

# THE PHI ALPHA

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## ON EXTENSION . . . WHAT'S THE HURRY?

BY DR. JOSEPH W. WALT

Chairman, Permanent Extension Investigating Committee

Not long ago the National Office received a letter from an alumnus, Class of 1913, who asked angrily, "What is the motivation back of the granting of eight charters (at Atlanta in 1965) to schools that probably 90 per cent of the alumni never heard of?" Firing away at the recent "hog-wild" growth of the fraternity, lamenting the presumably undeniable evidence that rapid expansion meant a corresponding loss of quality, the writer added gratuitously that his once-proud fraternity had become "Sigma Alpha Everybody." He concluded that "Your extension policy is 100 per cent crazy."

While such broadside attacks on the fraternity's extension policy are exceedingly rare, it is nevertheless true that many thoughtful SAE's, alumni and undergraduate alike, are asking why it is that we added eight new chapters at the last National Convention and expect petitions from eight or ten local fraternities at Minneapolis in 1967. Why all this growth? What's the hurry?

The fraternity, of course, has always been committed to expansion. A deliberate policy of extension is as old as DeVotie and Tuscloosa and Alabama Mu. We forget too soon that SAE added six new chapters during the very first year of its existence. Growth became a great tradition, and growth helped mightily to thrust SAE from sectional limitation into national power. Growth was not steady. Sometimes several years went by without the addition of a single chapter. At other times, as in 1892 or 1919 or 1949, the fraternity added eight or nine chapters in a single year. What emerges from this irregular growth pattern is this: the fraternity has expanded in rough proportion to the growth of the American system of higher education of which it is a part.

One has only to look at the phenomenal expansion of colleges and universities in the United States and Canada since the second World War to understand the most powerful reason for the fraternity's chartering of new chapters. The statistics are staggering. We have seen a population explosion on the campus. Male undergraduate enrollment has tripled during the past twenty years and it will double again during the next twenty. Older colleges and universities, public and private, have grown until they are bursting at the seams. Small, heretofore relatively weak, marginal institutions have seen their enrollments skyrocket. And new schools have been created to meet increasing enrollment pressures. Since 1960 an average of one college has opened in America every Monday morning. Nor has all this growth been merely quantitative; it has been qualitative as well. Colleges are not only larger. They have more money, better trained faculties, more and better buildings and equipment and libraries, and more adequately prepared students than ever before.

The result: schools SAE once might never have considered entering are now powerful, attractive, of undoubted academic excellence, and in every way worthy of our consideration. It is regrettable, if true, that some of our alumni have not heard of these colleges. Those who have kept abreast of the growth of higher education are understandably impressed with their new strength and the quality of their students, among whom are our new or prospective members of SAE.

It is not only the growth of colleges and universities that stimulates extension in SAE. We are seeing many fine, older institutions opening their doors to fraternities for the first time. By many of these outstanding schools SAE may expect to be one of the leading fraternities invited to enter.

Healthy growth is a mark of a healthy organization, and SAE has never been in a more robust state than it is at the present time. So much so, in fact, that during the past two years its attractiveness has stimulated more

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# PR FOR MINNESOTA ALPHA

The following article appeared in the October 13, 1966, issue of the MINNEAPOLIS STAR and was written by columnist Barbara Flanagan. It is reprinted here as an example of effective public relations on the part of Minnesota Alpha:

"Chuck Porter gave me a Sigma Alpha Epsilon (SAE) fraternity pin this week. My immediate reaction was, 'better late than never.' . . . . "Actually Chuck wasn't alone in his gift. All 89 of his SAE brothers in Alpha chapter at the University of Minnesota were involved. . . . . "The fraternity pin came as a surprise. So did the invitation to dinner at the house behind the gilded lions at 1815 University Avenue SE. . . . . "To be honest, I was a bit shy about going. I hadn't been to a fraternity house exchange dinner in years. All the Gamma Phi Beta sorority girls were going to be there. They're stylish competition when it comes to queening it. Gamma Phis usually win queen contests. . . . . "And besides, I didn't own a mini-skirt.

"Well, it really didn't matter. There wasn't a hemline in the house higher than 1-1/2" above the knee. . . . . "As for the SAE men--well, they're not Mod. Their hair is cut, and they wear the kind of semi-Ivy-League-cut clothes their fathers wore. . . . . "Mod clothes are for junior high boys," said Jack Stranberg, the only man in the house with what is today regarded as an old-fashioned crew cut. He has it because he's a military reservist. . . . . "Gamma Phi's Roxy Johnson, David Vrieze, Chris Sonnesyn and Duane Tow picked me up in a sleek convertible--the kind SAE men in my day always wanted to drive--and whisked me to the house.

"There was only one bad moment. That's when George B. Serrill, the SAE president who is known as Sam, greeted me with: 'You're the best friend of my uncle and aunt.' It's true. But, oh, Sam, are your aunt and uncle YOUNG! He agreed with me that they are, thank goodness. . . . . "The talk at dinner was spirited and interesting--about jobs, fads (because I asked) and SAE treasurer Mike Adams' pinning a pretty member of Delta Delta Delta. Mike passed cigars.

"They talked about famous SAE's--the late actor Dick Powell, the very lively Fran Tarkenton and Tommy Mason of the Minnesota Vikings and Minnesota's own Murray Warmath, head football coach. . . . . "And they talked about the Fraternity's National Convention coming to Minneapolis next June. 'We've got to find 300 dates for the college delegates,' said Sam. And he looked worried. . . . . "Then everybody listened while Tom Spaeth, an alumnus of SAE and an 'active' of IBM, talked about the United Fund. The SAE's and the Gamma Phi's put their energies--usually spent on homecoming decorations and floats--to soliciting for the United Fund this year. . . . . "They took a goal of \$3,000 and canvassed houses in the Kenwood area. 'The SAE's decided not to put up decorations this year,' said Sam, 'but we will have a sign out in front explaining this project.' . . . . "Roxy explained that the Gamma Phi's will decorate their house, but they will use energy usually put to float building on the fund drive. 'And the money for the float will also go to United Fund,' she said.

"Finally it was all over but the singing. The SAE's sang fraternity songs I still knew the words to, and the Gamma Phi's sang a number right out of my era. It was all about a beauty named Gamma Phi Gertie. . . . . "And what made her beautiful? 'The legs of Betty Grable, the charm of old Mae West, the face of Ava Gardner and Janie Russell's chest.' . . . . "I wondered which Gamma Phi in the 1940's wrote that song. And I wondered if any of the singers had really ever seen the Misses Grable, West, Gardner and Russell. I almost cried. Betty and Mae and Ava and Jane are over 40--Mae is way over--but they're not forgotten. . . . . "That thought and my new fraternity pin comforted me all the way home."

## THOUGHT FOR THE MONTH

That sage of the comic strips, Charlie Brown of Peanuts, makes the following weighty observation:  
 "There is no heavier burden than great potential."

## THE LION'S SNORT



The pre-Civil War home of Indiana Alpha at Franklin College in Indiana was completely destroyed by fire during the afternoon of November 2. The fire started on the third floor and was caused by faulty wiring. There were no injuries. The chapter is occupying temporary quarters in a former Indiana Masonic Home close to the campus. First reports are that insurance coverage was not adequate and this should be a reminder to all house corporations to review their present policies.

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Mrs. G. Martin Blakely has sent us a copy of a letter that was sent to members of Oregon Alpha serving in Viet Nam and elsewhere. The purpose of the letter, originated by the Portland, Oregon Minerva Club, is to put SAE's in contact with one another and Mrs. Blakely intends to serve as the "post-mistress and secretary." It is often difficult for those, even in the same combat area, to know of one another's presence and Mrs. Blakely plans a newsletter to serve also as a message service. This sounds like a wonderful idea.

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The IFC at the University of Tennessee has released a pamphlet entitled "IF-SLIP," which stands for "Interfraternity Scholastic Learning Improvement Program." This is a tutoring program made available to all students at no charge which offers assistance in nine lower division courses on a regularly scheduled basis.

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Another interesting project is that developed by the IFC at Montana State University. A bulletin entitled "Search and Rescue Organizations in Montana" was developed to help law enforcement agencies in the state locate rescue equipment quickly. It lists important telephone numbers and equipment available in 25 communities throughout the state.

The National Interfraternity Conference will be held December 1-2-3 at the Jung Hotel in New Orleans. Representing SAE will be ESA Steinhauer, ESDA Miller, ESW Jacob, ESR Smith, Assistant to the ESR Hotaling, Scholarship Commissioner Neal Berte and Chapter Supervisor Skip Moore, along with many undergraduate delegates and fraternity deans. A special luncheon will be held Friday noon, December 2, at the Governor House Motor Hotel for all SAE's in attendance, to honor Past ESA Fred H. Turner, who will become chairman of the NIC at this meeting and will serve for the coming year.

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This has been a busy fall at the Temple with visiting pledge classes and Chapter groups. So far there have been visits from: Illinois Psi-Omega (Northwestern) on September 24; Indiana Beta (Purdue) on September 25; Michigan Epsilon (G.M.I.) on October 9; Michigan Delta (Western Michigan) on October 15; Indiana Delta (Depauw) on November 5; Ohio Lambda (Kent State) on November 12; and Wisconsin Alpha (Wisconsin) on November 12.

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## ON EXTENSION . . .

### WHAT'S THE HURRY?

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than 200 extension inquiries from local fraternities, colleges, and deans. Of these applicants only eight or ten of the very best ones can be expected to go all the way to the floor of the Convention in Minneapolis, and these will have been investigated thoroughly, evaluated critically, and sorted out impartially. They will have powerful local and regional support or they will not succeed. They will be located in first-rate colleges and universities, examined by a hard-headed, realistic committee of SAE's who make it their business to keep up with what is going on in higher education. And, above all, they will be looked over and judged by the delegates at the National Convention. Most of these delegates -- 151 of them -- will be undergraduates whose demanding standards any petitioning group must meet. And the undergraduates run SAE. They always have.

# Noble Notes



NOBLE LESLIE DeVOTIE  
Founder

From the Fort Worth Alumni News Bulletin we learn that Van Williams, Texas Beta '59 (TCU), is the star of his own TV show, "The Green Hornet," and that the winner of the Bing Crosby Golf Tournament was Don Massengale, also Texas Beta '59.

\* \* \* \* \*

David Howlett, Montana Beta '66 (Montana), has entered Oxford University along with 31 other U.S. Students as a Rhodes Scholar. Dave's list of accomplishments is long and the Rhodes is one of the three he has won. He also holds a Woodrow Wilson and a Danforth. He served as ER and EDA of his chapter and says of SAE that it was his most valuable collegiate experience in forming a personal philosophy.

\* \* \* \* \*

Dr. Burton A. Hoffman, Illinois Psi-Omega '26 (Northwestern), former Archon and Adviser to

Province Beta was recently elected a Regent of Northwestern University. Brother Hoffman, a prominent orthodontist in Buffalo, New York, has for many years hosted the Buffalo Alumni summer rush party at his lakefront home and has helped many students to complete their educations.

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Two members of the Leadership School faculty, William P. (Bill) Brickle, S.C. Gamma '60 (Wofford), and Johnny H. Isakson, Ga. Beta '66 (Georgia), are developing an outline for a Chapter Public Relations Manual which will be introduced at the Leadership School next summer.

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Former Chapter Supervisor and currently dean for fraternities at Kent State University John Henry Stone and wife Vicky proudly announce the arrival of daughter Jennifer Marie on Friday, November 11, 1966.

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Don M. Muchmore, Calif. Epsilon '45 (Occidental), member of the Permanent Extension Investigation Committee, is well known in California politics as a professional pollster. An article in the October 31, issue of NEWSWEEK discusses his three-company operation and describes him as one of the new breed of pollster-consultant managers that will play an increasing role in the politics of the future.

## The Phi Alpha of Sigma Alpha Epsilon

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