Pa.; John W. Miller of West Pittston, Pa.; William H. Sweet of Bayonne, N. J.; William R. Swiler of Harrisburg, Pa.; and Frank R. Zahniser of Greensburg, Pa. We take this opportunity to wish the above brothers lots of success in their future work.

SCHOLARSHIP

At the end of the last semester, ten brothers had achieved the honor of being on the dean's list, having received an average of 4.2 or better. This list includes Claire G. Biehn, Philip L. Greenawalt, William H. Sweet and William R. Swiler, all of the class of '34; Harold J. Corwin, John C. Ludlum, Louis L. Martz, Roland Raver, and Ervin R. Van Artsdalen, of the class of '35; and John R. Probert, of the class of '37. Both Greenawalt and Martz rated 5.00 for the entire semester.

Because of his high scholastic rating, Louis L. Martz was made a member of the Phi Beta Kappa Fraternity. He, during his three years at Lafayette, has rated 5.00, with the exception of the first semester of his freshman year. Besides obtaining this high scholastic honor, Martz has also gained distinction in other activities on the campus.

After having won the Interfraternity Scholarship Cup for three consecutive semesters Rho Chapter was unfortunate in that it failed to acquire it a fourth time. At the close of last semester we found that we were second among the fraternities on the campus with an average of 3.48, while the highest rating fraternity had an average of 3.61. However, we still hold the record of 3.73, which is the highest standing ever to be achieved by any one fraternity on the campus.

ATHLETICS

At the close of the basketball season, Rho had gained the semi-finals, but lost a hard-fought battle to the ultimate champions, Phi Delta Theta, by a score

of eighteen to eleven. The "B" and "C" teams, however, were less fortunate, and because of the inexperience of the players, were unable to reach the semi-finals.

Last year, at the end of the football season, Rho was also found among the semi-final players, but because of cold weather, these games were unable to be played. This spring the games were completed, after additional delay due to the weather. Rho easily eliminated their semi-final opponents, and faced the Phi Deltis in the final game, to decide the championship. The first game was played in a downpour of rain, on a field transformed into a sea of slippery mud. Because of the condition of the field, neither team managed to score, and the game ended in a deadlock. The second game, however, was played on a dry field, and after an exchange of punts for three quarters, Miller of Rho caught a bullet-like pass from Henry and scored the only touchdown of the game.



CHAMPIONSHIP FOOTBALL TEAM

Line, left to right: William Swiler, Kenneth Wagner, Philip Greenawalt, Charles Elfman, Harold Corwin, and John Miller.

Backfield: Jack Zahn, Charles Johnson, Claire Biehn, Norman Henry.

The extra point was added to give us a 7-0 win and, with it, the championship. Thus another gold trophy cup was added to the growing collection gracing Rho's mantel. The entire team deserves a lot of credit for their fine playing, and we are proud of their splendid showing during the past year.

This spring Rho entered two teams in the baseball league, which so far, have not been very successful. Neither team has scored a victory in hard ball, although in the soft ball league each team has registered a win. It is hoped that at the end of the season Rho will have at least one team entered in the finals.

SOCIAL

Merton Cohen and his popular "Nomads" furnished the music for the final social event of the year at Rho Chapter—a dance held on May 5—the night after the spring interfraternity ball, and sponsored by Interfraternity Council. This orchestra is composed chiefly of college students and graduates, and has gained a fine reputation in the field of smooth dance music interpretation. The house was artistically arranged with palms, presenting a most attractive setting for this traditional spring formal.

FRESHMEN

This year Rho was very fortunate in securing twelve new men from the class of '37, nine of whom have already been initiated into the fraternity and are active members. The names of our freshmen and their activities are as follows:



FRESHMAN CLASS

First row, left to right: Earl Lathrop, John Probert, William Rothrock, Robert Davis.

Second row: Kenneth Wagner, Roger Morris, Samuel Ball, Richard Baldwin.

Third row: Robert Wade, Thomas Stirling, Robert Walton, Robert Nichols.

Richard Baldwin of Englewood, N. J., has been one of the most outstanding athletes in his class, excelling on the basketball court, and on the baseball diamond. This past season he was the mainstay of the frosh five, alternating between the position of forward and guard. His accurate shooting and passing, together with his superior guarding, won many games for the '37 squad. This spring found Baldwin a prominent player on the freshman nine. When not being used in the pitcher's box, he filled a position in the field as a fly chaser. In addition to his participation in major sports, he was also an active member of Rho's championship football team.

Sam Ball of Jersey City, N. J., is one of our newest men, having been pledged this spring. Sam was a member of the house baseball team and also a runner on the frosh track team.

Robert W. Davis of Wilkes-Barre, Pa., was a member of the college band, as well as the Reserve Officers Training Corps. He also participated in intramural swimming, basketball and baseball.

Earl S. Lathrop of Bennington, Vt., is likewise a member of the band, and belongs to the college glee club.

Roger Morris of Easton, Pa.

Robert R. Nichols of Brooklyn, N. Y., won his freshman numerals as a member of the '37 football team. In addition to being active in athletics, he also competed for the staff of the *Lafayette*, a college periodical.

Thomas S. Sterling of New Haven, Conn., is a pitcher on the "B" baseball team and also played on the intramural football team.

Kenneth Wagner of Harrisburg, Pa.

Robert O. Walton of Berwick, Pa., was an active member of the *Lafayette* staff, as well as the band. He managed the frosh baseball team and had a part in the annual freshman production, "Rope."

Robert H. B. Wade of Tamaqua, Pa., was an active member of both the college glee club and the choir.

IN MEMORIAM

In memory of their son, Lester W. Steventon '33, Mr. and Mrs. W. L. Steventon of Nesquehoning, Pa., presented an oriental maple tree to Rho Chapter this spring. This tree will be planted in front of the house, where it will stand as a memorial to one of our most beloved and active brothers.

FRATERNITY ELECTIONS

At a meeting on Monday, April 30, election of officers for the coming year

were held. After a lengthy session, the following decisions were reached:

Louis Lohr Martz '35, of Berwick, Pa., was elected the new consul. His activities are varied, as he is a member of the Maroon Key Club, a member of the staff of the *Touchstone*, and assistant manager of the lacrosse team. He is also on Interfraternity Council, and was sports editor of the *Melange*.

Harold Jay Corwin '35, of Brooklyn, N. Y., became the senior tribune. Corwin is on Brainerd Council, and also is a member of the lacrosse team, Tau Beta Pi, and the A. S. C. E.

Roy Herbin Stetler, Jr. '36, of Harrisburg, Pa., received the office of junior tribune. Stetler is an assistant manager of the *Lafayette*, editor of the *Frosh Bible*, and a member of Brainerd cabinet.

Howard Riefenstahl '36, of Forty Fort, Pa., was elected pontifex of the fraternity. He is a member of the varsity swimming team, and is also on the *Lafayette* staff. Roy Galloway Volkman '36, of Mountain Lakes, N. J., became the praetor. Volkman is a member of the varsity swimming squad, active on the *Lafayette* staff, and interested in the Mathematics Club.

James Street '36, of Plainfield, N. J., was elected to the office of propraetor. Street is a member of the *Lafayette* staff, and associate editor of the *Frosh Bible*. George Stewart Mann '36, of Doylestown, Pa., was elected to be centurion. He is junior manager of varsity basketball, and a member of the college band.

Mann '36, and Volkman '36, were selected at the regular election to become assistant stewards. At the same

time, John Marshal Lewis '36, of Scranton, Pa., was elected to represent the house on Interfraternity Council. Lewis was a member of the frosh football team, and is a member of the varsity swimming team. In addition to this, Riefenstahl '36, and Charles Bartley Elfman '36, of Doylestown, Pa., were elected to serve on the house committee.



RESERVE OFFICERS TRAINING CORPS

First row, left to right: Earl Lathrop, Robert Davis, John Probert, Roger Morris, Robert Nichols.

Second row: Thomas Stirling, Robert Walton, Joseph Probst, Kenneth Wagner, James Street, Roy Stetler.

Third row: William Brickel, Stewart Mann, Charles Elfman.

Sigma of Corvallis, Ore.

PLEDGES

WITH the beginning of the second semester, Sigma takes pride in announcing the pledging of three men. These men are: George Moody of Santa Cruz, Calif.; Karl Dehlinger of Klamath Falls, Ore.; and Herbert Wymore of Oregon City, Ore. These men have already become active in extra-curricular participation and give

every indication of becoming real brothers of Kappa Delta Rho.

ACTIVITIES

Sigma can swell with pride on gazing on the activity lists of its brothers. Virtually everyone in the house is engaged in some extra-curricular activity. Our consul, Mel Breese, was recently elected president of the junior class. He was a member of the champion intramural debate team, general chairman of the sophomore cotillion, an all-school formal, a member of the varsity debate team and a member of the advertising staff of the *Student Directory*. He was recently initiated into Scabbard and Blade, national honorary in military science.

Crans Fosburg was recently honored by being elected president of Sigma Delta Psi, national honorary in athletics. Crans was awarded his manager's sweater last term, and is at present an active member of the Salamagundi Players, dramatic club; he has served as chairman of the entertainment committee for the State Foresters' banquet.

Eldon Ruppe, our genial-hearted quaestor, is a member of the varsity baseball team; at present he is utility infielder and has an excellent chance to see a lot of action. He very recently served as a member of the decoration committee for the sophomore cotillion.

Torrence Galloway is varsity track manager this spring, and will be with the team on their journey north.

Herb Swenson was recently appointed co-chairman of the decoration committee for the senior ball, annual all-school formal; for the last year he

has served as secretary-treasurer of the Interfraternity Council.

INITIATION

Sigma was honored on the night of February 24 in admitting into its membership pledges Delbert Turner '35 of Hillsboro, Ore.; Howard Collins '37 of Wheeler, Ore.; and Robert Rinehart '37 of Hoevet, Ore. On the night of April 14, George V. Moody '36 of Santa Cruz, Calif., took the sacred oaths of brotherhood. The chapter is proud of its new members.

SCHOLARSHIP

Of twenty-nine fraternities on the State campus, Kappa Delta Rho placed ninth for the winter term. This is quite commendable and it is hoped that Sigma will even surpass this record for the third semester.

Art Wirsch is affiliated with Phi Kappa Phi, all-school honorary and has received a bid to Sigma Xi, national honorary in forestry.

Brother Fosburg is a member of Sigma Delta Psi, national honorary in athletics.

Consul Breese was awarded a certificate from Phi Kappa Phi, national all-school honorary, and is a member of Scabbard and Blade, honorary in military science and tactics.

SOCIAL

On the night of May 19 the chapter entertained with its annual spring informal sport dance. This event was arranged by Chuck Welton, social chairman and his committee consisting of Bob Freeman, Gus Krause, Howard Collins and Eldon Ruppe. Brother



SIGMA'S NEW CONSUL

Welton arranged for Dick Mote and his music to play for the dance, and he artistically decorated the house to afford a most attractive setting. Refreshments consisted of sandwiches, punch and ice cream.

ATHLETICS

This spring term we are entering indoor ball, horseshoes, tennis and golf with a bang. We won a lopsided game with the D. U's for our initial league game and our second contest resulted in Sigma holding the short end of 4 to 3 count with the Sigma Phi Sigma team. With an average of 500 and three more games to play, Sigma intends to finish at the top. Chuck Welton has been doing some great mound work.

Pledge Wymore and Chuck Welton are holding down the berths on the golf team. They recently lost to the Sigma Pis but hope to avenge themselves in their next intramural combat.

Potential candidates for the horse-shoe team are Robert Rinehart, Karl

Dehlinger, Mel Breese, Win McCurdy and Chuck Welton.

Tennis prospects look bright with Herb Swenson, Doc Rinehart and Herb Wymore contending for positions on the team.

ALUMNI

Elden Carter '33, in civil engineering, is engaged as a draftsman on the Owyhee Project, Nyssa, Ore.

Kay Oleson '29 and Potty Hoyt '30 are co-partners in a garage and storage business in Portland.

Rudy Wallace '30 is a junior aeronautical engineer stationed at Buckroe Beach, Virginia.

Ralph Van Wagner '30 and wife were visitors in Corvallis recently and were dinner guests at the chapter house.

Bob Blasen '33, in electrical engineering is working along with Stan Brownhill ex-'33 for the U. S. Forest Service as draftsman.

Bob Cronin '32 is working on the dam project being carried out in central Oregon.

Rex Wilson '32 is working with the U. S. Forest Service, as is Stub Stewart '32.

Al Goss '33 is a freshman at the University of Oregon Medical School in Portland.

Stan Chiswell ex-'35 is working for the Portland Woolen Mills and is a frequent visitor at the chapter house.

Chet Wheeler '29 is now living in Cottage Grove, Ore.

John Goss '31 is working as a general insurance agent in Portland.

Jack Greves '32 is a frequent visitor at the chapter house and is at present living at North Bend, Ore.

Bill Neale '33 is engaged as a sports writer in one of the leading newspapers in Los Angeles.

Grant Robley '31 is, when last heard from, working as an engineer on a government dredge.

Walt Stokesbary '32 has completed his work for his Master's degree in geology.

Tau of Pittsburgh, Pa.

THE brothers of Tau Chapter have been very much impressed by the series of open letters being written by our National President, Neil M. Willard, to the many members of K. D. R. These letters show an understanding and an interest in the fraternity situation that every K. D. R. brother appreciates. Thank you, Brother Willard, let's have more of them.

SCHOLARSHIP

Tau Chapter has maintained a scholastic average that would give her third place in a fraternity ranking list covering the past ten years. We are sorry to say that the fraternity took a sudden, unexpected tumble during the past semester when the semester ranking showed that K. D. R. was in the eleventh position. How did we fall so low? Here's our alibi:

In the middle of the semester one of our men was forced to leave school because of illness. However, the mid-semester had passed, and all grades counted toward the final standing. This was a bad stroke of luck for the House, and nobody can be blamed. The school

rule regarding incompleting semesters was responsible for the "downfall."

ACTIVITIES

K. D. R. had a part in the following intramural activities during the past school year:

1. Participation in basketball and mushball leagues.
2. Participation in Fraternity Bridge Tournament.
3. Group attendance at the Fraternity Formal.
4. Entry in Annual "Sing and Swing."
5. Exhibition in Spring Carnival and group attendance at Carnival.

Perhaps the "Sing and Swing" was the outstanding interfraternity affair of the season. These annual "Sings" have become a popular event on the campus. They have done more than any other kind of interfraternity competition to create good-will and friendliness among the fraternities. K. D. R. was represented by a group of ten men, who sang the "Hymn to K. D. R.," "The Blue and Gold," and Brahm's "Lullaby."

We were not so fortunate in the Bridge Tournament this year. A strong team of neighboring rivals usurped us from the throne, and K. D. R. had to be contented with second place.

PLEDGING AND INITIATION

Two dances and several smoker-entertainments were held during the past rushing season for the benefit of the rushees. This period is only a week in length, so that rushing was intensive. Perhaps the finest feature of that

week's activities was the close cooperation among the members. Rushing Week ended in the pledging of six men at a Sunday dinner in the house.

On Saturday, April 14, the following men were initiated into the fraternity: Tom Westover, Walter Klein, Bill Latta, and Jim Reynolds. The formal initiation ceremony took place at the house on Saturday afternoon. This was followed by a banquet and dance at the Churchill Country Club. Undoubtedly the banquet and dance at the Club were the social highlights of the season. Fair weather, a fine dinner, and a good orchestra seemed to provide a perfect setting for a "grand get-together."

ELECTION

On Monday, April 30, the following men presided in their new offices for the first time:

Bill Moore, president; Jack Spatz, vice-president; Earl Moiles, secretary; and Paul Ditzler, steward.

The seniors wish these new men a successful season as the 1934-35 officers of K. D. R.

SPRING FORMAL

The close of the present school season was topped by a Spring formal dance, given by the underclassmen for the seniors. Again the Churchill Country Club was the scene of the party. To the underclassmen who so generously provided this delightful finis for several college careers, the seniors extend their thanks.

Making a Living in Advertising

Continued from page 62

college your courses in psychology, literature and history are of more value than advertising theory because such courses give you general information and knowledge of people.

Most of the very successful advertising people have had direct selling experience. You may succeed without it, but you will get along faster and will probably go further if you have stood up to people and made them buy whatever you had to sell. This is why I suggest to boys just out of college that they work for a while in a store or do some house-to-house selling.

When you feel you have sufficient background to capitalize, you should get started in advertising wherever you can. If you have enough drag, you might as well begin in a large agency. If you cannot land in a big agency, then start in a small one or with a newspaper or magazine or in the advertising department of an advertiser. No matter where you begin you will almost certainly acquire experience you will make use of the rest of your life.

I was not lucky enough to have influential friends or relatives who could arrange for my adoption by a large agency. So I cultivated the acquaintance of as many advertising people as I could in Pittsburgh. After seeing Mr. Hill of the Albert P. Hill Agency about ten times, he took me on to fill a vacancy in the production department that had occurred that day. I was paid fifteen dollars a week.

After six months of ordering engravings, electrotypes and printing, an

old contact bore fruit. I was given a chance to write advertising in the advertising department of the Standard Sanitary Mfg. Co. There I wrote trade paper advertisements, booklets, sales letters and a monthly house organ. At the end of three years I abruptly resigned and went to New York in search of different experience.

After tramping plenty of New York sidewalks I got a job in a small agency which specialized in mail order advertising. I had to write advertisements which would more than pay for themselves in sales of books, home-study courses, rowing machines, cruises and

muscle-developing apparatus. I was three years there and almost another year with a somewhat larger mail order agency.

Then suddenly I received a call from the J. Walter Thompson Co. Could my mail order experience be used to help them get more inquiries and sales from some of their radio programs? Experience has seemed to indicate that it could. My wife once described my work in a way that people seemed to understand. She said "He writes what you tune out." To which I replied with considerable bravado: "It's what you *would* tune out if I didn't write it."

FRATERNITY cooperative merchandising projects are becoming more numerous, more extensive in their services, and more prominent in the eyes of college and fraternity people.

Cooperative buying of chapter house supplies has proved successful on a number of campuses under the direction of administrative and undergraduate control. Outstanding among the cooperative buying plans is that established by Assistant Dean of Men Otis C. M. McCreery, Alpha Tau Omega, at the University of Minnesota. Doing an annual business of \$60,000.00, the board of directors acts as purchasing agency for everything from staple groceries to fuel oil.

Fraternities on the Ohio University campus have their cooperative dry cleaning establishment, where fraternity men secure lower costs on cleaning and pressing bills and the organizations receive dividends on their investments.

PERPETUATING its memory on the Union College campus, Psi Upsilon fraternity presented to the Schenectady institution a Centennial Memorial late this fall at the exercises attending the one hundredth anniversary of the founding of the fraternity there. Chester A. Arthur, president of the United States, 1881-85, was a member of Psi Upsilon and a graduate of Union College. A tablet has been made from a piece of window frame removed from his room in "Old West College," the building where Psi Upsilon was founded.

Editorial Comment

THE conventions of the Fraternity offer admirable opportunities for the demonstration of one advantage of a small organization over a larger one. Kappa Delta Rho is not so encumbered with many years of tradition—nor as yet by any set pattern of policy or organization but that any constructive voice will be heard and heeded.

During the course of a year it is safe to assume that in the chapter houses, in the alumni meetings and in members casual discussions of things fraternal, there are many brilliant ideas conceived, which, if adopted and applied to the national organization, would greatly benefit and improve Kappa Delta Rho.

It is really too bad that these constructive measures are not voiced in the one place where they will do the most good. It is presumable that one reason they are not is that the great majority of our members believe that the National officers are alone responsible for evolving the policies of the Fraternity; or they lack the ambition to carry their ideas through to acceptance or rejection.

Of the first it should, of course, be unnecessary to point out that any organization, and particularly Kappa Delta Rho, needs all the assistance that can be afforded by its membership at large and that the nine men who make up its Board of Directors are after all human beings and as such, have their limitations.

Of the second, all we can do is to urge you to organize your ideas on any constructive measure, come to the convention, and see for yourself that our first contention is correct, *i.e.*, you will be heard and heeded.

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THE American people are tremendously impatient! Because there has not been a traditional recovery from the economic slump which beset the nation four years ago the government has been taken to task for not doing more about it. President Hoover's administration was severely censured for not checking the onslaught of the destructive economic forces and now we hear and read bitter criticism of President Roosevelt's administration because after its one year the nation is not enjoying Coolidge prosperity.

It would appear that all too little subjective consideration has been given the problems that confront the country.

By the same token there is often too much evidence of the same impatience within Kappa Delta Rho's organization; and too little thought of what the individual member, or more particularly the critics can do to solve some of the fraternity's problems. A closer application by the critics to the job at hand and less consideration of what the national organization seems to be failing to accomplish would doubtless remedy the entire situation. No one man or a group of nine men can collect house bills from 350 undergraduates; or cause them to better poor grades; or make them work harder in rushing seasons. The prime consideration of each member is his own chapter. Solve its problems and the Fraternity will prosper. Infinite patience will be required to do this. Isn't this, what the nation and we individually, need more than all else?

ALUMNI ORGANIZATIONS

NEW YORK CITY ALUMNI—Sec., FRED C. SEELY, 300 Delevan Ave., Newark, N. J.

CHICAGO ALUMNI—Sec., R. V. D. STRONG, 1645 Estes Ave., Chicago, Ill.

SAN FRANCISCO ALUMNI—Sec., T. A. MONCURE, 199 The Uplands, Berkeley, Calif.

LOS ANGELES ALUMNI—Sec., MONROE T. SMARTT, 11229 Blix St., North Hollywood, Calif.

DETROIT ALUMNI—Sec., RUSSELL H. MILES, c/o Detroit Free Press, Detroit, Mich.

INDIANAPOLIS ALUMNI—Sec., HUGO M. GALE, 5738 Oak St., Indianapolis, Ind.

LUNCHEON NOTICES

The New York Alumni Association of Kappa Delta Rho regularly holds luncheons at 12:30 p.m., on the last Tuesday of each month. The place is the third floor of the Planters Restaurant, corner Greenwich and Albany Streets. All members are most welcome.

San Francisco Alumni luncheon every Tuesday at the Masonic Club of the Palace Hotel, San Francisco, Calif.

Regular meetings of the Chicago Kappa Delta Rho Alumni Association are held the third Thursday of each month in the Recreation Room of the Stevens Hotel, Time, 6.30 p.m. R. V. D. Strong, 1645 Estes Ave., Chicago, Ill., is now the secretary and all Alumni in and around Chicago should register with him.

Indianapolis Alumni Association holds dinner meeting at 7.00 p.m. on second Monday of every month at Washington Hotel. Luncheons every Wednesday, 12.00 n. in Guaranty Grill, Guaranty Building, Monument Circle.

Keep in Touch With Your Chapter and the Men Who Were in College With You

THE QUILL AND SCROLL prints the very latest news of Kappa Delta Rho, of the fraternity world, your chapter and all the alumni. Since the fall of 1925 all initiates have purchased life subscriptions. If you were initiated before this date you will secure such a subscription by sending your check in the amount of \$10.00 drawn to the order of The Fulton Trust Company of New York to

R. M. SAVAGE

Executive Secretary

The Kappa Delta Rho Fraternity

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