

Fall, 1955

A New Headquarters Building
—Fine and Adequate

DePauw Seminar Powerful Spur
to Chapter Efficiency

The Cross & Crescent



The Lambda Chi Alpha Fraternity



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Linn C. Lightner, Editor
Marysville, Pa.

Fall, 1955

Vol. XLII, No. 3

A New Headquarters Building

A DAY fondly anticipated by thousands upon thousands of loyal Crescent Wearers will soon arrive—that on which the Fraternity's headquarters are moved into a home truly commensurate with the high standing attained by Lambda Chi Alpha in the Greek-letter world.

On or about December 15 the Office of Administration will be transferred to 3434 Washington Blvd., North, in Indianapolis (Postal Zone 5).

The present building at 2029 N. Meridian St., bought late in 1939 and occupied in 1940, has long been inadequate. The new building should fill all needs within the foreseeable future.

The Meridian St. building, which has been offered for sale, was bought within several months after consummation of the greatest merger in the history of fraternities, that of Theta Kappa Nu with AXA.

In the intervening 15 years AXA, as many another fraternity, has experienced an unparalleled growth in keeping with expanding enrollments and opening of scores of institutions to fraternities. Lambda Chi Alpha has grown to be the largest of fraternities in point of chapter roll, with 148 chapters and three colonies.

But central office work has expanded more than the 40 per cent increase in chapter growth. Things are being done today that were only nebulous ideas in the minds of AXAs and most fraternity men a decade and a half ago. So the need for more space has been imperative.

The E. Burford Rhodes estate at 34th St. and Washington Blvd. in Indianapolis, one of the most attractive areas in the Hoosier capital, is a happy answer to the Fraternity's requirements.

The building is well situated on a lot of 250 feet by 280. It is three stories high with basement, is 75 feet wide and 62 feet deep. It has eight rooms on the first floor, eight on the second, four on the third, and six in the basement. There is ample paved parking space to the rear of the building and a large brick garage which includes living quarters.

The building itself is of buff brick veneer on tile and the foundation is of poured concrete. The roof is tile, and all metal work is of copper. Complete new plumbing and wiring were installed within recent years.

The net cost of the new building was very low inasmuch as the old building at 2029 N. Meridian has more than quadrupled in value since its purchase because of commercial development along N. Meridian St.

When AXA bought its Meridian St. building—incidentally the fourth location for the Fraternity's office in Indianapolis—it was one of the relatively few fraternities owning headquarters buildings. The number has since multiplied several-fold. The new building will be among the very best, will serve the Fraternity's needs ideally, and generally will enable AXA to maintain high position.

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Please, Gentlemen, Please

True, it costs "The Cross and Crescent" only three cents every time that the postman sends a notice that he has been unable to deliver your copy—

But the total for all the brothers who neglect to send their addresses mounts to uncomfortable proportions.

Please, therefore, when you move send notice of your new address to the central office in ample time. You will then be assured of your copy of "The Cross and Crescent" and we shall be saved unnecessary expense.

Remember, too, please, that the editors are keenly interested at all times in making the magazine as interesting as possible. Your tips, suggestions, clippings, and news material generally will help us heighten interest and better serve the Fraternity.

THE CROSS AND CRESCENT is published quarterly by Lambda Chi Alpha Fraternity at 1201-05 Bluff Street, Fulton, Missouri. Subscriptions: \$1.00 year; single copy, 35 cents.

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Lambda Chi Alpha

May, 1956



ADMINISTRATIVE SECRETARY'S OFFICE in new headquarters has attractive period furniture. French hand-blocked paper is on the wall. Administrative Secretary Flad is seen at his desk with Past Grand High Alpha Claycombe (left), who gave important assistance in connection with purchase of the new property and sale of the old at 2029 N. Meridian St.

Deep satisfaction is felt by Lambda Chi Alpha as it occupies its fine new headquarters building at 3434 Washington Blvd., N., in Indianapolis—the headquarters city since 1920.

The new building provides immeasurably better facilities than did the old owned property at 2029 N. Meridian St., occupied since 1940. The new building is extremely attractive, is structurally better than the old, is pleasingly located on a large plot of ground, and in every way is in keeping with the proud position of AXA.

Appropriate attention has been given to providing an office that will be functionally effective and that will serve well the needs of a large and major fraternity such as AXA; but beauty, comfort, and general appeal were not forgotten.

Lambda Chi Alpha was the first fraternity to buy in Indianapolis in 1940. Since then Delta Tau Delta has taken possession of a handsome building and so has a sorority, Sigma Kappa, located across the street from AXA.

Headquarters ownership is becoming increasingly popular. Only five or six fraternities owned when AXA bought. That number has multiplied. Recently Phi Gamma Delta bought in Washington and Pi Kappa Alpha built in Memphis. Delta Sigma Pi, professional business society, is building in Oxford, Ohio. Alpha Tau Omega is considering ownership.

Now turn to Pages 6-8 for more details.



Photo by Courtesy of Indianapolis News

'DUKE' FLAD was caught by the camera man on the spacious grounds in front of the handsome Indianapolis headquarters building.

The Cross & Crescent

The Lambda Chi Alpha Fraternity

Linn C. Lightner, Editor

Marysville, Pa.

May, 1956

Vol. XLIII, No. 2

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THE CROSS AND CRESCENT is a magazine of, for, and by Lambda Chis. . . . The editor welcomes all possible suggestions, tips, clippings, and news—large and small—concerning Lambda Chis, chapters, the Fraternity, and other fraternities. . . . Like all periodicals, however, the magazine reserves the right to select, edit, rewrite, eliminate, and condense as may be most expedient at the time. There will be times when publication will have to be deferred until a later number. . . . Pictures, too, are welcome, but again with the understanding that there must be selectivity and that few can be returned. Pictures should be protected in mails and carefully identified with name of subject and name and address of sender. Foggy snapshots cannot be used.



Grand High Zeta Room



John E. Mason Library

Original Chippendale table to right of picture

100% Plus—Our New Headquarters' Rating

Fraternity's staff happily at home in newly-acquired Indianapolis building—eye appeal and efficiency delightfully blended

By CYRIL F. FLAD, Wittenberg, '40, Administrative Secretary

LITTLE did Lambda Chi think in 1940 that the Fraternity would outgrow its then spacious headquarters at 2029 N. Meridian St., Indianapolis, the first owned by the Fraternity and one of the first owned headquarters among national college social fraternities. As a matter of fact, at that time Bruce H. McIntosh, DePauw, '16, then administrative secretary, stated: "After 20 years of wandering Lambda Chi Alpha's central office has its own permanent home."

The Fraternity has another owned home and it is anticipated that the Office of Administration will be adequately housed for many years to come. No claim, however, will be made that this is the permanent home of AXA. Time has a habit of changing things.

Let us reach back for a few moments into the history of the Fraternity, between 1920, when the first truly administrative office was opened, and the present time, when again it is felt that AXA's Office of Administration is adequately housed, for at least the foreseeable future, in the beautiful former home of Eugene Burford Rhodes at 3434 Washington Blvd., Indianapolis.

The first office of the Fraternity was located in the attic sewing room of the home of the then newly-elected Grand High Alpha, E. J. C. Fischer, Cornell, at Kingston, Pa. This was a temporary arrangement, and shortly thereafter the first move was made to Wilkes-Barre, Pa., where one medium-sized room was rented on the second floor of a small business building. As Bruce McIntosh recorded it: "Here, with one stenographer-file clerk-

bookkeeper, the administrative secretary handled all central office business while conducting chapter visitation at the same time."

The Office of Administration was moved to Indianapolis late in 1920, when two rooms were rented in the When Building. The office staff at the time was increased by the addition of two girls. The fourth move was to a more favorable location, the People's Bank Building, and later, in 1930, impressive offices (three rooms) were rented in the Circle Tower, one of the finest office buildings in Indianapolis.

The Circle Tower offices took care of the administrative needs of the Fraternity until 1939, when the union of Theta Kappa Nu Fraternity added 28 chapters to the 78 of AXA, making 106 for the united fraternity.

There had been some discussion about the advisability of purchasing a headquarters building as early as 1937, and finally Clare B. Book, Pitt, Grand High Beta at the time, was commissioned by Grand High Alpha Noel Sargent, Washington, to make a survey of Ohio, Indiana, and Illinois to determine the best geographical location for a general headquarters. The Grand High Zeta foresaw in 1939 that more space would be necessary to administer affairs of the Fraternity if the Theta Kappa Nu merger materialized.

Following the 1939 San Francisco General Assembly a committee was appointed to locate a suitable headquarters building. Members were Clare B. Book, Pitt, chairman, J. A. Harris, Purdue, and Donald F. Lybarger, Gettysburg. Early in 1940 the committee met in Indianapolis and, after

considering all possibilities, recommended purchase of the Meridian Street building, which was to be the general headquarters of the Fraternity for 16 years. It is interesting to note that the same reasons for remaining in Indianapolis in recent years were expressed by the committee in 1940. The Hoosier capital is near the geographical center of the Fraternity and excellent services are available for transportation, communication, machine service, office supplies, etc. Also, Indiana corporation law deals kindly with non-profit corporations, particularly in the area of taxes.

Shortly following World War II, when the Fraternity entered into a new era of expansion, with the attendant necessary expansion of personnel and equipment to service the organization, it became apparent that more adequate headquarters for the Office of Administration would be necessary. In addition, there had been a steady change in the nature of the neighborhood where the Meridian Street property was located. The street itself was rapidly being converted to a commercial area along with general deterioration of the two paralleling streets east and west of Meridian.

A favorable factor for disposal of the property was a steady increase in value due to the commercial encroachment. However, it had been the feeling of the Grand High Zeta that the undesirable location, alone, was sufficient reason for a move to some other community or another location in Indianapolis, a location more fitting for the nature of our business and which would give more of a sense of appreciation and pride to the membership of the Fraternity.

Early in the administration of Elles M. Derby, Brooklyn, 1946-1950, the administrative secretary was instructed to make another survey of states of the Mid-West to determine the most favorable location for a new headquarters. Based on the factors



East Half of General Clerical Office

Mary E. Roeder (left), private secretary to administrative secretary, and Consuelo W. Malley, private secretary to chapter service secretary



West Half of General Clerical Office

Janet Lee Conn, left, record clerk; Grace Parker Brown, center, private secretary to alumni secretary; Mary Kay Chandler, receptionist

of tax laws, central location, transportation, communication, and office machine service, it was again agreed that Indianapolis was an ideal location although other cities were visited and possibilities explored.

The search for an adequate headquarters continued through the administration of Houston T. Karnes, Vanderbilt, 1950-1954, and into the present administration of W. Kenneth Gibb, Toronto. Possibilities were explored at Memphis, Tenn., Anderson, Ind., and Michigan City, Ind. In several instances unusually fine buildings were available but zoning restrictions prevented purchase.

As the search continued over the past eight or nine years it became more and more obvious that a larger and more conveniently arranged headquarters was urgently needed. The office was gradually more and more mechanized in its operations in order to handle the volume of detail. Power equipment such as the offset printing press, addressing equipment, and folding machine had to be installed in the basement owing to limited floor space and wear and tear on the building.

The development of departmentalizing first, alumni service, and later, chapter

service, and the additional clerical personnel necessary, further complicated the problem of insufficient floor space. The greater number of chapters and members called for larger stocks of forms, publications, etc., and expanded mailing and parcel post operations. The Meridian Street property was bulging at the seams, with capacity operations on two floors and in the basement and with storage on the third floor. Moving or building an addition became an absolute necessity.

The Eugene Burford Rhodes home at 3434 Washington Blvd., Indianapolis, seemed almost like the answer to a prayer after the Grand High Zeta had turned down several not-quite-ideal possibilities and had experienced disappointment on three excellent locations owing to zoning restrictions.

The Washington Boulevard property is located about three miles north of the center of Indianapolis in a very attractive residential area. It was purchased late in August, 1955, and announcement was made at the DePauw (1955) Management Training Seminar after a zoning variance was obtained and the purchase was consummated. Happily the 2029 N. Meridian St. property had appreciated so much that its

sale price provided most of the funds necessary for purchase of the Rhodes home. Exclusive of remodeling and furnishings, the cost of the Rhodes home, in excess of the sale price of the Meridian Street property, was approximately \$18,000. The new building has about three times as much usable floor space and is of vastly superior construction. The grounds include about 6½ times the amount of land.

The architecture of the new headquarters building is Georgian, and construction is yellow brick on tile with poured concrete foundations. All floors, including the basement and third, are finished. The roof is tile and all metal work is solid copper. Heat is oil-fired, low-pressure steam. All woodwork is solid Honduras mahogany or walnut, and floors are oak.

One feature of the house is the complete set of antique shutters, imported from the Netherlands, installed by Mr. Rhodes. The shutters are constructed of mahogany and sandalwood. Other features include French hand-blocked wallpaper in one of the rooms depicting hunting scenes, a silver chandelier in the Grand High Zeta room, and an antique gold chandelier in the library.

Purchased from Mr. Rhodes shortly aft-



Bookkeeper's Office
Marjorie Bellau, bookkeeper



Girls' Lounge
Clerical staff at coffee break



Chapter Service Secretary's Office

Consuelo W. Maley, secretary, checking correspondence in absence of Chapter Service Secretary George W. Spasyk



Alumni Office

Dr. John Clark Jordan, alumni secretary, absent on visit to Northeast

er acquisition of the building were all carpeting (some 450 square yards), antique furniture for the library, period furniture for the lower hall and office of the administrative secretary, and power lawn equipment for caring for the spacious grounds.

It should be of record that Mr. Rhodes made a most generous gift of several valuable items to the Fraternity. The most prized of these is an original Chippendale library table, which was imported from England by the Armour family of Chicago and later acquired by Mr. Rhodes. Additional valuable pieces of furniture include two very large hand carved arm chairs and a large hand carved love seat—all of the pieces apparently of Italian workmanship. The Fraternity is deeply appreciative of these generous gifts.

When once the Washington Boulevard property was purchased the Grand High Zeta gave thought to the office layout for general fraternity operations. Several inspection trips had been made by various officers prior to the purchase, and a number were made by Grand High Alpha Gibb subsequent to it. It was decided that a management and layout consultant should be called in for recommendations and also that local professional authorities should be consulted.

Seth L. Winslow, Iowa State, a partner of A. T. Kearney & Co., Chicago was invited to inspect the building and give recommendations on layout and equipment. Winslow made a careful study of operations of the Fraternity, difficulties and problems encountered in the old building, and layout possibilities of the new building. Shortly thereafter he submitted to the Grand High Zeta an 18-page typewritten report covering general arrangement and location of offices, location of power machine operations, mailing and shipping rooms, fireproof vault, floor covering, inter-office communications, and lighting. This valuable study and recommendation was generously donated to the Fraternity by Seth Winslow.

Recommendations on interior painting

were given by High Pi Ralph Iula of the Butler chapter, and were gratefully received. Additional studies and recommendations were received from local Indianapolis business firms.

The present layout of the new headquarters building includes the following:

Ground Level—The printing room, where all stationery, chapter and office forms, circulars, and small publications are printed; the address file and machine room, where all biographical cards and address plates are processed and mass mailings, including that of THE CROSS AND CRESCENT, are addressed; the fireproof vault, where legal documents, historically valuable records, and financial records will be kept; girls' lounge, where coffee breaks and lunches can be comfortably enjoyed; a large storage room for paper supplies, and one for inactive records.

First Floor—The lower hall with the John E. Mason Memorial Library to the right of the front entrance and the general clerical office to the left; offices of the administrative secretary, chapter service secretary, and bookkeeper; lavatory for women just off the main lower hall and for men off the rear hall; to the rear of the building the parcel post and chapter supplies room, the mailing room, and an additional room for storage of office supplies and record files.

Second Floor—Offices of the alumni secretary and of his private secretary, conference and Grand High Zeta room, traveling secretaries' office, a small work office, a unit of two sleeping rooms with adjoining bath for the traveling secretaries or guests, two additional baths, and one lavatory.

Third Floor—This floor is not now in use but has adequate space for expansion of operations, including two medium-sized rooms and a bath and one very large room which may some day be converted into a model initiation chamber.

Lighting for the entire building is instantaneous fluorescent, and is a new installation. The intercommunication system is new also, and was installed by the Indi-

ana Bell Telephone Co. The system consists of eight local stations and two incoming trunk lines.

The main stairway from first to second floor is newly carpeted. Most of the ground level has an asphalt tile floor, stairs are covered with rubber safety tread, and the rear hall, mailing, parcel post, and storage rooms have rubber tile floors.

The interior with few exceptions is newly decorated. Exceptions are the library, which is papered with antique paper, and the administrative secretary's office, which is papered with French hand-blocked paper. In both instances the paper was on the wall when the building was acquired.

Mention should be made of the elevator which operates between the first and second floors. For the time being it will not be used. At some time in the future, however, operations may be such that this service will increase efficiency. If so the elevator shaft could be extended to the ground level or even to the third floor.

The grounds of the new headquarters are spacious and beautiful. The dimensions of the lot are 250 feet by 275. Many rare and colorful trees and shrubs are on the property. For example, there are two Star magnolias, two Dutch magnolias, one Southern magnolia, and many other flowering trees. Among the shrubs are Japanese yew, rhododendron, holly, and most of the better known varieties.

The Grand High Zeta and the administrative staff invite you to stop off to visit your new headquarters building when you are near or in Indianapolis. They believe you will enjoy seeing this more appropriate setting for the home of your Office of Administration. It is felt that it is comparable with the fine headquarters buildings acquired by a significant number of national fraternities in recent years.

A Lambda Chi News Division

Two Lambda Chis comprise the farm news division of the Agricultural Information Department at Purdue University. Curtis Hostetter, Wabash, '26, is farm news editor, and Wendell Trogdon, Franklin, '51, is his assistant.