RUSHING

Rushing is the subject of greatest importance in our fraternity today.
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A civic award for his outstanding contribution to Chicago City Planning was recently presented to John W. Root, former member of the Chicago Plan Commission and Chicago architect, by the Commission. Root (left) is shown with Mayor Richard J. Daley and Clair M. Roddewig (right), commission chairman.

John W. Root Retires from Chicago Plan Commission

John W. Root, senior partner of Holabird and Root, Architects, has announced his resignation from the Chicago Plan Commission. He had been a member since September, 1946.

Root has been a practicing architect for more than 45 years. His design projects have included Soldier Field, the Palmer House, the Board of Trade building, the General Electric Building and the Chicago Daily News Building.

He was installed as Master Architect of Alpha Rho Chi at the Edgewater Beach Hotel on May 11, 1951.
An editorial on, above all things, the subject of Architecture (capital A). Those who know the editor's sordid background may well snicker or even snort as he rushes into this much-traveled area where a truly angelic being would never tread.

What brings such a subject up in a college fraternity magazine? Well, it's the very fact that this Fraternity has, by its By-Laws, consistently approached the subject of Architecture by using a very broad capital A. Rather than restricting its membership to the rigidity of a single licensed profession, it has during its forty-six years of life gradually expanded its area of fraternal operation.

Actually isn't it a matter of pure fact that the great architects of modern time have achieved their greatness by combining the work of the engineer, the materials man, the painter, the sculptor, as well as the designer to create, to quote Corbusier, a "new monumental synthesis" of the arts and architecture. This is still true even where one man has himself taken over several of the arts.

So maybe, or surely, we are approaching the idea of the broader, more complete craftsman in our concept of Alpha Rho Chi as a brotherhood of builders whose combined talents will create the grand entity. Suppose we remember this, then, and build our Fraternity both in function and in ideal up to this concept of greatness!

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**ALPHA RHO CHI EMPLOYMENT SERVICE**

If you need help in your office, fill this out and mail it in and we will print it in the next number or pass the word around.

The Archi
Box 3092, Columbus 10, Ohio
The Grand Council has already reserved this space in the next issue of The Archi for the discussion of — what do you think? Money! ... See the AUGUST issue. It’s not that the Fraternity is in bad shape financially. Not at all. It’s just that a “survival” diet is not enough on which to realize our fondest hopes. It is time, we think, to give this subject intensive study so as to step up our local and national operations to a first-class or better, competitive position.

It requires interest, time, money!

SO LOOK FOR IT

We will be discussing the business of finance from the standpoint of strengthening our local chapters, strengthening our national picture and strengthening our alumni support. There, we’ve said it and we’re glad!

IF YOU HAVE ANY IDEAS SEND THEM IN!
new projects of the Grand Council

THE GRAND COUNCIL DISCUSSES RUSHING

There's a question whether the large caption shown above accurately describes the material printed below. We obtained this heading at considerable expense for a prior issue and thought we ought to try to get our money out of it. We are not sure either whether the artwork accurately depicts the Grand Council. One thing sure, as we said sternly to our artist (who never saw the Grand Council), "Your pictures," we said, "although artistic, have very little value to the Fraternity for purposes of recognizance!"

At any rate, this story is supposed to represent the Grand Council's thinking on the subject of Rushing. Can't you just imagine the gentlemen shown above sitting around a table with pencils and typewriters and occasionally saying "Now when I was a boy" or "My old pappy used to say" or something equally inspiring?

Well maybe us old-timers (is it "us old-timers" or "we old-timers"?) don't understand modern psychology with its "beat" and "off-beat" connotations but it just so happens (an expression my old pappy used so often) that there are several high-pressure

(continued)
Cover design for the Fraternity's new Pledge Manual which is now under preparation. It will contain pledge training material with space for chapter inserts.
salesmen involved in this caucus we are holding and we say that rushing is salesmanship. Reet? It requires advertising, an attractive “package” and “benefits” for the prospect.

Rushing brochures and selling techniques need and are receiving attention and, once again, they should be based on the principle that to sell you attack the heart, not the head. The desire to buy is an emotion even though it is frequently rationalized as “facts and figures.”

The Archi chapter house is the “package” which helps create Desire and ultimate Action. Is it warm and colorful, full of attractions (moral and legal attractions we mean) or is it antiseptic or a little run down or just like other houses? Does it display the work of successful alumni (after all that’s what the Freshman comes to school for — to learn to be a really big architect or builder, isn’t it?) or does it ignore the one outstanding, particular “benefit” this Fraternity offers — close association with the men he will be working with both in school and out?

Does the chapter sing? Not old, corny stuff but new songs, unusual songs, Alpha Rho Chi songs — songs the rushee doesn’t hear any place else? Singing creates an atmosphere of “togetherness” and the prospective pledge wants to be a part of this happy, knowledgeable group.

This is a subject so important that we don’t dare ignore it, month in and month out. We need to think about it constantly. We need to become experts in salesmanship, which is fundamentally just a matter of putting ourselves in the place of the prospect and treating him the way we would want to be treated if we were being rushed. We need to have the best and most attractive of printed materials to show the rushee the quality of the organization which we are inviting him to join.

We need an exchange of rushing information, not on the basis of “Now at Dimbolicos Chapter here’s what we do” but on the basis of practical research on the fundamental rushing methods which work. Speaking of “work” — we may find that the answer is 60% “work” and 40% method. That what my old pappy always said, anyway!
Samples of rushing manuals used by our Chapters
INTERNATIONAL ARCHITECTURAL COMPETITION ANNOUNCED

Trinity College, Dublin, has just announced an international architectural competition for the design of a $1,400,000 extension to the existing eighteenth century library building on its campus in the center of Dublin. The design of the new building presents an interesting challenge to the architect—the creation of a structure in harmony with the fine examples of Georgian and Victorian architecture now on the campus but to be expressed in mid-twentieth century contemporary design. The competition will be held under the rules of the Federation Internationale des Architectes in Paris. First, second and third prizes of $4,200, $2,100 and $1,400 will be given. Including all fees, the first prize will be worth about $65,000 to the winner. Further information may be obtained from the American Council for Trinity College, Dublin, at 53 East 93rd Street, New York 28.

Fraternities Show Growth in Scholarship

Pennsylvania State University expressed pleasure today with "the generally favorable scholarship growth" of its fraternities. Wilmer E. Wise, representing the Dean of Men's Office in fraternity affairs, reported that the all-fraternity men's average (2.43 out of a possible 4.00) topped the all-University men's average (2.36) during the Spring semester. He also noted that 34 of the University's 53 fraternities posted averages above the all-University men's average.

Fraternities singled out for special mention were Acacia, Alpha Chi Sigma, Alpha Epsilon Pi, Alpha Phi Alpha, Alpha Phi Delta, Alpha Rho Chi, Alpha Zeta, Beta Sigma Rho, Lambda Chi Alpha, Pi Kappa Phi, Pi Lambda Phi, Sigma Alpha Mu, Tau Phi Delta and Triangle.

Alpha Zeta and Triangle, it was pointed out, have finished among the top quarter in scholarship for 18 consecutive semesters.

Ten chapters were cited because of their "notable improvement" in scholarship. These 10 were Lambda Chi Alpha, Sigma Alpha Mu, Phi Epsilon Pi, Alpha Epsilon Pi, Pi Lambda Phi, Alpha Rho Chi, Phi Kappa Sigma, Beta Theta Pi, Pi Kappa Alpha and Pi Kappa Phi.

Wise reported that all chapters finished the semester with averages above 2.1. A 2.00 is required by the University for graduation.

from The Centre Times, State College, Pa.
The Worthy Grand Architect Says...

We are happy to announce that we have persuaded Pop (Dwight P.) Ely to become Editor of The Archi. We call him "Pop" here because he is already known to a majority of our membership by this name; he acquired it, we might say, as a reasonably black-haired young man. Shortly thereafter he became the Worthy Grand Architect of the Fraternity, continuing as such for the next thirty years. His location in Columbus close to W. G. E. Dick Murray makes possible a situation approaching a Central Office and we expect the new Editor to function as a Field Secretary while searching for news... Welcome aboard, Pop!

ROBERT F. CARLOW, W.G.A.

* They held me down in the Minneapolis snow. Ed.
** That's when my hair turned white. Ed.
*** Don't believe it. Ed.
**** How much is gas in your state? Ed.
***** Aye, aye, Sir! Ed.

A Few Comments

by THE OLD-TIMER

The other day I ran into one of my old friends, an alumnus of this Fraternity. I hadn't seen him for a long time which is easily explained although there's no point in doing it right at this moment.

Anyway he was wearing the little pin on his lapel which read APX in monogram and you will never know how good it made The Old-Timer feel. It was just like meeting an old friend except double because he was an old friend and also a visibly appreciative member of the brotherhood which has influenced a considerable portion of this correspondent's life.

I hope you have as good luck!

THE OLD-TIMER
DEATHS

Edwin Kriehoff    May 9, 1959
Charter member Iktinos Chapter.
Residence Grosse Point, Michigan.

Willis E. Snow (Dr.)    June 12, 1959
Member Anthemios Chapter, 1945.
In London, England, while on leave of absence from the Tennessee Valley Authority working on a Fulbright Scholarship.

Ralph C. Bowman    December 2, 1959
Member Andronicus Chapter, 1933.
From a heart attack at his office where he was associated with William Faulkner, Architect. Residence Tustin, California.

Frederick W. Fuger    January 2, 1960
Member Iktinos Chapter, 1931.
Residence 160 McMillan, Grosse Point 36, Michigan.

Roger L. Waring    January 21, 1960
Charter member Iktinos Chapter.
Residence 1585 Robinwood Avenue, Cleveland 7, Ohio

With this issue you will receive a cover-stock binder and sheets carrying a directory of members of Anthemios Chapter. You can insert the sheets for Andronicus Chapter which you received in January and these sheets for Anthemios in the binder, using the spreader clips attached. The binder can then be folded into booklet form or remain flat for filing in a standard file drawer. You may have to adjust the fold since the sheets cannot be easily gathered blind. Each future issue will contain a directory for an additional chapter until we have a complete directory. We hope you like it.
INITIATES

ANTHEMIOS, September 26, 1959:
2429 Larson, William N. (Chicago, Ill.)
2430 Schaefer, William J. (Wauwatosa, Wis.)
2431 Hodges George M., Jr. (Faculty)

IKTINOS, September 19, 1959:
2432 DeVries, Robert H. (South India)
2433 Ross, John H. (East Lansing, Mich.)

VITRUVIUS, October 10, 1959:
2434 Fertig, Ralph H. (Kenmore, N.Y.)
2435 DeVries, Robert H. (South India)
2436 Filip, John B. (Plymouth, Pa.)
2437 Francis, David M. (Allison Park, Pa.)

MNEISCLES, May 30, 1959:
2438 Hartmann, Richard L. (St. Louis Park, Minn.)
2439 Johnson, Roger F. (Minneapolis, Minn.)

MNEISCLES, January 10,1959:
2440 Shelley, Joseph M. (Faculty)

DEMETRIOS, October 24, 1959:
2441 Pohl, Donald E.
2442 Raith, Stephen K.

MNEISCLES, December 5, 1959:
2443 Iris, Ernst A. (Minneapolis, Minn.)
2444 Redmond, Jon R. (Green Bay, Wis.)
2445 Rodger, Lawrence F. (Kankakee, Ill.)
2446 Wengler, James J. (St. Paul, Minn.)

IKTINOS, February 6, 1960:
2447 Bont, Richard L. (Flint, Mich.)
2448 Clark, Errol T. (Dearborn, Mich.)
2449 Johnson, Harold A. (Royal Oak, Mich.)
2450 Sullivan, Thomas E. (Barrington, Ill.)

LIFE MEMBERS

372 Routh, Stanley J.
Anthemios
373 Darling, Kenneth T.
Anthemios
374 Wadsworth, Winthrop M.
Anthemios
375 Matts, Charles A.
Vitruvius
376 Crawford, D. James
Demetrios
377 Ward, Lorrin L.
Andronicus

378 Klein, George E.
Iktinos
379 Maitland, William, Jr.
Iktinos
380 Roessler, Clarence A.
Iktinos
381 Mendel, Albert
Andronicus
382 Kuiteck, John E.
Iktinos

PARTIAL LIFE MEMBERS

ANDRONICUS
Robinson, Rodney T.

DEMETRIOS
Biddle, Ronald E.

MNEISCLES
Neilson, Robert M.

VITRUVIUS
Archinal, Harry B.

ANNUAL DUES

ANDRONICUS
Alford, Clarence B.
Alves, Albert A.
Bond, David E.
Hobmann, Kenneth W.
James, Harry L.
Larsen, Ben R.
Mann, William M.
Arrasmith, W. S.
Stoddard, Richard D.
Teedman, John W.

Baumer, Herbert
Biddle, Ron E.
Blezettek, James
Cleland, George A.
Dean, Eliard K.
Doby, George B.
East, John D.
Edward, Robert W.
Grannow, Ted
Harmer, Dellar H.
Hartman, B. Reece
Harman, Ralph H.
Iacchi, Joe E.
King, Norman M.
Kopp, John V.
Kuch, Carl E.
May, Alton B., Jr.
Newland, Donald A.
Noting, John A.
Snyder, Geo. W.
Stephens, George J.
Studer, Franklin L.
Tekshian, Nicholas A.
West, Geo. W.
Woolf, Bruce E.
Wortmeyer, Max L.
Zarse, Leigh B.

DIOROCRATES
Pressler, Paul E.
White, Robert Leon

IKTINOS
Messers, Frederick
Bobovsky, Basil M.
Hannamou, Maurice E.
Kline, Edward L.
Luch, Phillip J.
Paul, James H.
Rudge, Warren L.
Thompson, John C.
Weimer, Hans M.
Wecof, Richard Mayo Youtz, Philip N.

KALLIKRATES
Carney, Aiken R.
Hayes, Kenneth W.
Law, James H., Jr.
Meyer, Carl S.
Ormond, W. C.
Stickley, Robert M., III
Williams, George L.
Wooster, S. O., Jr.

MNEISCLES
Aune, Richard T.
Beeman, Ogden F.
Cook, Gary E.
Edwards, William H.
Hillstrom, Edward C.
Johnson, Duane V.
Johnson, William A.
Kallifornia, Irwin H.
Langseth, Gilbert B.
McCure, Harlan E.
McCrea, G. Malcolm
Markes, Stanley
Normandin, George E.
Smith, Alden C.
Sommers, Cecil M.
Tooley, Horace W.
Waltz, Kenneth H.

PAEONIOS
Birchard, Howard T.
Geisler, Ferol P.

POLYKLEITOS
Boluyt, Frederick C.
Jenkins, John S.
Neel, Paul B.
Stimml, William B.

THERON
Summer, Guy L.

VITRUVIUS
Feagley, Jack P.

ANDRONICUS
Alves, Albert A.
Bond, David E.
Bragg, Dale V.
Crawford, Rowland H.
Craus, Col. Leonard L.
Dickinson, Robert E.
Eddy, Robert N.
Fields, Russell F.
Hamilton, Rex C.
Hoerner, J. Everett
Knapp, Robert L.
Latta, Graham
Pidgeon, Lowell W.
Reese, Edward J.
Rice, James W.
Snoddard, Richard D.
Wing, Kenneth S., Jr.
Winston, Carlton M., Jr.
Wong, Warren T.

ANTHEMIOS
Abbott, John B.
Christen, Lester H.
Einsweiler, Robert C.
Grant, Weldon W.
Laing, Alan K.
Lescher, Frank M.
Palmer, Cyrus E.
Peters, Leonard A.
Rollston, William A.
Stuhr, William
Waggoner, Karl M.

DEMETRIOS
Hurst, Harold S.
Layho, Michael R.
Murakami, George N.
Prince, J. E.

IKTINOS
Kibbe, Gifford G.

KALLIKRATES
Brown, W. Merle

MNEISCLES
Jackels, Robert T.

VITRUVIUS
Gladyeff, Eugene R.
Roo, Herbert A.
Scboald, Richard H.
This is the space we set aside for this new department of our magazine. All good magazines have a “Letters to the Editor” department. However! There was a song my old pappy used to sing which said like "How in the something or other can the old folks tell it ain't goin' to rain no more.” To paraphrase it very, very widely "How in the whatever it is can the editor publish letters when he don't get no letters no more?" He doesn't even get answers to the letters he writes himself.

We did have a notion to put a black border around this piece but realized it would be in poor taste and not the right thing to do at all. So it looks like all that's left for the editor to do is wander off into the darkness with the other beatniks muttering “Dead, man, dead!”

One can hardly be blamed for thinking such thoughts, can one?

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**Letters to the Editor**

Editor: The Archi

It is gratifying to see the current outstanding issue of The Archi.

I agree with your "Corporate Image." I find, even tho I'm only a young ('55) Archi that there is a tendency for the graduate of recent years to follow APX activities only when it is convenient for him rather than give active assistance and suggestions for its betterment, locally or nationally.

There is a need for a strong APX revival. It would be wonderful to build this idea up in The Archi so that when the 50th Anniversary arrives the event will receive national recognition. Four years is not a long time to plan for a successful convocation of all Archis!

Marion J. Smith
Chicago

Editor: The Archi

For the 1960 spring semester Vitruvius Chapter plans a series of seminars on various subjects of architecture. These will be open to the public, in particular the students in the department of architecture. Guest speakers will be obtained for these seminars.

As every year, there will be an art show open to the public in general where works of actives and pledges will be exhibited.

Social events planned are the Founders Day Banquet, a formal dance and a Monte Carlo party. Unofficial suggestions for other social events are a Caribbean Cruise party, Roman or Greek toga party, Beatnik party, Latin American party, Memorial Day picnic.

Marriages: David K. Shaw '61 - Jean El Blair
Robert S. Budz '60 - Marion Takosky
Ted Litzenberger '60 - Mae Steward

Engagements: Robert A. Sapack '60 - Judy Andrews
Robert A. Wiech
Historian
Alpha Rho Chi is a national professional fraternity limiting its membership to students of architecture and the allied professions. Founded at the Universities of Illinois and Michigan on April 11, 1914, to organize and unite in fellowship the architectural students in the universities and colleges of America, and to combine their efforts, so as to promote the artistic, scientific, and practical efficiency of the younger members of the profession. Alpha Rho Chi was one of the founders of the Professional Interfraternity Conference, organized at Washington, D.C. in 1928.

The Grand Council
Robert F. Calrow, W.G.A., 4828 Garfield Ave. S., Minneapolis, Minn.
Richard E. Murray, Jr., W.G.E., Box 3092, University Station, Columbus 10, Ohio.

National Appointments
Donald M. Mayne, G.L., 4321 Shenandoah, Dallas 5, Texas.
George A. Whitten, G.A., 1619 Walnut Ave., Wilmette, Ill.
Winthrop M. Wadsworth, N.I., 2525 Dupont Ave. S., Minneapolis, Minn.

Active Chapters
ANDRONICUS - University of Southern California, 710 W. 28th St., Los Angeles 7, Calif. Carl A. Raymond, W. A. Donald Martin, W.E. David Cone, W.S.
ANTHEMIOX - University of Illinois, 1108 South First St., Champaign, Ill. Richard Diedrich, W. A. Tom Lehnin, W.E. Ronald Labinski, W.S.
DEMETRIOS - Ohio State University, 229 17th Ave., Columbus 1, Ohio. Paul Jaros, W.A. Donald Pahl, W.E. Henry Schuster, W.S.
KALLIKRATES - University of Virginia, APX Box, Fayerweather Hall, Charlottesville, Va.
MNESICLES - University of Minnesota, 605 Ontario St., S.E., Minneapolis, Minn. Charles T. Harris, W.E. Roland Erickson, W.S.

Inactive Chapters
DINOCRATES - University of Texas
PAEONIOS - Kansas State College
POLYKLITOS - Carnegie Institute of Technology
THERON - Oklahoma State College

Master Architect
John Wellborn Root, 180 N. Wabash Avenue, Chicago, Ill.

National Deputies
Marion A. Carter, 1808 Kent St., Columbus 5, Ohio.
George F. Fritzinger, 9705 W. Main St., Belleville, Illinois.
Ralph W. Hammett, 485 Riverview Dr., Ann Arbor, Michigan.
John W. Rock, 59 Renpass, Harahan, La.
Winthrop M. Wadsworth, 2525 Dupont Ave. S., Minneapolis 5, Minn.
Raoul W. Wilkins, 1105 Hollins Rd., Richmond 26, Virginia.

Alumni Organizations
DEMETRIOS Alumni Association. President: Ralph Sounik, 558 E. Weisheimer Rd., Columbus, O.
MNESICLES Alumni Association. President: Earl W. Brink, 2432 Clinton Ave. S., Minneapolis 4, Minn.
NEW YORK CITY Alumni Chapter. Dean W. Axline, A.A., 123 East 47th St., New York, N.Y.
OUR UPCOMING

FIFTIETH ANNIVERSARY

On another page of this issue a young alumnus says we should start getting ready now to celebrate our Fraternity's Fiftieth Anniversary — upcoming four years from this very month.

Well, he's right, isn't he? Now is the time to get ready — to start a Four-Year Program, maybe? Well, here's one (no charge).

1. MORE SPIRIT

2. MORE CHAPTERS

3. MORE PLEDGES

4. A CENTRAL OFFICE (more money)

Do you have a Four-Year Program? Send it.