Laurel Making Debut

In "Tabloid" Format

"The old order changeth, yielding place to new." - Tennyson

For the first time in its sixty-year history, Phi Kappa Tau’s official publication is, with this issue, being sent to its readers in a newspaper format rather than as a magazine-type publication.

The present tabloid appearance of The Laurel is the result of long hours of deliberation on the part of both the members of National Council and a special Phi Kappa Tau Publication Committee appointed by National President Thomas L. Stennis II and chaired by National Councilor Robert D. Leuthardt in an effort to find a solution to the problem: namely, how to continue publication of The Laurel with increased readability but without incurring sharply increased printing and postage costs.

The result of these deliberations was a decision to take advantage of new printing methods and produce a Laurel that would continue to present Phi Kappa Tau news and views in an attractive manner, but with the flexibility in page make-up, editorial content, and the selection of type styles and layout presently unavailable in the rigidity experienced in a magazine type of publication. This has been accomplished, we feel, and more importantly, at substantial savings to the Fraternity. Actually, space-wise, the current eight-page newspaper-type Laurel provides as many columns inches of reading matter and photographs as was available in a 16-page magazine type publication at one-third of the cost.

Phi Kappa Tau stands not alone in the field of fraternity journalism in its adoption of a newspaper-type format. Starting with its January, 1971, issue Sigma Nu discarded an expensively produced, multi-color magazine type Delta to print a newspaper-tabloid type publication. Other fraternities finding that substantial amounts of money can be saved by publishing a newspaper-type journal, are doing likewise. They include in addition to Phi Kappa Tau, Acacia and Tau Kappa Epsilon. As other fraternities become increasingly cost conscious, there will be more.

By National Council action, however, and again upon the recommendation of the President’s publication committee, the magazine-type Laurel is not being completely abandoned. The 1971-72 Laurel publication schedule calls for the production in July of 1972, of a 32-page magazine type Laurel which will serve as a review, in depth, of the Fraternity’s year.

Undoubtedly many readers will miss the magazine-type Laurel as the regular form of publication. Others will, we hope, find favor with our new "tabloid" style.

Ohio State Phi Taus

Buy Seeing Eye Dog

By Selling Pumpkins

A three-year Pumpkin Sale effort on the part of Ohio State Phi Taus culminated in late October with the presentation of a check for $1800 to Pilot Dogs, Inc., to pay for a guide dog, possibly for a blind Ohio State University student.

The idea of buying the dog came as a result of the efforts of the late Charles Medick, Gamma ’25, who pioneered the founding of Pilot Dogs, Inc., of Columbus, a non-profit training center for seeing-eye dogs. The new scholarship is named in honor of Brother Medick.

The presentation of the money raised from the sale of pumpkins the past three years was made by Mrs. Medick at a special banquet attended by Ohio State University administrators, Executive Director and Mrs. William D. Jenkins, Gamma alumni, and other special guests.

The banquet program also included the naming of Miss Becky Kohler, Delta Delta Delta sophomore from Toledo, as 1971-1972 Phi Kappa Tau Pumpkin Princess.

Gamma chapter annually sponsors the pumpkin sale and princess contest from the front lawn of the chapter house in Columbus.

Xi Celebrates Its 50th Oct. 2

Phi Kappa Tau’s most recent significant historical milestone was the observance, in early October, of the Fiftieth Anniversary of Xi chapter, founded in the fall of 1921 on the campus of Franklin and Marshall College, Lancaster, Pa. The celebration was held in conjunction with the Homecoming ’71 activities of the college.

The fall program of Xi’s week-end events was given an auspicious sendoff on Friday evening, Oct. 1, with a steamy clam and fried chicken cook-out at the chapter house.

Saturday morning alumni began to gather in numbers and spent the time catching up with fellow classmates and events that had been a part of the chapter since their graduation. The rest carpet was rolled out and alumni entered the chapter house under a canopy which had been specially constructed as part of the Homecoming decorations.

The Franklin and Marshall-Johns Hopkins football game featured a F. M. win and a special tribute to Xi chapter’s 50th by the Marching Band during half-time ceremonies.

Honored guests at the Fiftieth Anniversary Banquet included Dr. Keith Spalding, Franklin and Marshall president; National President Thomas L. Stennis II, Executive Director William D. Jenkins; Charles D. Spotts, National Chaplain Emeritus; presented with the Fraternity’s Palm Award; National Councilor Thomas C. Cunningham; and Ken Twiford, Xi chapter adviser and defensive co-coordinator of the F. M. football squad.

Toledo, as 1971-1972 Phi Kappa Tau Pumpkin Princess.

Gamma chapter annually sponsors the pumpkin sale and princess contest from the front lawn of the chapter house in Columbus.
The Zev Goal: Better Leadership

Delegates representing sixty-seven Resident Councils and three colonies were in attendance at IMPACT-1971. Phi Kappa Tau's Fourth Annual Leadership School, held August 22 to 25 on the campus of Miami University, Oxford, Ohio. Delegates, the fraternity's national officers, and guest speakers participated in a program that was well-structured, with a more open approach to the problems of chapter organization and operation.

Impact keynote speaker was William G. (Bill) Mallory, Miami '57, Miami's head football coach. Jack L. Anson, Colgate '48, formerly Phi Kappa Tau's executive director and now executive director of the National Interfraternity Conference, was speaker at the annual Impact banquet.

"The fraternity system is changing and there is a new concept of fraternity or perhaps it can be called a rebirth of an old idea of brotherhood," Jack told his audience. He concluded his address by declaring that the great need today is to have a positive approach and a positive viewpoint. "It is only fraternity men who can defeat us and it is only fraternity men who can cause our chapters and our national fraternities to grow and become stronger. It is necessary to believe in the concept of fraternity and of brotherhood and the role it can play in one's life. If fraternity men believe in their fraternities and uphold their principles, the fraternity system and Phi Kappa Tau can last forever."

Following Anson's address, National President Thomas L. Stennis II presented Jack with the Palm Award, Phi Kappa Tau's highest honor bestowed upon an alumnus, recognizing his outstanding and distinguished service to Phi Kappa Tau nationally.

The Phi Kappa Tau Fraternity

The National Council

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Robert M. Hamilton, Better Business Bureau of Greater Columbus, 1421 W. Nationwide Ave., Columbus, Ohio.

Thomas C. Gossom, News Editor, 1982, 204 E. Broad St., Columbus, Ohio.


Joe W. Green, 32 West Main St., the First National Bank of Orlando, Florida, 32801.

Milton O. Kell, 412 South Spring Street, North Carolina, 28206, Cleveland, Ohio.

F. John W. McCombs, 1411 West Edwards Avenue, Springfield, Ohio.

Damon M. Moulton, 1384 W. 14th St., Los Angeles, California, 90025.

Mark E. Shaw, 267 West 14th Street, Kansas City, Mo. 64101.

The Executive Office

The Laurel of Phi Kappa Tau

The Phi Kappa Tau Fraternity

Founded at Miami University, Oxford, Ohio, March 17, 1903

The Executive Office

5445 North Campus Avenue, Columbus, Ohio 43235

Telephone: 614-292-9800

The National Council

President: Charles E. Mathison, 203 Columbus Ave., Columbus, Ohio 43215

Vice President: Dr. A. Abner B. Bright, Atlanta, Ga.

Treasurer: Dr. H. E. Schofield, 1038 College, Columbus, Ohio 43210

Secretary and General Counsel: A. Robert H. Rice, Columbus, Ohio 43210

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John D. Bicknell, 13535 Camelot Dr., Columbus, Ohio 43229

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Jack L. Anson, Colgate '48, 2201 Holman Avenue, Manhattan, Kansas 66502

National Headquarters

15 North Campus Avenue, Oxford, Ohio 45056

The Laurel of Phi Kappa Tau

Fall, 1971

NATIONAL PRESIDENT THOMAS L. STENNIS II HAS AN ATTENTIVE AUDIENCE.

GUEST SPEAKER ZEV PUTTERMANN, right, with three IMPACT delegates from left. Tom Snyder, Florida; Art McLellan, Franklin & Marshall; Jim Skavar, Alpha president.

NATIONAL COUNCILOR JOHN GREEN, LEFT, PRESIDES OVER AN IMPACT SESSION.

GRADUATION TIME—NATIONAL COUNCILOR TED MARVE PRESENTS A CERTIFICATE OF ATTENDANCE.
P. Bradley Baird, William J. Lewis, Jr. Given Appointments To Serve As Phi Tau Chapter Consultants

The fraternity’s Resident Councils are now receiving visits from P. Bradley (Brad) Baird, Southern Illinois ’71, and William J. (Bill) Lewis, Jr., Colorado State ’71, currently serving Phi Kappa Tau nationally as Chapter Consultants. Baird, whose home is in Sterling, Ill., received a B.A. in government from SIU where he was a Dean’s List student and a member of RA Ribbon Society. As a Beta Chi undergraduate he was chapter president, treasurer, and parliamentarian.

Lewis, from Golden, Colo., earned a B.S. degree in general business and a vocational degree in data processing. He was an Alpha Sigma chapter president, rush chairman, IFC representative, and house manager.

The Resident Councils visit each chapter at least once and in many instances twice each academic year. Chief among their visitation duties is to provide assistance in developing, maintaining, and strengthening chapter operations and programs. The visitation program also gives the opportunity to discuss activities, share ideas, and identify programs and problems of mutual benefit and concern. Consultants also confer with deans and faculty and chapter advisers to become better informed about the chapter and the institution.

During and following visitations specific recommendations are made to Resident Council officers and members in the areas of leadership, development, financial stability, and overall chapter direction.

To serve as a chapter consultant, a student must have a outstanding record of academic achievement, be an active member of Phi Kappa Tau, complete an application form, and be recommended by the chapter’s student body. The Resident Consultant program is open to all chapters with the exception of the national chapter at State College, Pa. The Resident Consultant program is designed to assist chapters in their efforts to develop and maintain a successful chapter organization.

TOPS IN PHI KAPPA TAU Awards presented at the IMPACT-1971 Banquet included the following: Chris R. Youtez, Alpha Lambda, received The Sheldon Award from Executive Director William D. Jenkins at a special ceremony held Oct. 21;

Phi Kappa Tau alumnus, individual undergraduate, and many of the Chapter’s Resident Councils were given awards and recognition at the Sixth Annual IMPACT banquet, held August 24 on the campus of Miami University.

The Palm Award

The Palm Award, the highest award Phi Kappa Tau can bestow on an alumnus for outstanding and distinguished service to the national fraternity, was presented to J. F. (Flicker) Fletemeyer, Illinois ’77, former Phi Kappa Tau national president, and currently a trustee of the Phi Kappa Tau Foundation, and to Jack L. Ansor, Colgate ’68, former Phi Kappa Tau Executive Director and now in a similar position with the National Interfraternity Conference.

The Phi Award

Phi Awards, granted to Phi Kappa Tau alumni for outstanding service and contributions to their own chapter, were presented to Samuel R. Swed, Jr., Miami ’52, and Earl D. Folker, Miami ’72.

The Sideler Award

The Sideler Award, Phi Kappa Tau’s highest undergraduate honor, was awarded to Chris R. Youtez, a member of Alpha Lambda chapter at Auburn University. Executive Director William D. Jenkins presented the award to Youtez at a special ceremony held at Alpha Lambda on October 21.

The Roland Maxwell Outstanding Chapter Award

This award, given in recognition to the chapter’s outstanding Resident Council, was presented to Xi chapter, Franklin and Marshall, by its president, The Gold Medal, effective 1970, was presented to R. R. Fletemeyer and is a cash prize given annually to the Fraternity’s outstanding chapter.

The Fletemeyer Prize

The Fletemeyer Prize was established by J. F. Fletemeyer and is a cash prize given annually to the Fraternity’s outstanding colony. The 1971 winner, University of Tennessee colony, was Delta Kappa chapter.

Scholarship Awards

HIGHEST SCHOLARSHIP—Theta at Transylvania.

The Richard Massock Publication Award

This award, in the form of a prize, is presented annually to the Phi Kappa Tau chapter whose alumni newsletter best satisfies the requirements of an effective alumni newsletter. The Phi Kappa Tau Chapter Consultants visit every chapter direction.

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Aaron Read...He Goes Places!

Meet Aaron Read. Sacramento State '69, a member of a California State Employees' Association 15-man unit that provides specialized representation to occupational groups including the development of programs to improve the status of public service officers. CSEA group supervises youth counselors, correctional counselors, parole agents, nurses, doctors, dentists, and paramedical personnel including rehabilitation therapists. But Read has a lot to show for his efforts. His latest accomplishment is organization of a statewide Youth Authority Council to meet with the director of this particular department. He has guided two top-level negotiation sessions with the Department of Corrections, resulting in substantial improvements in staffing and security measures at San Quentin and Solitary penitentiaries.

Most of the members of Read's group represent workers at California institutions. 40 in all, run by departments of Mental Hygiene, Youth Authority, and Corrections. Others are employed by the Department of Public Health and the Department of Education's schools for the deaf and blind in Berkeley and Riverside.

A native of California, Read went to high school in Carmichael and graduated from Sacramento State College, where he was a member of Gamma Kappa Lambda. He holds a master's degree in business administration and is currently working on his doctorate. Read says he would like to teach at the junior college level so he can continue his education and help others.

Ralph T. Smith, president of CSEA's Sacramento office, says, "Aaron is a great national representative. He is knowledgeable, has great skills, and is a good leader. He has the ability to work with people from all walks of life."
The fall term finds Beta as North Canton; Lee AU_BURN- Alpha Lambda is proud to claim school party during the University's Fall weekend. Ind_. . .

COLORADO- Psi officers:

Chuck Conine, Athens.

Delta officers:

William Szot. W .

Kappa Tau coming close to the time in several years.

KANSAS STATE- Delta chapter members currently on the Muhlenberg College varsity football on this year's Miami University Redskins football.

GEORGIA- Beta Xi inserted the 1971 fall semester ranking south of 25 Gamma chapter members in membership with 14 pledges. Tommy Bondy, Atlanta, has put outstanding record in campus activities. He is presently being inducted into National Phi Gamma Sigma, is a past chief justice and currently ICC executive vice president. He holds memberships in Blue Key and the campus X-Club.

TECH- The big news from Gamma Alpha's big news is the fraternity league football championship. Outside painting, new dorm rooms, vast study areas, recreation, and roof work have made the phrase "new campus renovation" an accurate description of the program.

OKLAHOMA STATE- Beta Kappa pledged four Initiates for three pledges October 3. Beta Kappa and Gamma Mu are both officers are probing their efforts socially to stage a joint Stardust Formal in Tulsa.

OREGON STATE- Alpha-Zeta pledges include Mark Boyd and Thornburg from the house remodeling project. Outside painting, new dorm rooms, vast study areas, recreation, and roof work have made the phrase "new campus renovation" an accurate description of the program.

RENSSELAERS- Phi's present activities include an extensive cross-country exhibi- tion and the inaugurating of a long-range program. Last spring the men of Gamma Rho held a retreat and naming of 15 pledges and winning the fraternity league football championship.

ROCHESTER TECH- The big news from Gamma Sigma is that the Phi Tau football team. The Green Machine is grinding along for another season with Mark Wyman, Suf- firi in the quarterback slot.

ST. JOHN'S- Gamma Gamma's William Lam- bergh is a stand-out catcher for the St. John's varsity baseball team and holds a .450 hitting average.

SUCCESSFUL Rush at Old Dominion. Six pledges were added to the ranks of Gamma Tau this fall. They are Mark Frenoe, Rich and Herrn, Thomas Burrell, Joseph Anderson, and Donald Fucic; pictured above. Not shown: Charles Alsheimer.

SOCORR, ANYONE? Beta chapter members currently on the Michigan Tech varsity football team who may be identified as Vic Wilde, Elin Croce, John Kasol, Mike McKee, and Pat Newcomb. Bill Blue at Michigan Tech is represented by Mike Andoly, Marguerita W. Room, and a couple of Cabinet.

MISSISSIPPI- The 1971 Delta Gamma fall pledge class. 35 men strong, is the largest in the history of Phi Kappa Tau at Ole Miss.

MISSISSIPPI STATE- Alpha Chi is proud of its campus leaders, Mr. President, Mr. Vice-President, Mr. Secretary, Vice President; and currently IFC executive vice president. Kenneth Watkins, West Point, Mississippi, administration assistant; John R. Tugluk. Tupelo, recording secretary; James Gardner, University, steward; Phillip Lottt, Hattiesburg, social chairman.

MUEHLENBERG- Seven Eta members are Muhlenberg varsity football team with 10 TD 30 Yards. Over 200 tickets sold. Phi Eta men are soccer team regulars. On the IM list Phi Eta is presently in first place with 5 X-1 football record.

MUSKINGUM- Over a hundreded alumni, friends, and members of Gamma Mu were guests, and friends of Gamma Lambda par- ticipating in the Gamma Mu first open meeting of the IFC. Gamma Mu pledged six men and is well represented in all phases of Muskinken extra-curricular activity work.

NEW MEXICO HIGHLANDS- Delta Zeta is currently continuing its annual tradition of having a house in 1-M sports by being undefeated in football.

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To the Editor:
I have just received the Summer, 1972, issue of The Laurel. I was especially interested in the Special Rushing Supplement in this issue. It is excellent.
With so much criticism of the Greek system today, and the questioning of values, your presentation of what the fraternity contributes to the education of young men, is most timely.
Not only will this supplement aid in your rush programs, it should instill pride of membership among Phi Kappa Tau men everywhere.

Mrs. Bell L. Jackson, National Editor Kappa Delta Sorority

To the Editor:
The Laurel is long overdue for a personal commendation from me on a highly professional job in the best journalistic standards of excellence. Phi Kappa Tau very badly needs this solid line of communication and vehicle of brotherhood.

Jedson LeFlash, Synarc '49 Hughes Aircraft Company, Woodland Hills, Calif.

To the Editor:
Please allow Rho's article to be included in the Fall issue of The Laurel. I received your request for information on October 4. The letter was typed September 15 and Troy, N.Y., post office could give no explanation as to why it was late. Would you be kind enough to forward the date of the next deadline so I will have the material in on time if something similar happens.

John Ryan, Louisiana Editor

Editor's Note: Rho's article is being included. So that all may read: Character deadline for the next or Winter issue of The Laurel is Tuesday, January 4, 1972. Publication dates are Winter is February 15.

To the Editor:
Only a mushroom buff would have given the space to my activity that you did in the last issue (Winter, 1972, Laurel, Page 9). I have had letters from Florida to Nebraska about the subject, and, of course, from several old brothers who saw the item.
The first local that I interested in petting was Rho, Phi Kappa Tau was Eta (Muhlenberg). Next was the Orange Club in Berkeley, Calif. I had to organize the local at the University of Southern California and West Virginia University. I recall visiting a local at the University of Maryland but think that I succeeded in getting locals to submit petitions from Bethany (Phi chapter) Rensselaer (Rho chapter), and the University of Delaware (Alpha Gamma). Brother Carl Opp, Mount '28, retired last spring from his job with Inter-City in Cincinnati. He will leave in a few weeks for Buenos Aires, Argentina, for several months, of work as a counselor.

Paul F. Opp, Mt. Union '18 Fairmont, W. Va.

Editor's Note: The letter from Paul Opp, former Phi Kappa Tau national editor, is especially timely too much as several of the above-mentioned Phi Kappa Tau chapters have recently observed 50th or more occasions or soon will be commemorating their half-century in Phi Kappa Tau. They include Nu chapter, California at Berkeley, founded March 19, 1922; Pi chapter, University of Southern California, founded May 20, 1922; Phi chapter, Rensselaer, November, 1922; and Phi chapter, Bethany college, founded October 27-28, 1923.

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Special Issue
The Laurel

There's a fresh $50,000 for Phi Taus to work out on!

Remember the "We'll Match You" Proposition?

You recall, a year ago, when a small group of Phi Taus, truly dedicated to the Fraternity, put up $50,000.
From that money they offered to match — in dollars for the Phi Kappa Tau Foundation — any investment in the Foundation made by other members.
Other members DID invest. Their contributions wiped out almost half of that $50,000! The program sponsors were elated. They huddled — and dug into their pockets again. Their new contributions restored the matching fund to $50,000. They have renewed their offer. They've got their $50,000 on the line.
Let's grab it — for the Foundation!

Now is the time for Phi Taus to respond — to double each investment

The creators of the "We'll Match You" Fund — the men who have put up the $50,000 to encourage support of the Foundation by all Phi Taus—obviously are firmly convinced that the Foundation program is effective.
They're striving to strengthen the Foundation — so that its efforts can be broadened.

Your money says "go ahead" to young men you want to be on campus

The Phi Kappa Tau Foundation is doing many things to help worthy young men get college educations, and to help keep Phi Kappa Tau FIRST CLASS.

1. The Foundation lends money to undergraduate and graduate Phi Taus — to help them attain their degrees. On these loans, no repayment is due, and the money is interest-free, until after the men complete their college courses.

2. The Foundation provides aid to each chapter by supporting the Education and Scholarship programs of the Central Office.

3. The Foundation co-sponsors the Impact Training Program for the education of undergraduate Phi Kappa Tau officers.

4. The Foundation gives awards to Chapters and individuals to further their educational and scholarship activities.

5 SPECIAL — The Foundation will match, dollar for dollar, every $250 appropriated by an Alumni Chapter for scholarship loans — to be awarded by the Alumni Chapter.

Should you desire further information regarding a gift of stock, real estate or other property, please write to brother Ernie E. Emswiler, Treasurer, Phi Kappa Tau Foundation, 694 South Cassingham Road, Columbus, Ohio 43209.

For immediate action:
Please clip the coupon on the and send it on its way to Mr. Emswiler.

For your R.S.V.P. convenience
Yes, I'll take a crack at that $50,000!
☐ My check is enclosed for $☐ Also, I pledge $☐ , to be paid over a three-year period.

NAME
ADDRESS

CITY STATE ZIP CHAPTER

Please make your check payable to Phi Kappa Tau Foundation and mail to Mr. Ernie E. Emswiler, Treasurer, Phi Kappa Tau Foundation, 694 South Cassingham Road, Columbus, Ohio 43209.