

# The CAYUGAN

*Cornell University Chapter of Alpha Delta Phi*

ITHACA, N. Y.

FEBRUARY, 1960

## Queeny Possesses Wide Talent Range; Industrialist-Author-Publisher Honored

Known the world over, and a leader in its field, the Monsanto Chemical Company ranks second to none . . . not only in the quality of its products, but in overall employee, community and stockholder relationships. And at the helm of this vast organization guiding its progress through years of depression, war, recession and boom is Alpha Delta Phi's own EDGAR MONSANTO QUEENY '19.

The company was so named in honor of Edgar's mother, whose family name was Monsanto, and he can trace his maternal lineage back to romantic Spain where his great-grandfather was knighted by the Queen into Spanish nobility.

When Ed was four years old, his father John Queeny founded the company in St. Louis, and Ed lived his boyhood there and attended the local public schools prior to his enrollment at the Pawling School in Pawling, N. Y.

Upon entering Cornell in 1915, Ed embarked on a course of study in chemistry. However, his first experience in publishing, when he became business manager of the Cornell Widow, strongly influenced his industrial career.

After serving as an officer in the Navy late in World War I, Ed was discharged in 1919, whereupon he joined the company his father founded and became its first advertising manager.

Here he started the first advertising and sales promotional activities of the company by publishing "Monsanto Current Events", now known as the widely circulated "Monsanto Magazine".

In the early twenties, Ed held several positions — second vice-president, assistant general manager of sales, sales manager, vice-president — and in 1928, he was elected president of the company, a post he held until 1943 when he became chairman of the board.



Edgar Monsanto Queeny '19

Under Ed's direction, the Monsanto Chemical Company has grown from a 12 million dollar organization in 1928 to an 850 million-plus world organization. From the original South Second Street plant in St. Louis, it has expanded to a point where it now has offices and plants at all corners of the globe.

Still devoting much of his time to writing and publishing, Ed has authored three books: "Cheechako", a story based upon his experiences on a hunting and fishing trip to Alaska; "Spirit of Enterprise", an economic treatise published by Scribner & Sons; and "Prairie Wings", published by Lippincott, which critics say contains more authoritative data on wild ducks than any other publication.

Within his own organization, Ed believes that industry should tell its story to its shareholders, its employees and the public. The Monsanto annual reports to shareowners have been used frequently by industry as models of completeness, clarity and simplicity.

Living on a farm on Mason Road, St. Louis County, Ed finds time for activities other than Monsanto. He is a director of

## A. D. Phi Formula: Look for Qualities!

"It is hard for many persons to understand that much attention can be given to non-academic factors even though we always stress the importance of undergraduate marks and admission test scores. We are often asked whether we care at all what a student has accomplished outside of the classroom. Of course we do. But we also believe that prominence in extra-curricular activities is not a strong asset unless it is coupled with the kind of intellectual quality which makes the candidate otherwise acceptable. Campus leaders are too often the well-rounded, socially adjusted types, who have mastered the art of popularity by compromise. Unless we hold them to our normal academic standards, we usually find they lack the firmness of purpose and the toughness of mind, not to mention the strength of character needed for success in law and life. Too often they are the gay manipulators, good looking, persuasive, agreeable and shallow. They may not even be the real leaders.

"We think a strong emphasis on extra-curricular activity could make us overlook the individual whose interests lie in drama, music, literature or just ordinary learning. Success seems to come often to men of unusual sensitivity, who are not social and gregarious, and who devote themselves with a singleness of purpose to their major interests.

"In the search for leaders, there is also the danger of over-evaluating the qualities described as 'adjustment.' There is a movement in education to screen out every student who fails to blend into his environment without disturbance. This is most unfortunate. Many, perhaps most, of the great contributions to the welfare of mankind have been made by individuals who would fail miserably to qualify as 'well adjusted.' The non-conformist,

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## THE CAYUGAN

Published regularly and frequently by Alpha Delta Phi Fraternity at Cornell University for its members and friends.

### Editor

Otto C. Doering III '62  
Scarsdale, N. Y.

News and pictures of interest to the alumni membership, address changes, and other information for THE CAYUGAN should be addressed to ALPHA DELTA PHI FRATERNITY, Alumni Relations Office, 102 West State Street, Ithaca, N. Y.

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## Five Brothers Die; Chapter Mourns Loss

It is with deep regret that we acknowledge the passing of five brothers.

Mrs. Kathleen Townsend sent us word that her beloved husband, ALFRED E. TOWNSEND '12, died of a heart attack at their summer island in Canada last May.

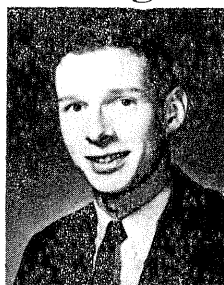
Three brothers passed on during the summer: DONALD ALEXANDER '14 of 616 Bedell Bldg., San Antonio, Texas; HILARY H. MICOU '15 of 15324 E. Jefferson Ave., Detroit, Mich.; and RODNEY M. BLISS '18 of 8901 Grant St., Washington, D. C.

Word has also reached us that CHARLES A. PLAMONDON JR. '12 of 26 E. Scott St., Chicago, Ill., died recently. No further details are known at this time.

## Lost Members

Courtenary Barber Jr.  
George V. Bayly '39  
Julio B. Cadenas '43  
Donald F. Johansen '54  
Frederick K. Lovejoy '25  
R. G. Miller III  
William F. Robinson '41  
Joseph H. Taylor '27  
James L. Vail '43  
Roger Butler Williams III '29  
Frank F. Woolley Jr. '31

## Alpha Delta Phi Aware of Problems; Undergrads Approach With Confidence



Stanley Watkins '60  
Undergraduate  
President

The fraternity system has undergone radical changes in the past decade on almost every campus across the country. Cornell has been no exception. Added pressure from the University and financial pressures have demanded a change in the fraternity system. The chapter is well aware of this situation and our program is changing accordingly.

The scholastic pressures of the University have increased considerably. Less time is available for extra-curricular activities. This is exemplified by the reduced football

### Quality . . .

the erratic genius, the high spirited, the shy and sensitive, if given the stability to overcome ordinary hurdles and disturbances, can add just as much, and often more, to our classes than the 'perfectly well-rounded student'."

The above is quoted from the Dean of Admissions of the Harvard Law School, Louis A. Toepfer. This is something that should have special significance for us right before rushing. We are given two weeks in order to pick a pledge class. We will probably only see the rushee two to four times, and on the basis of this we are to pick those best suited for Alpha Delta Phi. This is a big responsibility. It is made especially difficult by the fact that rushing is an artificial situation. Not only the fraternity is attempting to give a good impression, but the rushee is usually very nervous while trying to give the best impression possible.

### Queeny . . .

Chemstrand Corporation, Decatur, Ala.; Sicedison, Milan, Italy; American Airlines; Union Electric Company, St. Louis; the American - Korean Foundation, and the Herbert Hoover Foundation.

He is a member of the St. Louis Country Club, the Racquet, Noonday, Deer Creek, Log Cabin and Cuivre Clubs of St. Louis; the Links and Explorers Clubs of New York and an honorary member of the White Hunters Association of Kenya, East Africa.

Cornell, and especially Alpha Delta Phi are honored to have men like Edgar Monsanto Queeny on their alumni roll; and it is with great pleasure and pride that we pay him this tribute.

game crowds, smaller turnouts for sports and a decrease in the number of freshmen pledging fraternities. Our literary program and increased emphasis on scholastics will be very helpful in meeting this challenge.

Financial pressures are demanding a larger and larger chapter. Our fixed costs coupled with ever increasing upkeep are steadily rising.

We avoided direct involvement in the unfavorable publicity concerning initiation practices this year, but I am afraid that the whole fraternity system has suffered.

The internal affairs of the house are progressing very well. Walter A. Snickenberger, Dartmouth '46, our new faculty advisor has been a great addition to the house. Harman and Bernice Mann are our new cook and houseman. This has been a very successful arrangement and we hope to continue it for many years to come.

All the brothers are very much aware of the problems facing the fraternity and I feel that the rushing, financial and scholarship problems are being approached from the right direction. The outlook toward rushing and the rest of the year is very good and if we continue with a realistic approach we should come out on top.

THEODORE H. BOOTH '25 is in the manufacturing business (Frontier Bronze Corporation of Niagara Falls), and quite active in his area's hobby and sport groups. He is a member of the Youngstown Yacht Club, the Buffalo Club, Niagara Club, and the Royal Canadian Yacht Club. Ted's home address is Woodland Drive, Lewiston, N. Y.

## Nine Men Initiated; Annual Meeting Held

On October 10, 1959, nine young men were initiated into Alpha Delta Phi. They are: Russel C. Cherry, Peter N. Daly, Otto C. Doering III, Michael L. Newport, John P. Oldendorf, Pedro A. Sanchez, and Sheldon R. Severinghaus (all class of '62); and James B. Clark and Harold R. Lewis, class of '63.

The welcome to the initiates was given by Stanley P. Watkins '60, and the response on behalf of the new initiates was given by Otto C. Doering III '62. The principle address was given by Professor E. B. Watson.

Professor Watson had been our faculty advisor for many years prior to leaving Cornell this year. Replacing him is Walter Snickenberger (Alpha Delta Phi, Dartmouth), who is registrar of the university.

The undergraduate chapter was pleased to have two members from the Hudson chapter on hand during initiation and we are looking forward to an equally fine initiation this spring.

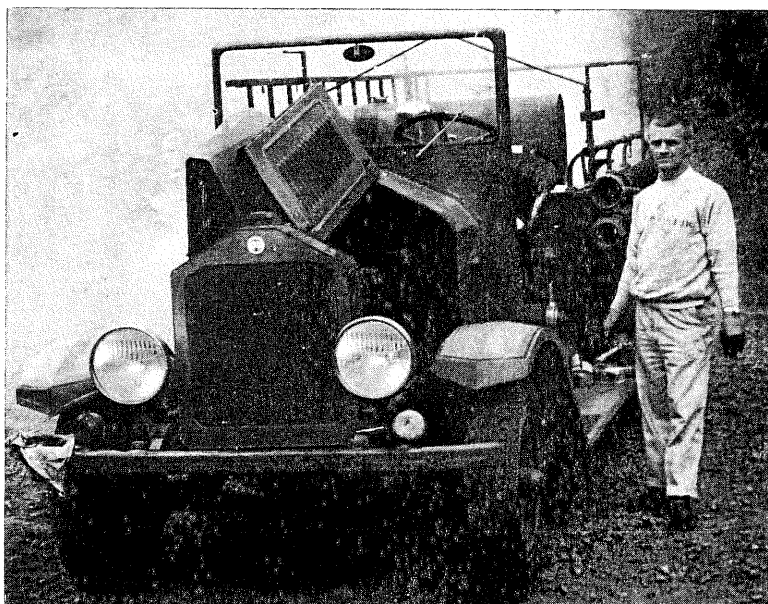
### Meeting . . .

The annual meeting of the Alpha Delta Phi Fraternity at Cornell was held during the weekend on October 10. One of the significant results of this meeting was the re-allocation of various special funds in order to provide more efficient use of their resources. Every year this meeting — held in conjunction with initiation — re-affirms that the strength of this house lies in its alumni corporation.

### Rush Report . . .

This year the house will be rushing more freshmen initially than it has in many years. This is indicative of several things around the house. For example there are fewer brothers in the house than in past years. A very large graduating class of fifth year men and seniors coupled with the small number of sophomores is responsible for this situation. There will be times when we have more rushees than brothers.

Alumni response in the recommending of freshmen is always an important factor. We were very disappointed that more Cornell Alumni did not so respond. In fact we received more recommendations from Alumni of the defunct Harvard Chapter than



Brother "Rick" Schlingman '61 stands in front of the Alpha Delta Phi Fire engine which is in the process of making many smoke-producing explosions. Shortly after this photo was taken the engine was threatened with being pushed into the gorge. Its existence was saved by a few of the more conservative brothers. It's also rumored that the sophomore class may become its new benefactors.

## Dues Contributions Still Requested; Class Years Well-Covered In Program

Here are the names of alumni brothers who have paid their alumni dues this year.

R. L. Gifford '90  
M. W. Celphane '93  
\* George H. Young '00  
Maurits C. C. vanLoben Sels '04  
Edgar Z. Wallower '05  
William G. Packard '11  
Sias H. Crounse Jr. '12  
Benjamin Patterson Jr. '14  
Clifford S. Bailey '18  
Wesley M. Dixon '18  
Frederick M. Gillies '18  
Rudolph H. Deetjen '19  
(life membership)  
Edgar Monsanto Queeny '19  
Leonard B. Colt '22  
Theodore H. Booth '25  
Howard L. Simmons Jr. '25  
H. Hunt Bradley '26  
William H. Ogden '26

from Cornell Alumni. These factors have made the contributions of the graduate and fifth year students more important than ever before in pledging a fine class. They are able to keep us directed toward the more important aspects of rushing so that we don't get lost in detail. If we are able to follow through on the work already done, this promises to be a fine rushing year.

I take great pleasure in announcing that this fall the house pledged ROBERT KENNETH WOOD '63 of Ardmore, Pa. Bob is in the M. E. school and plays lacrosse. He attended Valley Forge Military Academy.

Richard F. Pietsch '26  
William L. Cressman '27  
James T. Lewis Jr. '27  
Horace W. Hooker Jr. '28  
John M. Young II '28  
W. A. Wickham '29  
Joseph Pursglove Jr. '30  
John E. Kelley '31  
W. Birney Mason Jr. '31  
Alan R. Graff '32  
Richard Script '32  
George D. Beck '34  
Robert R. Thompson '34  
L. B. Lavitt Jr. '34  
Morris A. Bradley '35  
John W. Cobb '35  
Willard J. Crawford III '36  
Charles Y. Neff '37  
Erbin D. Wattles '37  
M. V. Bailliere Jr. '38  
William G. Luke Jr. '39  
Lyle L. Guslander '40  
(life membership)  
Alexander W. Dann II '45  
E. L. Wolfe Jr. '45  
Raymond E. Tuttle Jr. '48  
D. J. Reid Jr. '49  
Henry H. Wood Jr. '54  
Donald Berg '55  
Thomas Y. Ellis '55  
Thomas C. Reed '55  
David A. Hurd '56  
William W. Jemison Jr. '56  
James A. Thatcher '56  
John M. Fisher Jr. '57  
Peter V. B. Cornell '58  
Gordon W. Anderson '59  
Robert J. Dodge III '59  
Malcolm W. Johnston '59  
Donald Jay Marshall '59  
Robert E. Nelson '59  
John W. Nestor '59

Added to the Life Membership ranks, along with brothers Deetjen and Guslander, are Walter C. Teagle '99, Donald Alexander '14, Reynold G. Rockwell '28, and Karl W. Corby Jr. '43.

\*: Deceased, September 13, 1959, (see page 4).

## Make Reservations! We Can Accommodate

For those of you who will be returning to Cornell this year for your class reunion, or just for Alumni Week, the house extends an invitation to you to stay at Alpha Delt. If you could let us know in advance, we will be able to plan to fit everyone in. Address your inquiries to Otto C. Doering III, c/o Alpha Delta Phi, 777 Stewart, Ithaca, N. Y.

An address list is extremely perishable. Each day it changes and deteriorates. Each year our editors are faced with the problem of keeping your alumni records up-to-date and this is a large and difficult task. Help us to help you stay abreast of chapter and campus activities by putting us on your list of people to notify when you change your address. If we don't have your address, you can't get the mail. . . .

The best way to notify us of your current address is by filling out the enclosed blue "OUR OWN WHO'S WHO" form. This questionnaire not only gives us your current address, both business and residential, but it gives us complete historical and biographical material on each alumnus for our permanent file. The purpose of this form is not to seek successful or active alumni for features, but to compile our alumni records completely and systematically. Please send this form along to THE CAYUGAN, c/o Alumni Records Office, 102 West State St., Ithaca, New York.

Word has reached the Alumni Records Office that Brother RUSSELL C. PARSONS '14 passed on last September 20th. He had resided at 2901 18th St., N. W., Washington, D. C. No further details are known at this time.

Chairman of the board and treasurer of the Beck Engraving Company, Philadelphia, is Alumni President GEORGE D. BECK '34. A former undergraduate vice president and president, George was primarily engaged in the advertising business before starting his own firm. He is a member of the Union League of Philadelphia, and the Philadelphia Cricket Club. George's business address is 105 South 7th St., Philadelphia 6, Pa.

## Remember When?



For a bit of nostalgia, how many of you remember and lived in the old Alpha Delta Phi fraternity house. Rather than date anyone, we'll only say that it burned down in the late twenties (if our historian's info is correct), and the present house stands at the same location, 777 Stewart. However, the snow on the roof is an annual event at Ithaca that we all readily admit remembering.

## Deputy Gives Talk; Stresses Teamwork

We were fortunate enough a few weeks ago to have Stretch Deputy of the administration come down and talk to us. His talk concerned itself with the problems that a fraternity faces. He made one very important point concerning leadership that is of primary concern to every house. He pointed out that the leadership in a house must pervade the entire membership. A certain part of the responsibility must be borne by every brother. Just because a job is assigned to a specific individual does not mean that the entire responsibility is upon him. In order for the house to function smoothly everyone must take it upon himself to see that certain tasks are accomplished. The officers can guide, but they can not complete all the tasks alone.

### A Passing Thought . . . .

Not long ago, science advanced to the point where a man would sit in front of a small box and convince himself that he was in a concert hall. Such was the mystery of HI-FI. However, after a fashion, he was no longer content; he wanted togetherness; he wanted creation. As a result science then allowed him to sit in front of two small boxes called Stereo. Now he could think himself sitting in between the legs of the first violin.

## Past Athlete Dies; George Young '00

We are saddened by the death of GEORGE HARPER YOUNG '00, on September 13, 1959.

A participant in many activities while an undergraduate at Cornell, he served as secretary of his class, member of Quill and Dagger, and was a key figure in Cornell's first football victory over Princeton.

Parts of his career saw him as superintendent of buildings, 1929-31, and purchasing agent, 1932-36, for the city of Binghamton; general superintendent and assistant treasurer of Williamsport (Pa.) Iron and Nail Company; and he was also engaged as factory organizer and manager for Ansco.

During World Wars I and II, George was active in the ship-building industry, and for more than twenty years he served as an industrial engineering consultant for the cities of Boston, Youngstown, and Binghamton.

Apart from his industrial career, he had been president of the New York State Governmental Purchasing Agents Association, the Cornell clubs of Binghamton and Youngstown, and the Williamsport YMCA and country club.

Brother Young lived at 5 North St., Binghamton.