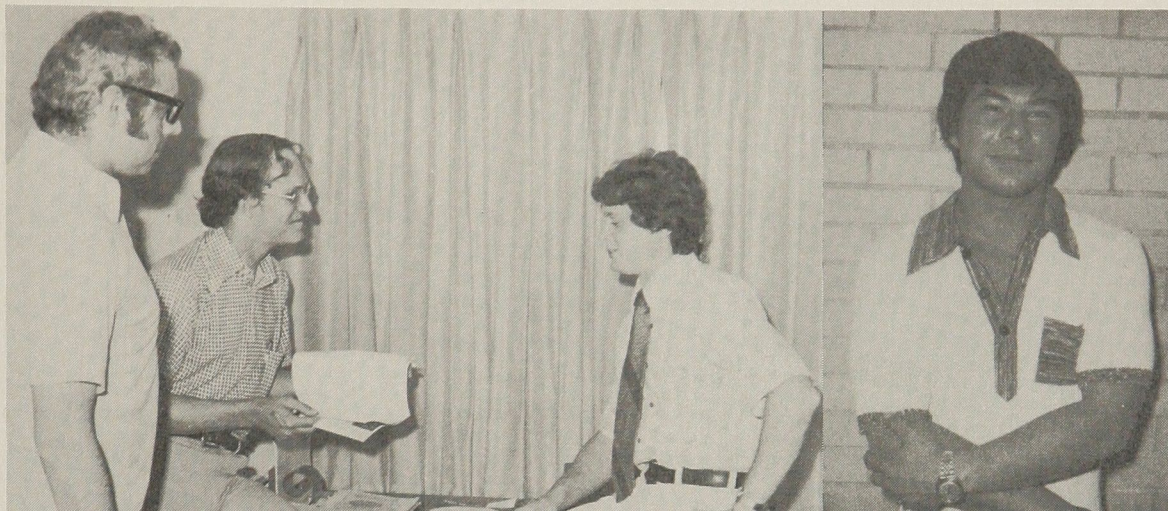


The Old Gal Gazette



George Lord, left, Grand Secretary; Evin Varner, center, Editor; and Gary Anderson, right, Chapter Consultant, met in the executive offices of the Fraternity recently to discuss publication needs. Editor Varner shares a personal insight into publications in this issue. Anderson uncovers some neat old cheers. In the photo at right is Roger H. Smith, former HSP of Alpha Xi. He shares in this issue some thoughts on pledge training. Read his article and see if you agree.

ANOTHER VIEW OF TRADITIONAL PLEDGE TRAINING

Pledges

(The emphasis in pledge training has been to provide a meaningful, mature experience for new members of Alpha Sigma Phi. Roger R. Smith, former HSP of Alpha Xi, Illinois Institute of Technology, has another viewpoint. Do you agree or disagree? Read what Roger has to say carefully - then let us know your reaction.)

"Mickey mouse," "kid stuff," harrassment etc. — all refer to what many people have thought pledging was all about. This idea of pledging has come under quite a bit of criticism lately. Today's generation of college students is too mature and sophisticated to stand for it, or so the argument goes. But why has this kind of program evolved? What are the underlying principles that require the use of these techniques? These reasons may have been lost through the years, but a close look at the objectives of a pledge program may reveal them again.

Ideally pledging accomplishes three toals. First it develops a closeness or intimacy between the pledges themselves and between active chapter and the pledges. Second it gains a real committment from each pledge to encourage, participate in, and eventually take responsibility for chapter activities. Lastly it develops a deep price for the fraternity. But trying to implement a program aimed at these objectives is a complex task, which would need the services of an expert psychologist, sociologist, and a general all-around know-it-all. Think of the difficulty involved in trying to formulate such a program.

How can a pledge program using the "old" ways accomplish these objectives? The pledge program contains two apparently contradictory approaches. One is — apparently obstructive — the "mickey mouse." At Alpha Xi, this includes carrying change for a

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quarter, answering phones within three rings, pledge courts (weekly periods of testing assigned pledge materials), push-ups, using "Brother" and "sir" when talking to an active, et. al. The other is obviously constructive, the group activities where actives and pledges work and have fun together. An important element of this part is the Big Brother-Little Brother program. This section also includes house activities such as I.F.C. sports, parties, and day-to-day interaction.

At the beginning of the pledge semester the P.T. gives what is called the "party's over" speech. Here, most of the requirements for pledging (change for a quarter, etc.) are given out, with some brief explanations about why they are required. (Carrying change and matches is gentlemanly courtesy, etc.) But the real reasons behind the mickey mouse are never given during the pledge semester. The sole reason behind all this is to provide a negative incentive for the pledge class. During the course of the semester the pledge class becomes united since the class as a whole is held responsible for the minor screw-ups of any individual member.

Similarly, pledge assignments are designed so that the whole pledge class must work together to complete them. For example, the first assignment is the compiling of a name list including all actives, non-initiates, pledges and alumni who visit the house. Actives often require the pledges to find little-known information such as hometowns, high schools, names of brothers and sisters, etc. before the active will sign the list. This information is given to one or two pledges but required from all of them. This forces them to search out and talk with the rest of their pledge brothers. For a large group of total strangers this is no small feat. Assignments like these, on top of the original requirements lead to frustration since virtually no one can do everything demanded.

This frustration and failure causes each pledge to go over in his own mind exactly why he wants to stay here. This is where the other area of the pledge program comes into effect. Friendships within the pledge class will start from the first day. Big Brothers become persons to talk to and confide in. Pledges find confidence and pride in performing pledge class and house activities. The pledge will have to weigh these two feelings and commit himself to a course of action. A few will decide to quit, but if the house is fulfilling the second role, most will decide to stay. This is important. They *decide* to stay. Becoming a Brother is more than just a chance encounter during rush week. It is a definite commitment to the fraternity.

This type of program also has certain side effects which are just as important as the primary goals. The tension and frustration in pledging will lead to unavoidable confrontations between pledge brothers, pledges and actives, and even sometimes between actives. This effect by itself is not "bad." If properly handled these irritations and arguments lead to a better understanding of the people in the fraternity. For many freshmen this is the first time they have been put in this kind of situation. They will learn about themselves. It may be the first time but it won't be the last time that pressure is placed upon them. The pledges also learn about the people they want to become brothers with. This kind of program elicits a wide range of emotions and reactions from people that might ordinarily not be seen for years. This is why you can say you know the people around you really well by the end of the pledge semester.

All the elements of the pledge program lead to a fun but difficult semester. The result is a feeling of accomplishment after finishing. The culmination is the initiation ceremony. Here the initiation lasts 24 hours and is very impressive. The sum of the pledge semester and initiation almost forces any person who completes it to have a deep pride for his fraternity and its ideals.

It is imperative that all the actives understand the program for it to work. This type of pledging requires that the entire active chapter support and encourage the pledge program. The actives must know more than the explanations they got as pledges. They have to understand the real principles behind pledging. This is necessary because "pimping" pledges can go too far, and lose sight of its original purpose. If the actives know why they pimp then they will know how far to go and when to stop. Communication is another requirement. If frustrations build up without any outlet, then splits can occur within the pledge class and/or pledges will just quit. Here good Big Brothers are crucial. Active chapter will know of any problems arising and can act to remedy them before they grow out of hand.

Pledges

When this kind of pledging is used, active chapter must exhibit to the pledge class the best of fraternity life as well as a simultaneous negative force encouraging with one hand, while restraining with the other. I am proud of my Brothers and know that the people we want will decide to stay. If I wasn't confident of this fact I wouldn't be able to use this kind of program. A person who experiences this kind of pledging and remains will truly be better for it and will be a real asset to the fraternity. He will be a man you can depend on and be an integral part of our brotherhood.

THE RUSH PROGRAM AT ALPHA XI

(Rich Hodson, HAE at Alpha Xi shares with us the rush program that provides the pledges for the training plan that Roger Smith outlines.)

Beginning in the spring of this year, the Rush Committee began an intensive effort of planning and strategy.

A format for Rush Week '74 was selected which included an outline of what the theme for each night should be. Committees were set up for each night of the week and were asked to present an outline of the costs, materials and arrangements to be made.

The Rush Committee reviewed the outlines. By the end of the spring semester, the agenda for each day had been planned. Included in the agenda were the important things to stress in our rushing.

During the summer a program of visitation and correspondence was carried out. Efforts were made to visit every freshman living in the Chicago area while letters were sent to all those living out of state.

By Rush Week all the planning and preparations had been made. All that was needed now was a concentrated effort on the part of the chapter to carry through on the planning. Working from a roster of 26 actives, Alpha Xi managed by the end of the week to pledge 30 men. As a result of 7 to 8 months of hard work, our chapter had managed to more than double its numbers. What makes this even more outstanding is that a rush effort like this has been successful two years in a row. Working from an active roll of 14 guys in the spring of '73, fourteen new pledges were added to the house.

The importance of this — especially to those chapters whose membership is faltering — is that despite diminishing enrollment on college campuses today and what to some appears to be a lack of interest in fraternities, chapters can complete a successful rush.

In the traditional Sig spirit, we at Alpha Xi stress quality as well as quantity in our choice of future Alpha Sigs. But we also realize that in large numbers there lies a greater pool of varying interests and abilities which creates a chapter which is more dynamic in its outlook and even more extensive in its impact on the campus.

PROVINCES III AND XII HOLD JOINT MEETING

Provinces

Since the realignment of provinces last year, Provinces III and XII have continued to work together for the purpose of getting better participation and organization.

Gamma Chi, Indiana University, hosted the October Conclave. The group set province dues at 50 cents per member per semester. Dues are collected by the treasurers of the individual provinces, but held in a joint fund.

It was decided that all chapters would exchange newsletters and social calendars.

A spring conclave has been scheduled for Feb. 28 - March 2 at Alpha Xi, Illinois Institute of Technology.

Attending the meeting were Province Chief (XII) Jim Kirkwood and Grand Secretary George Lord.

Publications

GIVING "THE TOMMY" A NEW FACE: AN EDITOR'S STORY

Editors aren't supposed to get personal.

But tonight I feel like ignoring the rules. Tonight I put the final touches on the "new" *Tomahawk*.

It didn't take nine months, but believe me, giving birth to a kid has *got* to be easier.

It all started at Seven Springs. The convention spake, and the Grand Council sent me into the wilderness.

The convention commandment was to update our magazine. Like the first ten, this one is easy to proclaim, tough to follow.

It has had me flying to Ohio. Driving to meet Ralph Burns as he zooms through the Southeast. Calling all over the country. And twisting arms like crazy.

The traveling and calls were necessary to start developing a system that would make it possible for our "editorial offices" to be located in North Carolina while our executive offices are in Ohio. And you people are out there all over.

The twisting of arms was needed to get things done for free or on the cheap due to our budget problems.

There is another matter. Sleep. The lack thereof.

Like a lot of people involved in doing things for Alpha Sigma Phi, I have to earn a living. It's quaint, perhaps — but we do. In my case it's as a partner in an advertising agency.

So the editorial offices of *The Tomahawk* generally open about 7 p.m. It hurts to talk about when they close.

It also hurts when I think of trying to juggle *Gazette* work at the same time!

But there is a nice feeling when I think of the typography shop that sent a bill marked "no charge". When I think of the firm that produced the layout forms — a \$500.00 job — and only charged for the \$100.00 worth of paper involved. When I think of the photographer who produced work for cost of materials only.

And in every case because they are men to whom a fraternity — not ours — meant something. And because they feel that fraternity is needed today.

After quite a few years in TV and print communications work, I thought I knew what would be involved in re-designing a magazine.

I didn't. But I learned. The hard way.

There were hours working with designers on the paper (we switched to a dull stock for more richness); the typography (we finally selected Helvetica, the most readable modern face available today); the second colors (warm earth tones). There were hours working out the basic design and format in keeping with the most modern techniques in magazine production today.

Then there were the hours poring through files from Delaware. And letters. And writing letters — asking for photos and information.

Working with the printer. The photographer. The designers and the art directors. Then writing. And writing more. And proofing. And re-writing. And scaling photographs. And learning about postal regulations.

I was curious so I kept count. It amounted to over 500 manhours. For everyone involved.

My clients would pay a minimum of \$25,000 for that.

It's quite an investment.

Was it worth it?

You'll have to tell me. And I hope you will. Positive or negative. Don't just sit there.

One of the problems of working on the *Gazette* and *The Tomahawk* is not knowing if anyone is reading what we do. If anyone likes it. Or hates it. Or just doesn't care.

Grab a piece of notebook paper. React. Every one of you.

Where do you want to see the *Gazette* and *The Tomahawk* going? What do you want to read? What are you willing to contribute? (News and information we can't create — it has to come from you.)

Work is already underway on the next three issues of *The Tomahawk*. I'm particularly concerned that the summer issue — the rush issue — be what you in the chapters want it to be. I need your guidance.

The Tomahawk is the oldest fraternity publication in the U. S. Putting a new face on it is an awesome responsibility. *The Gazette* is one of the most innovative publication ideas in today's fraternity world, I think. Making it work is an uptight kind of deal.

But they're both worth it all. I think. I hope.

I hope you like them both. Please let me know.

— Evin Varner

EXCHANGE NEWSLETTERS FOR BETTER COMMUNICATION

Mike K. Waters, HCS, Psi at Oregon State makes this suggestion: that all chapters mail their newsletters to all other chapters.

"We're a long way away," says Mike, "But getting the newsletters in addition to the *Gazette* would keep all chapters informed constantly on current matters."

We agree. Be sure to put the *Gazette* on your mailing list, too.

SOME YESTERDAY YELLS FOR TODAY'S SPIRIT

Chapter Consultant Gary Anderson shares this find:

"In my travels from chapter to chapter, I have been given requests for cheers, or yells, of such a nature that their use would establish the unquestionable presence and prominence of Alpha Sigma Phi. 'Alpha Sig once, Alpha Sig twice . . .' just doesn't make it.

"The chapter most sincere in this request was Beta Delta of Marshall University in Huntington, W. Va. Also in need is Gamma Upsilon of Eastern Michigan University as evidenced by their performance at Bimbo's at the time they were visited by GSP Trubow.

"In attempting to respond to such a request, I found myself heavily taxed. Such yells must be gutsy, witty and unique. They must also be memorable and pronounceable at varying stages of consciousness.

"I enjoyed little success until I perused several back issues of the *Link* of Stevens Institute of Technology at Alpha Tau chapter in Hoboken, N. J. (I mean *way* back issues — 1898 - 1906.) I find the meter and syllabic content of the yells recorded from this era to be quite powerful. Bellowing out one or two of them greatly stimulates the psyche.

"They may smack of the 'boola-boola' days, but so what? We don't have to eat the goldfish or wear the raccoon coat, but we can use the yells. Why let a good thing go to waste?

"Go to, Brothers!"

Rah Rah Cardinal !
Rah Rah Stone !
Alpha Sigma Phi!
No better ever known!

Wacka lacka! Wacka lacka!
Wacka lacka law!
Alpha Sigma Phi!
Rah! Rah! Rah!

Lockazing, Lockazang!
Lackazing, Lockazang!
Rip Boom, Rip Boom, Rip Boom Band!
Rich Rack, Rick Rack, Rick Rack Rest!
Alpha Sigma Phi! Rah! We're the best!

Racka-lacka, Racka-lacka!
Racka-lacka-run!
Boom-rah! Alpha Sig!
We're number one!

Boom skid a boom! Boom skid a kie!
Rocka lacka, Rocka lacka, Rocka lacka tie!
Boom a-lacka, Tack a-lacka, Sacka a-lacka Seat!
Alpha Sigma Phi just can't be beat!

Skinermarink, Skinermarown!
Skinermarinkey, Dinky Down!
Boom Rah! Slpha Sig!
We're the Best in Town!

Boom-a-lacka, Boom-a-lacka!
Boom-a-lacka Wow!
Chug-a-lacka, Chug-a-lacka
Chug-a-lacka Chow!
Boom-a-lacka, Chug-a-lacka, Wack-a-lacka lear!
Alpha Sigma Phi says let's drink beer!

Boom jig Boom, Boom jig Boom!
Boom jiga, Riga jiga, Riga jiga Boom!
Keero, Cairo, Sis Boom Bah!
Alpha Sigma Phi! Rah! Rah! Rah!

National Staff

"THE OLD GAL" STARTS GROWING!

Comparative figures — as of the end of November '74, show some dramatic increases in pledging, initiations and in alumni giving.

There had been 322 mem pledged as of that date compared to 236 the previous year. And there had been 189 initiations as of that date while only 168 were reported during the same period the year before. Giving from graduate Brothers has increased almost four-fold, adding new strength to the Fraternity.

GRAND COUNCIL TO MEET

Grand Council

Members of the Grand Council, the Undergraduate Advisors to the Grand Council and the professional staff will convene in either late January or early February for a three-day meeting currently slated for Columbus.

Brothers or chapters with items to be brought to the attention of the Grand Council should pass the information on to the executive offices right away.

ALPHA SIGMA PHI AT NIC

Grand Senior President George Trubow, Grand Secretary George Lord and Executive Secretary Ralph Burns represented Alpha Sigma Phi at the annual meeting of the National Interfraternity Conference in Cincinnati in early December.

Brother Burns was appointed by the NIC president to serve as Chairman of the Resolutions Committee. Brothers Trubow, Lord and Burns met with the Cincinnati Chapter, both graduate and undergraduate and made plans for a rush seminar to be held at the chapter.



Nat'l Fraternity Officer's Honor Wilmington Man

Wendell B. Wagner of 230 Francis St. has been honored by the national officers of the social fraternity Alpha Sigma Phi for distinguished service as an alumnus to Alpha Nu Chapter of Westminster College.

He is one of only 10 in the nation this year to receive the Delta Beta Xi award from the fraternity which has about 55 chapters and 35,000 members nationally.

Wagner, a 1955 graduate of Westminster, has been treasurer of the Alumni Council the local chapter since 64 and as such given extensive financial advice to the undergraduate chapter.

After the chapter house at 129 Waugh Ave. was damaged extensively by fire last November, Wagner arranged for interim repairs. The fraternity changed its mind about building a new house and decided instead to remodel the existing chapter house. Wagner this past summer directed the project, which ran nearly \$50,000, and had it ready for the students upon their return in September.



Members of Alpha Sigma Phi discuss fraternity life
Number of "rushes" has increased over last year

'Greeks' Popularity On Rise Locally

By KATHI STARLING
A trend has hit the colleges campuses again, and this time it's the resurgence of interest in "pledging" for membership in fraternities and sororities. Procedures have become more symbolic and less physical. The only paddles to be seen at Concord and Bluefield State were hanging on the walls.

Mr. and Mrs. Wilbur Cramblet just observed their 60th wedding anniversary. Brother Cramblet's never-ending involvement in Alpha Sigma Phi is recounted in a story in this issue. Newspaper clippings from Concord and Westminster (right) illustrate the results of seeking good publicity. There are some tips for you on that subject in this issue.

SPECIAL MILESTONE FOR A SPECIAL ALPHA SIG

All too often, we think of the Alpha Sigma Phi experience as something limited to undergraduate years. It shouldn't be so. Just ask Brother Wilbur H. Cramblet.

Brother Cramblet just recently noted another milestone — that of his 60th wedding anniversary. The credit for that achievement undoubtedly belongs to Mrs. Cramblet.

But in 62 years of membership in Alpha Sigma Phi so far, Brother Cramblet has continued to demonstrate that "once an Alpha Sig, always an Alpha Sig."

At age 21, he received his Ph.D. from Yale where he joined Alpha Sigma Phi (Alpha '12). He served as Grand Senior President from 1936 to 1948. And continued as a member of the Grand Council until 1958. He was responsible for the successful consolidations with Phi Pi Phi and Alpha Kappa Pi.



A former president of Bethany College, Dr. Cramblet became president of the publishing house of the Christian Church in 1952, a post he held until retirement. A 33rd degree Mason, he has served as the Most Worthy Grand Patron of the Order of the Eastern Star. That post took him all over the world — and he used that opportunity to also visit with Alpha Sigs. He has been awarded the Fraternity's Distinguished Merit Award for his professional achievements and the Distinguished Service Award for his contributions to Alpha Sigma Phi. His zeal for "the Old Gal" has continued unabated since his initiation — and ours is a better Fraternity for it!

Operations

GO AFTER GOOD PUBLICITY

Gamma Phi at Concord College sends a newspaper clipping of a story that featured Alpha Sigma Phi. Drexel Adkins Jr., HJP, reports that "I think the article helped further promote the high regard that people of this area have for Alpha Sigma Phi."

Wynn Stevenson, Alpha Nu, Westminster, shares a clipping on the presentation of the Delta Beta Xi award to Brother Wendell B. Wagner.

Goodwill from good publicity is an important asset for any chapter. You are news to the newspapers in your city. Let them know what you're doing.

Stop by and chat with your campus, local and area newspapers. They'll tell you the kind of story they're interested in and how you can best give them the information they need.

Then go after good publicity. Submit stories on awards, scholarship achievements, elections, activities of your alumni group. Type all stories, double-spaced, on one side of the paper. Submit the stories in person or by mail while it's still new — before it happens if possible. If you're involved in community service — painting a building for instance or fund raising for a charity or holding a special party for kids — notify the paper in advance. They might want to come and take pictures.

Clippings look great in a scrapbook. They can help you in rush. Publicity reaches your chapter's alumni. (And send copies to *The Gazette*, too.) If your chapter is doing good things, don't keep it a secret! If you don't tell the world, no one else is!

INFORMATION REQUEST: THE ALL-CAMPUS RUSH

Fraternity membership at Indiana University has been dropping. So the I.F.C. is working to increase membership. This coming fall, there will be an all-campus rush for the first time — before this it has been left up to the individual houses. Now there is a need for a collective effort to promote the Greek system. One problem is getting enough men interested in going through rush. Gamma Chi would welcome any suggestions on how to set up an organized all-campus rush. They'd like to know how rush is organized on your campus. Write to Gamma Chi at 625 N. Jordan, Bloomington, Indiana 47401.

... AND A SUGGESTION

Alpha Psi at Presbyterian reacted to the problem of getting men to sign up for rush by distributing to the freshman class a sheet that explains what rush is and how it works. Misinformation or lack of understanding had kept a lot of freshmen from going out for rush. You can request a copy of their hand-out by writing to Alpha Psi at Box 1000, Presbyterian College, Clinton, S. C. 29325.

"THETA: ALIVE AND GROWING LIKE A BABE"

That's the report from HJP Dennis Dark.

After two years of financial, fraternal and membership difficulties, the "Old Gal" is becoming a strong organization again! Rush efforts are paying off and a rigorous pledge program is planned.

GSP George Trubow has visited the chapter and challenged the group to action

This year Alpha Sigma Phi was again the first in line for student football tickets. Brothers waited in line for 120 hours and received the best tickets in the 103,000 capacity Michigan stadium for their efforts!

The Chapters

The Chapters

One of the things that the University of Oklahoma chapter has done to raise funds for its under-construction apartment/chapter house complex is to sell bricks from its old house. For \$50 each. The bricks have a special plate attached that also commemorates the chapter's 50th anniversary.

With a goal of \$250,000, the chapter has raised \$208,000.

But building fund treasurer William A. Mathes reports that one difficulty is that so many addresses for graduate Brothers are incorrect. Any suggestions on how the chapter can best update its membership list with correct addresses? "Lost" Brothers hurt!

GAMMA XI: NEW ENTHUSIASM

Homecoming started the ball rolling, according to Widener HSP James Onaro.

Getting ready, all the Brothers plus Little Sisters pitched in to paint, lay tile and carpeting, move in new furniture for the TV room plus sewing new curtains. Others worked on plans for the alumni reception.

A larger than usual number of graduate Brothers attended the event. And as a result, the Gamma Xi Alumni Association is being reactivated.

A lot of the accomplishments by the chapter have come as a result of doing some long-range goal setting a year ago. First setting the goals, then working toward them.

JUST A REMINDER TO US ALL

Odds&Ends

Applications for the position of Chapter Consultant are available just by writing the national office.

Applications for the various scholarship grants given by Alpha Sigma Phi Fraternity to its members are available just by writing the national office.

Want a visit by a member of the Grand Council or Fraternity staff for a special event, for rush, for pledge training, or any old thing? Just write. But give plenty of advance notice, please.

Need some assistance on your publications? Just drop a note to the Fraternity editor (address on the bottom of the last page) and spell out your needs.

Have address corrections on your graduate Brothers? Share them with the national office. Need a complete listing of all your Brothers? Write the national office. Pre-addressed sets of envelopes of your chapter's membership are available at cost through the national office as well.

Sending in reports to national is a hassle? Sure it is. But it's the only way that your executive staff and the Grand Council has of knowing the areas that they can help you. Nobody is playing cop — just trying to communicate.

Have news about your chapter? Achievements of your Brothers? Accomplishments of your graduate Brothers? Share it with your editor. An issue of the *Gazette* or of *The Tomahawk* is almost always underway.



The Old Gal Gazette. A communications tool that seeks to share techniques, methods, ideas and solutions to problems within chapter operations and report on the most current activity of the Fraternity so that we, Alpha Sigma Phi, can grow together. Compiled by the Undergraduate Advisors to the Grand Council: Craig Briner, Gamma Zeta, Fraternity Row, Bowling Green State University, Bowling Green, Ohio 43402. Mike Lawless, Gamma Chi, Indiana University, 625 North Jordan, Bloomington, Indiana 47401. Rick Volpe, Beta Epsilon, Box 2, Lehigh University, Bethlehem, Pa. 18015. Edited by Evin Varner, Alpha Sigma Phi, Box 4351, Charlotte, N. C. 28204

No. 3, January 1975. Coming next month: That's up to you out there. We skipped December, you might have noticed, to provide time to wring some material out of our various chapters. We never realized that Alpha Sigs were such a shy group!