



MARCH 1973

the **Crescent**
gamma phi beta



DO I HAVE A NICE CENTENNIAL PROJECT FOR YOU !!!

Well, hopefully, yes, for they come in all shapes and styles. If you haven't found one that really fits your chapter, try one of these on for size. Or if you have an old one that you are tired of, pass it on to someone else and get yourself another one, for every woman knows there's nothing like something new to give her a lift.

To start on the grand scale, there are several items suitable for national sale which have not been spoken for. Surely some chapter has a talented artist who could design a scarf with the Centennial theme, and it should undoubtedly become a "best seller." (Thank the Alpha Phis for this idea.)

Then there are several items in the paper line—gift-wrap paper, using designs from Crescent covers, or pink carnations, crescents, or whatever. Certainly every chapter would find use for this. And how about playing cards, place settings, napkins, match covers or pictorial post cards or note paper? Remember at the 1970 Convention, Dalla's Junior alums had post cards with a sky-scraper illuminated with Gamma Phi Beta, and the demand exceeded the supply. So far, the only paper item spoken for is the stick-on name tags of Omaha's.

On the local scale, there are many *fun*-ctions for which you could sell tickets and invite husbands and/or guests, paying off social obligations as well. How about a Wine-tasting and Gourmet Dinner as Houston held? Or a Tasting or Dessert Luncheon, selling cook-books or individual recipes, such as Terre Haute held? Entertaining Kansas City held a most successful Antique Show—their 12th annual one. And San Diego stands to make a tradition of the Laguna Art Festival. Manhattan, Kansas, held a "Fashions in Motion" show at a Country Club, both men and women's fashions, at afternoon and evening showings. And Springfield, Missouri, sold tickets to a "Treasure Hunt" with elaborate clues and valuable prizes, inviting the public to participate.

Other events for which you could sell tickets are a Coffee-klatch featuring a guest speaker, book review, or the like. Many airlines can provide a program with travel movies and a demonstration of helpful hints on packing. And how about a Garden Party and Plant Sale,

with the cooperation of a nursery, selling plants on commission, or those grown by members? Then there is the Interior Decoration Show in collaboration with local decorators, or a Parade of Homes. And a Hobby or Handicraft show, perhaps with how-to instructions. Or a variation of the card party—a luncheon, style show, or tournament.

Or if you don't want to sell tickets, the variety is endless. Many chapters have held Silent Auctions, Pyramid Luncheons, Raffles, Bake Sales, a sale of hand-crafted items, or of Christmas decorations, bows, wrapping paper and decorated gift boxes. Rummage and Garage Sales are lucrative if you have a gimmick-title. Kankakee chose to call theirs "Under the Awning Sale." Or you could use "Treasures, Trash, and Trinkets," merely "Treasure Aisle," or "Bizarre Bazaar."

In many large cities, there are marketing and research projects in which you only need to have a certain number of people attend to give their reactions and comments on various products. These can pay as much as \$5.00 or \$10.00 *per head* merely for the effort of phoning your members and getting them to donate an hour or two of their time.

And most simple of all, many chapters are merely adding an additional charge to each event, as Balboa Harbor is adding 50¢ to all luncheons and events for the next two years. And Albuquerque passes a "Beggar's Bowl" at all meetings. Or if you really want to make it easy on everyone and also reach those members who don't come to meetings, have a "no-party party." For example, Vancouver is having a Phantom Tea, saying, "Donations please, don't come."

Aside from swelling our Centennial Fund (and you may designate your preference for scholarships, the camping program, or chapter aid) you get the additional advantage of a bit of good publicity. Remember, by imagining the right PROject you can proJECT the right image for your chapter, both locally and nationally.

BETH MCCOLLOM WHEELER
Special Projects Chairman
Centennial Committee



18²⁰
1974

Gamma Phi Beta spans the centuries

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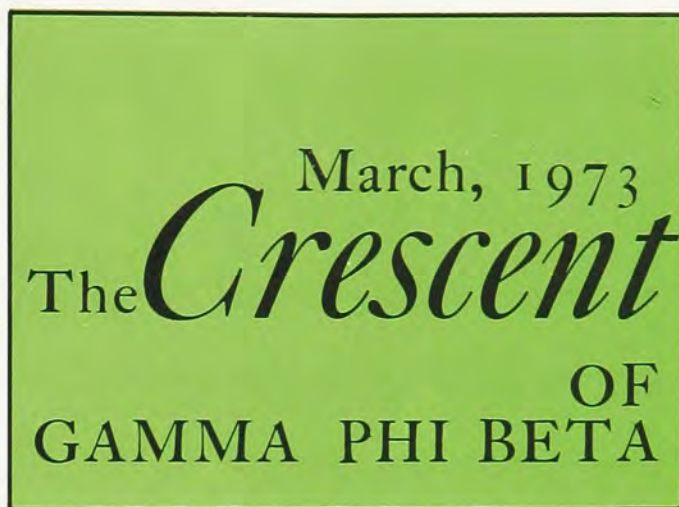
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Cover:

The happy, beflowered, spring-like cover of this issue came from the talented pen of Jane Larson Long, collegiate director in Province XI. May your Spring be as colorful!

Subscribers: Send all questions and changes of address in regard to the Directory of International Officers, chapter list, membership chairman, chapter presidents' lists and In Memoriam to Central Office, Box 186, Kenilworth, Illinois 60043.



Volume LXXIII Number 1

Centennial Projects

- 2 / Whatta Racket!
- 3 / First Things First
- 5 / Challenging Careers
- 7 / Nostalgia 1920-1929
- 10 / Colossal Collegians
- 15 / Books by Gamma Phi Betas
- 16 / Centennial Giving
- 17 / We'll Be Hummin' in '74
- 18 / The Step-'N-Fetch-It Gang
- 19 / Is Something Lacking in Your Life?
- 20 / Founders Day 1972
- 23 / Honor and Service Rolls
- 24 / The 1972 Merit Roll
- 25 / Our Golden Girls
- 27 / Good Buys from Gamma Phis
- 30 / In Memoriam
- 31 / Our Colorado Camp
- 35 / TranSISter Service
- 36 / Directory

By the Light of the Crescent Moon

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WHATTA RACKET! *U. S. Tennis Family of the Year*

From the left: Larry Gray, Jim, Polly, Jimmy, Betty Rae, Sr. and Betty Rae, Jr.



If you should wander by the James M. Gray's home in Pittsburgh any day and holler "Tennis, anyone?", you'd have six varying-aged Grays ready to go. And, their years on the courts and their enthusiasm for the sport culminated last September when they were named "U. S. Tennis Family of the Year" by the United States Lawn Tennis Association.

The Gray family is headed by Jim, a graduate of the business school of the University of Cincinnati, and his wife Betty Rae (Northwestern), a graduate of the Medill School of Journalism. Their four up-and-coming tennis stars are Betty Rae, Jr., 11; Larry, 10; Polly, 7 and Jimmy, 2.

A year ago the Grays were chosen as Western Pennsylvania Tennis Association "Tennis Family of the Year" and later named the winner of the Middle States' Lawn Tennis Association title. They went on to win the national title, a contest which includes 16 other geographic districts. Their selection was based on their intensified efforts to encourage and perpetuate the sport, in addition to their personal enthusiasm for it.

Stories about the Gray's newest claim to fame have been reported in *The Winged Head*, publication of the Pittsburgh Athletic Association; *Middle States Lawn Tennis Association Yearbook* and *Tennis U.S.A.*, official tennis magazine of the United States Lawn Tennis Association. The Mt. Lebanon Public Library displayed all the Gray's silver trays and trophies and pictures in a large glass display case during last October and November.

Energetic Betty Rae says she started playing serious tennis "to get out of the house and to quit feeling sorry for myself when I was left home to do the drudgery."

Jim Gray, now an insurance salesman, had been an avid tennis player for years when he met his future wife on a

blind date in Cincinnati, where she was working as a copywriter for an advertising agency.

Jim, whose innate calmness is an attribute when it comes to any kind of teaching, currently spends as much time instructing others in tennis as he does playing himself. He was recently elected president of the Western Pennsylvania Tennis Association, an organization comprised of more than 60 tennis clubs, schools and college tennis departments. He is a lifetime member of the U. S. Lawn Tennis Association. But the Youth Tennis Foundation of Pittsburgh is his pet project and he is the major organizer of the winter weekly clinic program for juniors.

"Tennis is an international language that I would be happy to have my children use as a passport to people, places and action anywhere. I know. I've been enjoying these things since I first took up a racket," says Jim.

A regular starter on the Mt. Lebanon team in the Women's Tennis League, Betty Rae served as assistant secretary of the 82nd annual West Penn Amateur Championships and helped organize, as part of the tournament, the first Ladies Day, including a clinic.

The older children, Betty Rae, Jr. and Larry, are regular competitors in junior tournaments and work hard as messengers and ballboys during adult tournaments. Even curly-haired Polly hits a respectable forehand (holding on with both hands, of course) and is anxious to follow the family tradition. Little Jimmy is still a little young to do anything but scamper after balls but he has learned to sleep sitting up in his stroller by the courts.

"One of the best things about tennis is that it's a wonderful conditioning sport and you can play it all your life—and as a family," says Betty Rae, Sr.

One thing is for sure: If you are a Gray, you can't escape the racket!

FIRST THINGS FIRST ESTABLISHING PERSONAL PRIORITIES

BY BERNADINE BAILEY

How much time do you waste every day in making small decisions? Even if it's only fifteen minutes, think how that adds up over a week, a month, a year—a lifetime. Whether to attend the PTA meeting or to go bowling with your husband, whether to join a class of Yoga or to spend the time in gardening, whether to take a Mediterranean cruise (new faces, new contacts) or to go to Florida for the winter (same old crowd, same old routine)—all such decisions can take a disproportionate amount of your time, but they need not.

Through habit and inertia we keep on with activities that are no longer necessary or profitable. Not so the successful executive. His priorities are so well established that he can be completely relaxed, never harried and pressured—or at least never showing it. One reason, of course, is the fact that he has efficient help—and plenty of it. As prime examples, I recall interviews with the president of a large moving picture complex and the president of a large TV broadcasting company. Regardless of pressing demands on


his time and attention, each of these men was relaxed and unhurried in his manner. Why can't we lesser mortals take a leaf from their book?

There are only a few decisions in one's adult life that are made more or less automatically. The first such period comes when romance rears its lovely head and you fall in love. At that time, everything else in life takes second place to courtship and fulfillment. The second such period comes when there is a baby and you must give it your first thought and attention, without exception. A possible third situation arises when you have the care of an invalid in your home. Aside from these three instances, which in any case apply for limited periods only, the choice of what should come first, second, and third in your thoughts and activities is largely a matter of personal choice. And therein lies the problem.

When a duty is compellingly obvious, it can scarcely be avoided or relegated to second or third place. In other words, you have no choice. But when there are choices, then decisions must be made, and it's only human nature to fight shy of making them. Why? Because we fear the consequences of making the wrong one? Possibly, but it is more likely that we don't want to make the effort of thinking things through, analyzing them objectively, and making an honest (and unselfish) evaluation of the priorities. Self-analysis is never easy, but when done honestly, it can be extremely beneficial.

How wise was the old Greek philosopher who said, "Know thyself." Only when you truly know your own nature—your capabilities as well as your limitations—can you make plans for accomplishment with any valid hope of achieving them. Then analyzing your own character, interests, motives, objectives, and desires, there are several pitfalls to be avoided.

First of all, don't try to analyze your "image," or the ideal that you would like to be (or that you would like people to think you are). Strip off the veneer that passes for charm and glamour, and get down to the REAL YOU. There may be things that you don't like, but no matter, face them. There may be facts that surprise you, but don't give up your soul-searching on that account. Above all, you must be ruthless, for a dishonest analysis is worse than none. If you try to cheat, you will gain nothing from the so-called self-analysis.



Bernadine Bailey is also the author of 95 published books and has written numerous articles. She is a world traveler and photographer and is in demand as a lecturer, both on travel and journalism. A graduate of Wellesley, with an M.A. from the University of Chicago, she has recently moved from Chicago to London.

Members of the Brass Tacks committee are: Marilyn Simpson Ford, Pi Beta Phi, *chairman*; Mary Margaret Kern Garrard, Kappa Alpha Theta; Caralee Strock Stanard, Alpha Delta Pi; Florence Hood Miner, Delta Zeta; Dolores Friess Stephenson, Theta Phi Alpha, *treasurer*.

The Operation Brass Tacks Committee is constantly looking for material for its program and welcomes submission of manuscripts or ideas for manuscripts.

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Such an analysis is very much like taking a medical or financial inventory, and it's not a bad idea to do all three once a year. It could well be the solid foundation for all those bright and shiny New Year resolutions that we make so glibly. And it is well to write down various points, just as one does on a financial sheet. If you plan to "face facts," have them in a form to be faced.

How many times a year do we use the excuse, "I haven't time." A too frequent employment of this excuse—especially as regards things that we would really like to do—is an obvious admission that something has gone wrong with our priorities. Why don't we have time to see friends whom we really care for, to write letters that should be written, to relax at a movie when our mind needs diverting, to improve our bridge (golf, skiing, swimming, dancing, or whatever) with a few lessons from a professional, to call on a friend who has a new baby (operation, or whatever), to send a note of congratulation to a new young graduate, and so on and on. Each reader can supply her own list. The answer, in words of one syllable: we all try to do too much!

We crowd our lives too full, and we seem to have fewer hours, rather than more, despite all the computers, short cuts, labor-saving devices, etc. Modern gadgetry was intended to give us more leisure, but the net result seems to be quite the opposite.

It would seem, therefore, that the first order of business is to eliminate. But what—and when? At this point, you must be even more ruthless. No one likes to change a deeply rooted habit—but how else can you rearrange your time schedule? One habit that can usually be changed without danger of real loss is to cut down on your TV time. After a few days you'll scarcely notice that you no longer watch Johnny Carson or David Frost or Rowan and Martin or whatever favorite has absorbed an hour or two per day or per week. Merely breaking that one habit will give you time for a multitude of activities that had heretofore been shunted aside.

Maybe you spend too much time reading the daily paper, when a quick run-through would suffice. All too often, time-consuming habits have been subconsciously formed as a delaying action to put off the moment of settling down to a routine or a distasteful task. Here again, only ruthless honesty will bring them to light, but once admitted, they can be treated as they deserve.

One way to avoid pressure is to re-evaluate your goals. Maybe you're aiming too high or attempting more than any one person should. This again may call for elimination, but the results will be surprisingly pleasant. Rearranging priorities will be vastly easier once you have allowed for some marginal "white space" in your life. You might call it a "time cushion" that protects you from the nervousness that inevitably results from constant, frantic rushing.

Broadly speaking, most person's priorities fall under the following headings:

1. Personal (health, grooming, clothes).
2. Financial (earning a living, managing investments).
3. Familial (husband, children, parents).
4. Social (friends, clubs, sports, parties).

No one can decide the exact order for any other individual. The changes that time inevitably brings often occasion a re-assessment of priorities. For example, when children enter the critical teen years, they may require more time and attention than formerly. Likewise, elderly or ailing parents often call for increased attention.

Today's fuzzy thinking, that interferes with the setting up of priorities, is no doubt one reason why astrological, numerological, and other forms of prophecy are in such increasing demand. Rather than think things out for ourselves, we seek "instant" solutions to all our uncertainties and dilemmas. Let's face it, we just don't like to exert our brains any more than necessary in this era of computerized, programmed, welfare-state existence. And yet, as C. Northcote Parkinson so wisely says, (*Inlaws and Outlaws*, page 84), "Concentration is the secret of many types of success." Why not give it a try and find out for yourself?

TOMORROW'S				
WOMAN				
TODAY	PROV.	HOSTESS CHAPTERS	DATES	COUNCIL REPRESENTATIVE
"Tomorrow's Woman Today" is the concept to be explored by collegians and alumnae during the spring meetings of our Provinces. Bring your enthusiasm with you as we gather to discuss and suggest many interesting innovations in our current Gamma Phi Beta programs.	I	Montreal, Alpha Tau	Mar. 24	Mrs. W. C. Bellinger
	II	Gettysburg, Gamma Beta	Apr. 13-15	Mrs. Carl Hustad
	III-IV	Oxford, Beta Epsilon	Apr. 7	Mrs. Carl Hustad
	V	Madison, Gamma	Apr. 7	Mrs. Ted Burkett
	VI	Minneapolis, Kappa	Jan. 26-28	Mrs. Ted Burkett
	VII	Austin, Alpha Zeta	Mar. 2-3	Mrs. John Nicely
	VIII	Knoxville, Gamma Xi	Apr. 14	Mrs. Charles Shafer
	IX-X	Baton Rouge, Gamma Lambda	Apr. 6-8	Mrs. John Nicely
	XI	Fort Collins, Tau	Feb. 16-17	Mrs. Charles Simons
	XII	Eugene, Nu	Apr. 6-8	Mrs. G. O. Dimock
	XIII-XIV	San Jose, Beta Theta	Mar. 30	Mrs. G. O. Dimock
	XV	Des Moines, Gamma Upsilon	Mar. 31	Mrs. Charles Shafer

In the Stock Market

In 1953, she hawked newspapers . . . working a regular delivery route for the *Rockford* (Ill.) *Morning Star*.

In 1973, she's a "bullish" reader of stock market news . . . with the *Wall Street Journal* delivered daily to her imposing desk.

In capsule, we've spanned twenty years in the life of Katherine Busboom Magrath (Iowa State and Washington U. '63), to her knowledge the only female mutual fund manager in these United States.

Working out of the magnificent new Keystone Building in the heart of Boston's financial district, Kathy manages two funds under the umbrella of Keystone Custodian Funds, Inc. With the parent firm handling over \$2 billion in mutual funds and private accounts, Kathy's responsibilities are for approximately \$420,000,000—no small chunk of the whole. One fund is the K-2, a growth group with approximately \$350 million in assets. The Constitution Fund, not publicly traded, is \$50 million and also growth oriented.

Describing her profession further, Kathy writes: "Keystone's investment division consists of nearly 40 people directly involved with policy management and/or analysis. The Investment Policy Committee of 12 (of which I am a member) sets the policy for the division based on our expectations for the economy, corporate profits, various industries, money supply, interest rates and the market.

"From this over-all policy the fund's strategy for investing is developed. Each fund manager (such as I) has a team of associate fund managers and analysts reporting to him/her. The team does primary and secondary research on industries and companies and then makes recommendations. The fund manager decides, with the help of the policy committee, in which industries and then companies within the selected industries to invest. This is a continuing daily process."

Kathy points with justifiable pride to K-2's record for the fiscal year ended October 13, 1972. The fund appreciated 30.9%—more than double the gain recorded by the Dow Jones Industrial Average and 50% greater than the increase shown by either the Standard & Poor Indices or the New York Stock Exchange composite average.

Many of the Fund's major holdings are household names—"McDonald's, those great hamburgers; Disney for vacation fun; Avon for cosmetics; Anheuser Busch beer; Xerox—to name a few of the over fifty issues we're in. You can find the daily quote on K-2 in your newspaper's financial section under 'Mutual Funds'—then under K's—K-2."

This youthful financial wizard began her career as an analyst trainee at St. Louis Union Trust Company. This



Katherine Busboom Magrath

was days after her graduation from Washington U. where she earned a B.S. in Business Administration. During the next five years she earned promotion after promotion, culminating in the title Group Leader. Her work entailed both primary and secondary research on industries and companies. She specialized in the areas of oil, retail trade, textiles, shoes and publishing.

This research was done via corporate management interviews as well as others with industry and governmental sources. "After completing my research," Kathy explains, "I prepared reports for the officers and directors of the trust company and also gave verbal presentations—recommending purchase, sale or hold on each company."

In 1968 she moved across Missouri to Kansas City to serve as Senior Oil Analyst for Waddell & Reed, an investment management firm. When she left the firm in 1969 she was assistant vice president and portfolio assistant for the United Income Fund (assets over \$800 million.)

"My work, primarily in the oil industry, took me to Cairo, Egypt; Tripoli, Libya; Kuwait; Geneva; London;

(Continued on page 30)

In Special Education

"The secret of education lies in respecting the pupil."

These words are as timely and true today as when first written by Ralph Waldo Emerson. To the editors of *THE CRESCENT*, they aptly sum up the philosophy of one Mary Luetkenhaus Gray (St. Louis U., *cum laude* '72), subject of this issue's Career Corner.

Mary's field? Special education for the mentally retarded. But that puts too great a limitation on her talents—her giving heart. So let's add social worker, psychologist, counselor—even humanitarian. Big words for such a slip of a girl in her early twenties, but she already deserves them. That she will continue to grow in her field, there is no question.

What does Mary actually do? She's a vocational rehabilitation teacher at the Valley of the Sun School in Phoenix, Ariz. Her job is to bring each of her mentally retarded students to the stage of being as semi-independent as possible. Her philosophy on the job is to work *with*, not *for* the retarded individual.

Describing her work at the Valley of the Sun, Mary said: "The trainees (age 16-24) are being prepared for job readiness. They learn the essentials necessary for maintaining one—concentration, punctuality, seeking help when needed, working to capacity, being paid for a job well done.

"They do this in the program by making products for sale (Christmas ornaments, decorative wastebaskets, wall plaques); working on subcontracts obtained from manufacturers—bagging, setting stones in jewelry, etc.; and performing maintenance or laundry work, food preparation or work shop skills.

"When they are ready for a job we attempt to place them where they can work to their highest potential—be it in a car wash, a hospital laundry room, a cafeteria or a sheltered workshop."

At St. Louis University, Mary majored in psychology and minored in elementary education and special education. She advises anyone desiring to go into special education to either enroll at a school where there are plenty of "practicum" courses (actual contact with the retarded) or, if this isn't available, to get into volunteer work. She recommends the Council for Exceptional Children or the Youth Association for Retarded Children.

She also feels the more fields one is certified to teach in—mental retardation, learning disabilities, emotional disturbance, speech therapy—the easier it will be to gain a post and the more perceptive a teacher one will be. She points out there are stipends, traineeships, and fellowships

available from the government through university special education departments. Those interested should apply in January preceding the fall one desires monies. These are available for junior, senior and graduate school years.

This "free-time" activity is but a continuation of what Mary's done in the past. While serving two years as Missouri state president of the Youth Association for Retarded Children, she personally organized 13 local units by travelling around her home state speaking to her peers—other teenagers. Via these units, enthusiastic teenagers plan and participate in recreational activities for the retarded. According to Mary, the youth find the challenge "stimulating, and look forward to the three or more hours per week in which they become a friend to a mentally retarded child."

Mary's interest in social work manifested itself early. While still a student at the Academy of the Sacred Heart in St. Charles, Missouri, she organized and directed a summer camp for underprivileged children. One of her high school teachers there commented that Mary showed outstanding initiative and responsibility and was one of the most interested and interesting of all her students.

Graduating on to St. Louis U., Mary received a loan from the Educational Fund during her junior year and as a senior, had a traineeship allotting full tuition and fees, plus an \$800 stipend. Her practice teaching was in the field of vocational work with adult retardates.

Despite a heavy scholastic work load, this dedicated young woman continued her extra curricular activities—not only as state president of the Youth Association but also as a member of the Council for Exceptional Children; the board of the Missouri (Adult) Association for Retarded Children; secretary and national conference chairman for the National Youth Association for Retarded Children; board member, St. Louis Division, Missouri Association for Social Welfare; and Steering Committee member, Missouri Council for Children and Youth.

Her vacation schedules were not much lighter, working as she did as a camp counselor for underprivileged children and later as recreational director for retarded children and women at the Emmaus Home, St. Charles. It was during one of these campships that she met Henry Gray, now kitchen manager for Hunter Inns of America. Hank and Mary were married in June, 1972.

With the wisdom of those who know there's always more to be learned, Mary has just determined she'll return to school. "I plan to try for my master's in special education at Arizona State next fall. It will be a nine-month program. I know grad school will be far more valuable since I have worked. Now I know what I still need to learn—what questions to ask."

Summing up her career to date, Mary says: "I wouldn't change my work for the world. It's so exciting; it's always a challenge. And you share in the successes the retarded take pride in. Small as they may be to some, they are enormous to them—and to me."

Writing to *THE CRESCENT* at our request, Mary closed her letter by saying—"I would encourage any alumnae group or collegiate chapter to sponsor one activity—a party or an outing with the retarded—for a broadening of knowledge and insight. As they say, 'Try it, you'll like it.'"

Nostalgia

1920-1929

College

Humor,

Twenties Style

BY MARY KAY DORMAN KABLER

The roaring Twenties were years of high tragedy and low comedy, a boisterous period of new thrills that produced the Charleston and Charles Lindbergh, surrealistic art and gangland-style murder. The nation seemed self-conscious and unsure—suspended between the innocence and security of childhood and the wisdom and peace of maturity.

Women exercised their vote for the first time, helped elect Warren G. Harding president, and organized The League of Women Voters. To prove their emancipation many rejected womanliness and adopted bobbed hair, short skirts and flattened bosoms. Movie queen Clara Bow turned the innocent pronoun "It" into the most suggestive word in the language, and Pola Negri started the fad for painted toenails and turbans.

The scandal-ridden Harding administration didn't seem so bad—the Sinclair-Doheny scheme that would have taken a two hundred million dollar profit from the government could hardly shock a nation that shut its eyes to government corruption, financial greed, crime, and a revolution in morals. When Harding died in office in 1923 Calvin Coolidge succeeded to the Presidency and raised inertia to a way of life. He propped his feet up and let the nation run itself. He napped in the White House after a grueling four-hour workday, saying: "The business of America is business," and by subscribing to the conventional economic wisdom of the time he paved the way for disaster.

The Noble Experiment

In 1920 the Eighteenth Amendment turned the pleasure of sipping whiskey into a federal offense, and many Americans began unremorsefully to violate the law. No prophet arose to tell what was coming: assassinations of gangland notables, hijackings of booze trucks, motor cruisers lying off the twelve-mile limit ready to discharge their cargos by moonlight. In 1924, as Al Capone built his empire, there were nearly four hundred gang murders in Cook County, Illinois alone. Speak-easies operated by paying off prohibition agents, the local cops and the mobs.

Many of the country's people never tasted bathtub gin, never maneuvered a Ouija Board or played miniature golf; never heard of flappers or Freud, and read the Bible regularly. In contrast to the rapid growth of urbanization, change came slowly to small-town America, and many citizens clung to Grandma's mores. U.S. farmers did not share in the general prosperity, but Canadian farmers fared better. Canadian botanist, Charles Saunders, developed the strain of marquis wheat which enabled Canada to become the world's largest wheat exporting nation of the decade.

Inevitably daring clothes, scandalous dances, sensual jazz and cynical opinions drew the wrath of the older gen-

eration. "The situation," declared a Southern Baptist publication, "causes grave concern on the part of all who have the ideals at heart of purity and home life and the stability of our American civilization."

"Ain't We Got Fun?"

Everyone knew who Skeeze was—it was 1921 when he was deposited on Uncle Walt's doorstep; and Little Orphan Annie began her ageless prepubescent run in 1924. America pulled out all the stops when "Lucky Lindy" soloed non-stop to Paris in 1927. Texas Guinan had a kind word for suckers, while Helen Morgan sang

the blues from the top of a piano, a measure necessitated by the size of her nightclub. Mah-jongg, marathon dances, contract bridge, Yo-yos, crossword puzzles and rocking chair derbies made the news. Eight beauties competed in the first Miss America contest in Atlantic City in 1921; by 1924 there were nearly a hundred entries. An epidemic of female hysteria was set off by the death of Rudolph Valentino, the shiek who was catnip to women, in 1926.

Bobby Jones was the king of golf, and men rushed to buy caps and plus-fours. Nineteen-year-old Gertrude Ederle swam the English Channel, and Johnny Weissmuller set 67 swimming records before retiring to play Tarzan in the movies. In 1924 Knute Rockne's Four Horsemen of Notre Dame achieved national football fame, and the University of Illinois had Red Grange, "the Galloping Ghost." The great prize fight of the decade was in Soldier's Field between Jack Dempsey and Gene Tunney; Big Bill Tilden had a wicked backhand, and Helen Wills, "Little Miss Poker Face," was the darling of the tennis courts. Baseball's fabled "Murderer's Row" was a New York Yankee line-up that featured Babe Ruth and ruthlessly shattered enemy pitching.

The Unknown Soldier of World War I was entombed in Arlington Cemetery; Margaret Sanger opened the first permanent birth control clinic in New York City; Blue Cross Hospital Insurance was begun; St. Petersburg became Leningrad; and The Seeing Eye was founded. The gold and jewel encrusted tomb of King Tut was discovered. Eubie Blake wrote "I'm Just Wild About Harry," the Gershwins wrote "The Man I Love," and Rogers and Hart wrote "My Heart Stood Still." Irving Berlin wrote "All Alone," and thousands sang and whistled "Valencia," "My Blue Heaven," and "Are You Havin' Any Fun?" The National Press Club appointed Will Rogers Congressman at Large for the U.S.A.; the first Sears Roebuck retail store opened in Chicago; and a new law reduced immigration to a trickle. The Holland Tunnel was completed, moisture-proof celophane was introduced by DuPont; and J. Edgar Hoover was assigned to direct the FBI. Cab Calloway, Duke Ellington and Fats Waller were playing jazz in Harlem. Sir Alexander Fleming announced the discovery of

Nostalgia (cont.)

penicillin; Margaret Mead undertook an anthropological research project in Samoa; and the size of paper money was reduced. Hugh Downs, Shirley Temple, Margaret Truman, Jean Stapleton, Henry Kissinger and Richard Burton were born.

In the United States during the Roaring Twenties, colleges and fraternities were the "in" place to be. Much of the humor of the decade centered around campus life and the national magazine, *College Humor*, flourished. And, the campus humor magazines thrived, well past the decade. Typical examples of the jokes that appeared in that era are shown below. Groan! Groan!

The Age of Ballyhoo

To the business community salesmanship was the greatest of the performing arts. Lord and Thomas sold the Republican Party and Warren Harding to the people, the first time an advertising agency was used for a political campaign. In 1924 ad-man Bruce Barton wrote the best seller "The Man Nobody Knows," which offered the startling thesis that Jesus was the world's greatest salesman. Palmolive Soap promised "The Schoolgirl Complexion," while Woodbury's offered "The Skin You Love to Touch." Coca-Cola showed beautiful girls taking "The Pause That Refreshes," and virile men swore: "I'd Walk a Mile for a Camel." Lucky Strike backed a multi-million dollar slogan "It's Toasted," then made a daring appeal to the diet-conscious to "Reach for a Lucky Instead of a Sweet." Theodore Roosevelt coined a Maxwell House coffee slogan that outlasted him: "Good to the Last Drop." "Quick, Henry, the Flit" advertised bug spray, and became a popular slang phrase covering a multitude of situations. Snob appeal urged us to keep up with the Joneses.

In 1920 radio station KDKA, Pittsburgh, broadcast the election returns and was heard as far away as New Orleans. By 1922 there were 22 radio stations on the air, and a New York station broadcast the first commercial for the Queensboro Realty Company. By 1925 some fifty million were tuning in, enchanted not with the quality of the programs, but with the distance from which they came. NBC and CBS started rival radio networks; the first sponsored symphony orchestra was presented by Philco.

It was the age of the automobile. Trucks replaced other forms of product transportation, and road building became a pork barrel for the politician, necessitating a whole new framework of heavier taxation. Phony Tudor houses and

* "Nostalgia" is the sixth of a series of articles depicting the history of the world and the history of Gamma Phi Beta and fraternity world. Each article describes a decade, spanning the years from Gamma Phi Beta's founding in 1874 through our Centennial celebration in 1974.

imitation Spanish colonials flourished in newly accessible suburbs; the young were parked on Lovers' Lanes across the nation. In 1925 routes crossing state lines were given uniform signs; the Burma Shave signs appeared. Tin Lizzy's sold for an all-time low of \$290.00, and by 1925 twelve million of them had been made. In 1927 Ford gave the public the Model A with four-wheel brakes, a standard transmission and hydraulic shock absorbers. Car radios and foot-operated dimmer switches came out in 1929.

That Wonderful Flying Machine

In 1920 Airman Billy Mitchell championed an independent Air Force and was court-martialed for his efforts, but in 1924 Army fliers opened new possibilities with their flight around the world.

Scheduled airmail had an inauspicious beginning. On the first flight someone forgot to fill the fuel tank. Stout Air Lines was the first airline to carry the mail, but was hampered by Henry Ford's refusal to open his Detroit airport on Sunday. Pilots were extraordinarily capable, although planes had no radios, few navigational aids, and had to land at nightfall. Some thirty-one of the first forty pilots to fly the mail from New York to Chicago were killed.

Barnstorming pilots of the Twenties gave at least ten million people their first introduction to flying in war surplus trainers called "Jennies." To attract crowds they be-

We want to know if a sleeping bag is the same thing as a knapsack.

Vassar Vagabond

came aerial clowns, wing-walkers and parachutists. Pan American began its international service with one way flight from Key West to Havana in 1928, and that year air passenger figures quadrupled. Ford's tri-motor boasted a steward and weight-saving wicker chairs. Early air-sick travelers got a lemon to suck, weighty crockery was used to stay put in the bumpy air, and stewardesses wore heavy capes to ward off cabin drafts.

By the end of the decade the heavier-than-air flying machine let the pilot fly "blind" with his instruments, and planes carrying mail and passengers, fighting insects and battleships seemed the most wondrous of all inventions.

"Collegiate, Collegiate. Yes, We Are Collegiate"

Much of the credit or blame for the jazz age must be laid on F. Scott Fitzgerald, who became famous overnight in 1920 with "This Side of Paradise." Fitzgerald wrote the dialogue for the era, Hemingway, with his "lost generation," epitomized the new spirit, and John Held, Jr. drew its portrait on the covers of the old *Life* and *College Humor*.

Shicks and shebas questioned their elder's authority. Girls wore cloche hats, fake jewelry and rolled their silk stockings, and when they took up smoking, cigarette sales doubled. Men aped Valentino's patent-leather hair, stiffened with slickum; wore baggy pants, raccoon coats and carried ukeleles and hip flasks. Hand-decorated, ankle-length yellow rain slickers and flopping galoshes were the "cat's meow." "Hooch" and "giggle-water" meant liquor.

A plain girl was a "jane," a beautiful one the "last word." One said "get hot" to a shimmy queen, or "go fly a kite" to a clumsy sheba dancing the Black Bottom.

College Humor offered a digest of jokes and cartoons from campus humor publications called *Mug-wump*, *Ski-U-Mah*, *Sour Owl*, *Show-Me*, or *Malteaser*. Their humor was concerned mainly with necking parties, cutting class, drinking, who dated whom, and outrageous puns. A YMCA official gloomily predicted: "Pet, and die young"; a literary society at Queen's College debated: "Resolved: It is easier to make love in a Ford than in a buggy." Northern colleges imported the cut-in dance from the South, and the stag line appeared. Campus after campus abolished compulsory chapel attendance, did away with dress regulations and winked at drinking parties. At many schools participation in organized cheering was compulsory during sports events.

In a refrain that would be heard again in later generations, John F. Carter, Jr. wrote in the *Atlantic Monthly*: "I would like to observe that the older generation had cer-

"Will your people be surprised when you graduate?"

"No, they've been expecting it for several years."

Amherst Lord Jeff

tainly pretty well ruined this world before passing it on to us. They give us this thing, knocked to pieces, leaky, red-hot and threatening to blow up; and then they are surprised that we don't accept it with the same enthusiasm with which they received it." The title of T. S. Eliot's "The Waste Land" was picked up by the young to symbolize the postwar world.

Our Gang Comedies were the rage, but the golden age of comedy disappeared with the talkies, as verbal gags supplanted the art of pantomime and mimicry. In 1923 Lee DeForest showed the first sound movie, shorts of vaudeville acts. Early in 1924 he shot a six minute sound film to be used in Al Smith's campaign for the Democratic nomination. Fox Newsreels showed Lindbergh's take-off and audiences thrilled to hear the roar of the motor of "We." In 1929 Fox announced it would make only all-talkies although only 2,500 of the 16,000 theaters had sound equipment. War and gangster films appeared and with the release of "The Big Parade" all MGM films opened with a

"Do you fellows wash your own clothes at the house?"

"Heck, no."

"Well, what's the washing machine for?"

"That's no washing machine. That's our cocktail shaker."

Cornell Widow

roaring lion. Movie houses resembled ornate palaces, and customers found waiting pleasant in lobbies filled with statues, fountains and costly hangings.

Madame Schumann-Heink toured the small towns in 1927, but most of the excitement centered in New York. Caruso made his farewell appearance at the Met; Lawrence Tibbett, a Californian who had never studied abroad, made a sensational debut in "Falstaff." Not so for-

"Busy?"

"No. You busy?"

"No."

"Then let's go to class."

Colgate Banter

tunate was Marion Talley, a synthetic operatic star who was created by ballyhoo. Grace Moore graduated from "The Music Box Review" to the Met, and Leopold Stokowski conducted the Philadelphia Symphony Orchestra.

Although Eugene O'Neill was writing intense dramas of deep psychological import, and Canadian-born Raymond Massey was acting in them, much of the nation preferred lighter fare. "Abie's Irish Rose" set a record for theatrical longevity; Jerome Kern's "Showboat" was a smash; and George White's "Scandals" drew them in. Georgie Jessel was calling his mama, Fred Astaire was dancing with his sister, Eddie Cantor was making "Whoopie," and Sophie Tucker was belting out "Some of These Days." George Gershwin wrote "Rhapsody in Blue."

H. L. Mencken, the darling of the intellectuals, delighted and shocked with his unconventional views, but Edna Ferber's "So Big" won the Pulitzer Prize. Sinclair Lewis wrote "Main Street," "Babbitt," "Arrowsmith" and "Elmer Gantry," and, while he refused to accept the Pulitzer Prize, he did accept the first Nobel Prize for literature ever given to an American. Dreiser's "An American Tragedy," Remarque's "All Quiet on the Western Front," and Hemingway's "A Farewell to Arms" were popular, as was Emily Post's first book of etiquette. Dorothy Dix, the

"I'm a mute."

"You don't say."

Penn State Froth

Ann Landers of her day, started her syndicated newspaper column, Advice to the Lovelorn. A 1922 magazine, *Fruit, Home and Garden* became *Better Homes and Gardens*, and *The Reader's Digest* (1922) and *Time* magazine (1925) were started. Alexander Woolcott, Dorothy Parker and Robert Benchley made the nation chuckle.

"Looking at the World Through Rose-Colored Glasses"

There was something incongruous in the picture of Silent Cal presiding over the jazz age, but in 1928 voters chose a president who did more than pose in Indian war bonnets—Herbert Hoover. The first president to keep a phone on his desk, even Hoover couldn't stop a nation caught up in a round of joy and violence. Although it was agreed that the problems of the world had best be ignored some were interested in Arthur Meighan, who led his Conservative Party to become premier of Canada. A new Irish Free State was formed; Fascist Italy made Benito Mussolini a dictator; the Italian government recognized the Vatican

Then there was the modest old maid who wouldn't undress with the "Christian Observer" in the room

Syracuse Orange Peel

Nostalgia (cont.)

papacy as an independent state. Hitler wrote "Mein Kampf" in prison, and three years later commanded a Nazi army. After Lenin's death Stalin took over as Russian dictator, silencing opposition in a series of bloody purges. Mahatma Gandhi was released from prison for civil disobedience, early in the years of the campaign that finally won independence for India.

Our Fiftieth Anniversary

Gamma Phi Betas rouged their knees and marceled their hair, while convention was postponed until 1924 to coin-

"I can tell you the score of the game before it starts."

"What is it?"

"Nothing to nothing—before it starts."

Mimesota Ski-U-Mah

cide with the fiftieth anniversary of our founding. Nearly three hundred heard the Scripture read by Helen Dodge Ferguson and the ritual conducted by Frances Haven Moss. Endowment increased from \$1,000 in 1919 to \$50,000 in time for the celebration. Alumnae recommendations were required for pledging, it was recommended that Greek-letter chapters have alumnae advisers, and the province system was introduced.

Central Office opened in a rented room in the Zeta apartment, until office files were moved to a tiny room in the Epsilon chapter house. The 1929 convention in Kansas City approved a new permanent home for Central Office in downtown Chicago.

Things were booming that June of 1929 when outside speakers addressed our convention for the first time.

She may be an artist, but she seldom draws the line.

L.S.U. Purple Pel

Greek-letter round tables were featured, and the camping program was adopted as an international project. From Alpha Beta through Alpha Xi thirteen new charters were granted in the decade, two of them to additional Canadian chapters. Convention ended on a note of optimism—not even the smartest of us foresaw the debacle of Black Thursday only a few short months away.

Bouying up the pleasure and frivolities of the Twenties was the most spectacular economic boom the country had ever seen. We had indulged in a mindless spree of easy credit, unchecked speculation and high living. The event that brought the decade to a crashing, though unofficial, close was the day in October, 1929, when the stock market, which had been wavering for weeks, suddenly plunged. We started the Great Depression plunking "Yes, Sir, That's My Baby" and "Five Foot Two" on our ukuleles, but Flaming Youth and the carefree, zany, jazz age of the Roaring Twenties were finished. D D D

COLOSSAL

COLLEGIANS

ON CAMPUS



Pat Merrill
University of Idaho

Pat Merrill

"I'd go out of my mind if I were just sitting around with nothing to do." Pat Merrill, a sophomore, at Xi chapter never sits around. She is always on the go.

Even though Pat has been a member for a short time she has accumulated a long list of activities. She has been an outstanding member of both the house and the university.

In her freshman year Pat was elected Outstanding Greek Pledge of the Year by university students, and president of the Freshman Council. She was the only woman to reside on the Council. She also was tapped for Spurs and Little Sisters of Minerva.

This fall Pat did an excellent job as one of the rush chairmen and now holds another house office. She was also elected vice president of the Panhellenic Council here at the University of Idaho and will assume the presidential duties next fall. This is quite an honor to Pat and the house.

Pat holds a part-time job and has

fine grades in school. Where she finds the time and the energy no one will ever know.—*Barbara L. Smith*

Debbie Wilkins

When Gamma Phi Beta needs a hard worker to help out, we know to call on Debbie Wilkins. She is the best manager and director anywhere, as we discovered when she put many long hours into creating the Delta Zeta Follies skit about women's liberation and making it a reality on stage. Debbie is active in intramural sports and her familiar voice is cheering and encouraging us ever onward toward victory.

This Gamma Phi Beta girl's honor in being chosen for membership in *Who's Who* was a result of her eagerness and determination for accomplishing what she sets out to do whether in various clubs or in doing for her Sorority. Her diligent effort and study placed her on the Dean's List, in Alpha Lambda, Tassel, Chi Beta Phi, Liberal Arts Society, and Phi Kappa Phi. She is a Pi Kappa Phi Sweetheart, member of the Psychology club, Karate club, and the stage manager for the Miss Memphis State University Pageant. Besides being chairman for

the University Center Program Board of Special Events, Debbie is Gamma Alpha's special vice president.—*Sharon Dixon*

Alice Duke Whittington

As president of Gamma Alpha, Alice Duke Whittington, nicknamed "Dukie," makes her sorority count by making every minute count in her sincere and dedicated participation in various organizations. Gamma Phi Beta is amazed at her vigor and enthusiasm as she goes about her constant activity around campus. Her outstanding leadership and involvement keeps her moving like lightening across Memphis State University.

Beginning with her involvement, Dukie represents her academic achievement by being a member of Alpha Lambda Delta and Tassel, which are honorary organizations at the university. She is involved in the Associated Women Students Organization to encourage women's involvement on campus. Dukie was voted Panhellenic candidate for homecoming queen representing all sororities, and she became first alternate. She serves on the Executive Judicial Board and also on the

Y.M.C.A. International Committee.

Her leadership includes numerous titles. Chosen as one of the eight men and women on the Ambassadors Board of M.S.U., Dukie serves as an official representative of the University. She is chairman of the Student Government Association, vice president for Public Relations for the University Center Program Board, and also chairman of the University Program Board of Hostesses. Attending the National Leadership Conference and the U.N. Conference on World Affairs, Dukie keeps active by traveling, too. In addition to this rapid schedule, this busy girl finds time to be editor of the *M.S.U. Student Handbook*, to be fashion editor of the University newspaper, *The Helmsman*, and to be student representative to Publications Board.

Dukie's being chosen for membership in *Who's Who Among Students in American Colleges and Universities* comes as no surprise. Dukie Whittington well deserves recognition and praise for her efforts in promoting the spirit of Gamma Phi Beta not only around campus, but also in the hearts of her sisters who proudly admire and love her.—*Sharon Dixon*



Melinda Dergstrom
Miss Idaho State University



Debbie Wilkins
Memphis State University



Suzanna Tillotson
Greek Woman of the Year
Idaho State University



Alice Duke Whittington
Memphis State University

WHAT THEY'RE DOING



BETA IOTA—Idaho State. Gamma Phis are on the move. The pledges of Beta Iota led a drive at the 1972 Homecoming Parade and collected \$144, which they donated to the new Dog Shelter being built in Pacatello.

Beta Upsilon at Kansas State

For the third year in a row, the Beta Upsilon won the Tau Kappa Epsilon powderpuff football tournament. Third time's the charm, Teke members said, because the large golden traveling trophy stops traveling when one sorority wins for three consecutive years.

Alumnæ parties are always in the offing in Manhattan. The first, last fall, was an active-alumnæ picnic, with the alumnæ as hostesses. As the fickle Kansas weather would have it, it rained so they picnicked on fried chicken, potato salad and brownies in the house. Afterward the alumnæ dressed in costume and presented a musical, "Dorothy in the Land of Gamma Phi," a parody on the "Wizard of Oz." It was complete with a scarecrow, tin woodsman, lion, wizard and witch.

Beta Upsilon members entertained the alumnæ children at Christmas. The members sang carols, the children made ornaments for their trees at home and each child received a Christmas stocking filled with goodies from the Gamma Phi girls.

Everyone at K State is bursting with pride since Julie Goehring played the lead role in the all-school musical, "Guys and Dolls."—Cathy Claydon

Beta Alpha at USC

"And the Gamma Phis and the Alpha Rho Chis capture the coveted Sweepstakes." The announcer continued, but his words were drowned out by the screams and cheers. What was the occasion? USC Troy Week. It's that exciting week which precedes the annual USC-UCLA game and the activities involve the entire campus.

Each sorority works with a fraternity to build the best house decorations. This year each entry was required to depict some facet of the theme "Carry On." Using the old think-tank, Beta Alpha worked with Alpha Rho Chi, the architecture fraternity, which designed the entry. It depicted a Bruin football player lying supine on a stretcher with a bright red plasma bottle hung over his head. Carrying the massacred player off the field were a very buxom Bruin nurse and a Bruin football player. A sign labeled

"UCLA Medical Center" topped the display. The theme of our spoof on the UCLA Medical Center was "Carry Off."

Naturally, USC won the game.—Carolyn Kolts

Beta Nu at the University of Vermont

Not only have we been up to our ears in snow all winter, but we've been up to our ears in exciting new doings. One of our rush parties, which also served as a philanthropy, was an experiment in batiking. Rushees and sisters contributed their art to the pediatrics ward at the Medical Center.

The Greeks rallied one weekend to renew the tradition of Greek Games, complete with a chariot race. Carol Cooley placed second in the bicycle race. Though we took no firsts for featured events, we were tops in the sprained ankle category. In the Greek Homecoming poster contest, we again placed second (We try harder!).

Halloween we once again partied with Sigma Alpha Epsilon, our brother fraternity. Everyone donned a costume for the pumpkin carving contest we held for eighth-graders.

Variety has been our theme where programs are concerned. Some of special programs have included: a sister retreat at the Lincoln Inn; a faculty dessert hour, which must have been a success because our grades have improved considerably and a Christmas gift demonstration given by one of our professors.—Michelle Walker

Beta Iota at Idaho State

Halloween is traditionally the season for tricks and pranks, goblins and witches, and things that bump in the night, and the Sigma Nus and Gamma Phis are helping preserve that tradition. Last October they entertained more than 250 children, teenagers and adults at a carefully contrived horror chamber set up in the fraternity house. They collected \$44 which they contributed to the United Campaign. Kim Allen, president of Sigma Nu, said the two groups hope to improve public acceptance; "to show that the Greeks at ISU are involved in the city and on the campus."—Debbie Thompson

Beta Kappa at Arizona State

Indeed, the month of November, 1972, has been the happiest and most filled with spirit for the Beta Kappa Gamma Phis. We are very proud to announce that we were selected for the title, "Most Outstanding Sorority of the Year 1971-72." A huge trophy, along with two dozen roses, were presented to us at a dance sponsored by the Arizona State Panhellenic. Sorority of the Year is based on philanthropic projects, scholarship and honors and activities of the members on campus and in the community.—Janet Westad

Gamma Alpha at Memphis State

After our rush parties in September, we had our Big-Little Sis week of surprises, with a slumber party during the weekend. Following a string at this party, our new sisters climbed and crawled along to find their big sisters grinning at the end of the string. Cake, ice cream and silly games topped our birthday party for those girls who had birthdays during September. These get-togethers helped our Sorority to become closer for a good year ahead.

In October we participated in the bicycle marathon for St. Jude's Hospital. Some of the girls were a little sore for a while, but they knew the ride was worth the money for research.

In December our party for the muscular dystrophy children was more than just happy times. With plenty of Christmas decorations, refreshments and games, we were thrilled to see the children's eyes light up. We were filled with the spirit of Christmas, a spirit of love, not only for our sisterhood, but also for our fellowman, because of these children.—Sharon Dixon

Phi at Washington University, St. Louis

One Saturday in November, just to show us that they really cared, our priceless pledges got their pledge mothers out of bed at 6:30 a.m. on various false pretexts, and kidnapped them, pajamas and all, and took them to an in-town pledge's house for a delicious, if rather untimely, breakfast.

Afterwards, a fashion show was held to exhibit the latest in fall nightwear. When it was all over, more than one sleepy Gamma Phi went home to her waiting bed.

The Christmas season is always a fun time for Phis, with the pledges getting just the right tree and decorating our suite in the holiday spirit. At our Christmas Cozy, every Gamma Phi makes an ornament and writes a poem for a sister and hangs it on the tree. There are some funny, embarrassing and pretty meaningful moments when each sister reads her poem.—Mary Jo Herweg

Alpha Chi at the College of William and Mary

The Alpha Chis started planning this year's activities early with a summer retreat in York, Pennsylvania, in July. There, amidst swimming, hiking, canoeing and sunning, many serious discussions about rush and a reevaluation of the goals and the practices of our chapter were conducted. All this contributed to the enthusiasm with which everyone started the year in September.

One of our most successful projects of the semester was our fall rush party for freshman women. Our theme was "The Comics" and all the sisters and some freshmen came dressed as comic strip characters. The walls of the house were decorated with Peanuts posters and cakes for Beethoven's birthday were served. The freshmen were allowed to be creative, either by writing graffiti on a long piece of paper or by writing their problems on an inflated balloon and then throwing darts at it to dispell their worries. The informal party created an easy, natural atmosphere.

The sisters also gave a party for transfer students. Decorating the living room with logs and dried leaves and building a fire in the fireplace gave the house an casual outdoor effect. The transfers roasted marshmallows over the fire while singing along with a couple of guitars. It was a great opportunity for us to meet these new students and for them to see how much a sisterhood can mean.—Byrd Smith

Gamma Pi at Mankato

Mary Neitge was especially fortunate to be able to do an



BETA UPSILON—Kansas State. They painted themselves with purple tempra paint (K State's color), donned white sheets and became a long people-chain, resembling a caterpillar. The cat-erpiller was a pun for the school mascot, the wildcat. It tickled the judges' fancies and the Gamma Phis came home with the first place trophy at the K State-KU pep rally.

Collegians (cont.)

internship in Senator Walter Mondale's office in Washington, D.C. last fall. She was busy doing office work and, before election time, she was helping with his successful re-election campaign.

We'd like to offer a thought that we think exemplifies our attitude in Mankato: "The man who tries to do something and fails is infinitely better off than the man who tries to do nothing and succeeds." We think we try!—Roberta Healey

Gamma Xi at the University of Tennessee

Rush week began with an open house in the Panhellenic building at the University where ice cream was served downstairs and members of each sorority mingled with the rushees. The other parties were held in the Gamma Phi suite and on bid night, we served a catered dinner to our 19 new pledges.

At Homecoming, we celebrated another win as we brought home the trophy for first place in the sorority window decorations. At Christmas we worked with the Inter-Fraternity Council to entertain at a special party for underprivileged children. At our own Gamma Phi Christmas party, instead of swapping gifts among ourselves, we gave gifts to the suite.—Marilyn Owens

Alpha Upsilon at Penn State

Alpha Upsilon started a Crescent Brother program two years ago, which is much like the little sister programs so popular with the fraternities. We rush men from different

fraternities, vote and give them bids. At a party, we announce a Crescent Big Sister for each new Brother. Later, the men will each become a Big Brother to a new pledge. This was our way of improving inter-Greek feelings on campus.

Alumnæ, Crescent Brothers and dates were invited to the Christmas party put on by the pledges. Sisters exchanged names for small gifts and one of the pledges, as Santa Claus, gave them out.—Judith Harvey

Beta Rho at the University of Colorado

Beta Rho members were awakened early Saturday morning at the end of rush week by their new pledges who fixed an impromptu breakfast for them. Later, in October, Beta Rho responded by getting the pledges up at 6 a.m. and taking them out, in their pajamas and hair rollers, for breakfast at a pancake house. Following informal pledge services, the pledges were treated to a barbecue dinner at a Denver University fraternity and later attended the Cat Stevens concert in Denver.—Susan L. O'Connell

Delta Alpha at the University of Wisconsin, River Falls

Delta Alpha strayed slightly from tradition last fall by deciding not to enter the Homecoming float competition, but to donate \$50 to the River Falls Day Care Center instead.

Secret messages are flying fast and furiously in and around the campus and community. We are writing secret pal letters to members of the alumnæ chapter and to each other in the collegiate chapter. The alumnæ discovered who their collegiate secret pals were during the Founders Day program in November at Carolyn Monsons' home.—Kathleen Gorzalski

The Dr. Leola Neal

Awards

The Dr. Leola Neal Scholarship awards were established in 1959, named in honor of the Dean of Women at the University of Western Ontario, a member of Alpha Omega chapter of Gamma Phi Beta and the first Canadian trustee of the Foundation. The cash award of \$50 is presented biennially to the young woman with the highest academic average in each of Gamma Phi Beta's five Canadian chapters. The awards were presented at Founders Day last November.

Alpha Alpha chapter, University of Toronto: Mary Jane Weatherbie, an English major, is completing her final year in Arts and Science. Mary is the chapter's Panhellenic delegate and her special interests are swimming, tennis and riding.

Alpha Kappa chapter, University of Manitoba: Barbara Gail Hunter is in her final year in home economics.

She is chapter president and skilled in handicrafts and sewing.

Alpha Lambda chapter, University of British Columbia: Janet Borton is in her final year of study in genetics. She is currently camp director and Panhellenic representative for the chapter.

Alpha Tau chapter, McGill University: Katherine Snow is a physical education major, with a minor in English. She is president of the chapter, is on the collegiate basketball team and was waterfront director for the Vancouver camp last summer.

Alpha Omega chapter, University of Western Ontario: Margaret Chapman is in her final year in Honours English. Margaret is recording secretary for her chapter and her special interests are literature, sports and travel.

BOOKS

by Gamma Phi Betas



Ann Stepp (Oklahoma), prolific author, points to four of her best-sellers for the junior high school set.

A junior high school teacher in Garden Grove, California, Ann Stepp (Oklahoma '57), has just had her fourth book for children published. Her first book, *Setting Up a Science Project* was published in 1966; the other three have been published during the past year.

Setting Up a Science Project (Prentice-Hall, Inc., Englewood Cliffs, New Jersey 97632—\$4.50) explains in detail how to apply the methods of science to a research problem. Different chapters deal with the choosing of a project, its planning, building, research, experimentation, costs involved and the actual presentation of the finished project. The last chapter points up the criteria for judging a successful project.

Grunion—Fish Out of Water (Harvey House, Inc., Irvington-on-Hudson, New York 10533—\$3.95) discusses the most mysterious fish in the world and its unique ability to judge the exact moment of the highest wave of the highest tide during the new and full moon phases. At this precise timing the grunion rides the wave onto the beach, lays its eggs and returns to the waters. It is the only fish in the world to leave the waters to lay its eggs. In this book, Miss Stepp tells step-by-step, the life of the grunion from egg to adult fish.

The Story of Radioactivity (Harvey House, Inc., Irvington-on-Hudson, New York—\$4.95) is the study of the uses and misuses of nuclear energy. It is a well-researched, straight-forward account of the risks and advantages of atomic energy. Contrasting peaceful applications of nuclear energy to its devastating wartime power, the author

shows how it helps control crops, minimize disease in cattle and preserve food. There is a detailed look at the medical applications and the ability to generate power for electricity and travel. The book explores the future uses of the energy by scientists for restructuring the earth—excavating for dams and canals, creating new harbors and moving vast tonnages of earth to uncover rich mineral deposits. The book is illustrated with photos and drawings and contains a reading list and glossary for the student.

A Silkworm Is Born (Sterling Publishing Company, Inc., 419 Park Avenue, South, New York, New York 10016—\$3.50) is the story of the little worm that provides all the fine silk for world uses. In fascinating progressive photographs, the book shows each stage of the silkworm's enormous growth and change until it breaks through its cocoon, a white, furry moth, which mates, lays eggs, and dies. According to Ann Stepp, "Fibers made by man will continue to be made and will continue to compete with silk. But there is little chance that the silkworm will ever be out of a job."

Ann Stepp has used the information gathered in the writing of her books in her junior high school classes in Garden Grove, California. After receiving her bachelor's degree at the University of Oklahoma, where she was a member of Psi chapter of Gamma Phi Beta, she went on to acquire her master's degree from Chapman College. At the present time she is involved in a two-year program with the National Science Foundation at California State University at Fullerton. She is a member of the National Science Teachers Association.

CENTENNIAL GIVING

Yes, "Gamma Phi Giving" will be the chief topic of conversation as we begin to look forward to our June 1974 Centennial celebration. We will want to decide "how much," "for what," and "when to send" our extra special Centennial gifts. There is no problem about "when to send"—the answer is NOW!!!

So where's our Centennial giving going? For tax-deductible gifts, you may wish to allocate your gift to the Gamma Phi Beta Foundation.

The Founders Fund will provide scholarships and fellowships for deserving Gamma Phi scholars. The number of scholarships and/or fellowships that can be awarded yearly will depend upon our total monetary giving. In order to offer a single \$500.00 scholarship, we will need to raise \$10,000 and invest it yearly at 5 per cent return. So the more we give, the more scholarships we can offer.

Our Camping Program which has been so successful in providing a camping experience for underprivileged girls for more than 40 years needs our contributions in order to improve our present facilities and programs offered. More monies to the Camping Fund will mean an increase in the number of individual camp scholarships that can be granted to youngsters to local camps sponsored by the Girl Scouts, YWCA, etc.

For non-tax-deductible gifts you may wish to assign your gift to designated projects financially supported by the Sorority.

The Gift Fund is used for assistance to existing chapters and for financial aid to new chapters.

The "Tomorrow's Woman Today" program needs your contributions to promote and maintain the following Sorority sponsored projects: The TranSISter Service; ENCORE, the proposed newspaper for our Very Important Gamma Phis who graduated in 1935 or before; the proposed retreat for Gifted Gamma Phis, tentatively being considered for late 1973, a proposed Clipping Service for

our own collegiate and alumnae members desiring current newspaper and magazine articles.

Now comes the crucial question, "how much?" This is entirely up to you. Any gift, large or small will be most appreciated. The important thing is that we ALL give and share in the mutual wonderment of celebrating in 1974 for the 100th birthday of our very own Gamma Phi Beta.

GAMMA PHI BETA CENTRAL OFFICE

630 Green Bay Road
Kenilworth, IL 60043

Please accept my Centennial Gift to the Gamma Phi Beta Foundation:

1972 1973 1974

- ☐ Founders Fund
☐ Camping Program (Mark preference, if any)

Make checks payable to Gamma Phi Beta Foundation (tax-deductible)

Please accept my Centennial gift to Gamma Phi Beta Sorority Inc.

- ☐ Gift Fund
☐ TranSISter Service
☐ Encore (Mark preference, if any)
☐ Retreat for Gifted Gamma Phis
☐ Clipping Service

Make checks payable to Gamma Phi Beta, Inc. (Non-tax deductible)

Name

Chapter and Graduation year

Address

Would you like to have your Gamma Phi Beta badge made into a handsome dinner ring? You'll get a lot more use out of it that way than wearing it only to a monthly alumnae meeting!

At the 1972 Convention the delegates asked if rings could be made available on a national basis, a standard ring mounting that could be used for Gamma Phi Beta badges. The Grand Council has selected a ring design (pictured above) which will be manufactured by J. O. Pollack Company of Chicago. The Pollack Company has been fully authorized to manufacture and sell Sorority insignia.

Price: (member to supply badge):

	\$22.00
Gold surcharge	4.75
	<hr/> \$26.75

Illinois residents must add 5% sales tax.

Surcharge: Because the cost of gold is constantly fluctuating, this surcharge is subject to change.

How to order: Send badge and check to:

J. O. Pollack Company
1700 W. Irving Park Road
Chicago, IL 60613



Ring size: Take a band of firm paper the same size as the ring chart. Wrap it around the largest part of the finger if the joints are not prominent. Lay it on the finger size chart to get your exact size.



We'll Be Hummin' in '74



Frances Atwater Lindloff

Gamma Phi Beta spans the centuries, and has done so accompanied by music. Song has helped bring Gamma Phi Betas together whether the music is part of a ritual, nostalgic, or just-for-fun, since our founding in 1874. It, therefore, will be only natural that music play an important part in our Centennial Convention in Kansas City in 1974. It is also only natural that we have a very special person to take on the task of being song chairman. Frances Atwater Lindloff (Oklahoma) is that person who will be putting it all together for us musically at our Centennial Celebration.

This won't be the first time Frances Lindloff has led us in song at a Convention. Frances was song and ritual chairman at the first Gamma Phi Beta convention she attended in 1948 in St. Louis. She was the editor of the Gamma Phi Beta Song Book in 1952. At the Dallas Convention in 1970, Frances was literally caught speechless due to a splenectomy and gall bladder operation in which tubes injured her vocal cords. She couldn't speak for five months, yet during these silent months she still managed to arrange a memorial service and an initiation, and to direct the choir at Convention. With the help of notes and hand gestures, she did an excellent job. Just think what we have to look forward to in 1974 with the addition of her beautiful soprano voice!

Frances is originally from Holton, a small town in northeastern Kansas. She attended high school at St. Mary's of Leavenworth. She then went to the University of Oklahoma where she was initiated into Psi chapter in 1928. While a student there, she became a charter member and president of Sigma Alpha Iota, the national professional music fraternity.

Frances has since been province president of Sigma Alpha Iota and national director of music as well as recipient of many honors from Sigma Alpha Iota. She received a bachelor of fine arts degree in voice from the University of Oklahoma in 1929 and another B.A. degree from the same university in public school music (now known as music ed-

ucation) in 1930.

In 1931, Frances Atwater married Marius Lindloff, an Episcopal clergyman from New York City, where he was vicar of St. John's Episcopal Church. They remained in Oklahoma for nine years during which time Frances taught singing at the university, was a soprano soloist, a choir director and spent many hours as alumna advisor to Psi. She decided the only way to escape Gamma Phi Beta work was "to have a baby, have a nervous breakdown, or leave town," so she left town for Berkeley, California, where she promptly became alumna advisor to Eta chapter at the University of California. They moved to Fayetteville, Arkansas in 1944, and have lived there ever since. But no matter where they have lived, Frances has continued to stay busy being a province collegiate director, a province alumnae director, a soloist, and a devoted Gamma Phi Beta.

The Lindloffs have one daughter, Damaris, now married to Douglas Hurley and living in Schaumburg, Illinois. Frances has a granddaughter, almost three years old. Although Frances is now secretary for Pi Beta Phi Mothers Club, she has Gamma Phi Beta hopes for Rachel. Her husband, now retired, is Rector Emeritus of St. Paul's Episcopal Church in Fayetteville.

Frances says, "Horses and opera are my loves!". She has participated in vocal and opera study in New York City, San Francisco, Chicago, and Los Angeles. In March of 1970 and 1972, she went to Munich, Germany with a group from the Metropolitan Opera Guild to hear performances of the Bavarian Opera Company. Frances helped to organize the Community Concert Association in Fayetteville in 1947. Of the original group, she is the only member still active ("I'm nothing if not durable!"). She is now hospitality chairman for that group, which means, "I meet the artists, see that they are properly satisfied with piano, lights, etc., supply oriental rugs to stand on if they wish, warm the piano keys with hot water bottles or electric blankets, supply coffee, tea, and kind words."

Her other love, horses, has filled a large part of her life. She has loved horseback riding since she was a baby. She has painstakingly hauled a saddle horse from Kansas to Oklahoma to California, and back to Arkansas. Frances has been secretary of the Northwest Arkansas Riding Club since it was organized in 1945. She has also been secretary for the annual horse shows for 28 years. Two registered quarter horse mares owned by the Lindloffs have been shown by their daughter with great success. Frances is going to raise colts, "when the mares cooperate!". She raises and rides Tennessee Walking Horses for herself. She's expecting a foal in April. Training her black gelding is taking a lot of her time at present.

Frances is also busily preparing for our celebration 1974. She will have a new edition of the Gamma Phi Beta Song Book available at the Centennial Convention. She is looking for some musical help from all Gamma Phi Betas. She would like a new song to be written for that convention, a song special enough to mark our one-hundredth anniversary. The song should have appeal for group singing, easy to learn, have smooth harmonies, and something that will get participation from all. Start hummin'! Make a musical contribution to our celebration, too!—Judy Hubbard White, Kansas State



Dorothy "Tex" Holmes McGinnis



Judy Wilkins Schumann

THAT
STEP-'N-FETCH-IT GANG
FOR THE
1974 CENTENNIAL
CONVENTION



Kay Calhoun Rowland

These members of the Greater Kansas City alumnae chapter have an official title which is "arrangements and properties committee." That means, when you come to our Centennial Celebration in Kansas City in 1974 and discover you need something, anything, this group will come forth. They will supply that extra light, see that the spill is mopped, plug in the unplugged, tie the loose ends, simply put it all together for us at the Muehlebach Hotel.

Judy Wilkins Schumann

The chairman of the arrangements and properties committee is bound to be in good condition for her job in 1974. Judy Schumann used up her sick leave last winter with one leg in a cast after skiing off a mountain in Aspen, Colorado. Leg healed, she is a very efficient go-getter.

Judy graduated from Iowa State University in 1962 where she majored in applied art. She brought honor to Gamma Phi Beta while in school by being Greek Week Queen, being on the Dean's list, and being in Delta Phi Delta, art honorary. In the alumnae chapter, she has been program chairman, Panhellenic alternate representative, worked on the hospitality committee, and been in charge of the art room for the twelfth annual Antique and Arts Show, Kansas City alumnae chapter's big money-making project for philanthropies. Next fall, Judy will be co-chairman of the show, which is quite a management job.

The community benefits from Judy's talents in other

ways, too. For the Gillis Home for Boys, she has served on the board and been president of the Gillis Auxiliary. She also gives tours through the Nelson Art Gallery.

Judy enjoys being a housewife after working as an artist for Hallmark Cards for four years. She free-lanced at home for over a year, but has given it all up for cooking and sewing. Her husband, Bob, is director of design and construction for American Multi-Cinema, a national motion picture chain headquartered in Kansas City. Judy loves to travel and has been able to take advantage of Bob's business trips to tour the United States, Canada, the Bahamas, and Europe twice. For Judy, being a housewife has had its rewards, and she still finds time to devote to Gamma Phi Beta, for which we're all grateful.

Kay Calhoun Rowland

Kay Rowland (Kansas '62) and Judy Schumann have teamed up before to do important jobs. Kay assisted in putting the art room together at last year's Gamma Phi Beta Antique and Arts Show. Kay has also done volunteer work for the Gillis Home for Boys as membership chairman for the Gills Auxiliary.

To her son, Fred, Jr., eleven years old, and her daughter, Cindy, nine, Kay's most important tasks include being an enthusiastic fan at the YMCA football games and "picture lady" at school. Her husband, Fred, who sells life insurance for Altman-Singleton, appreciates the extra time

she spends on her various home projects. She paints rooms, refinishes furniture, makes curtains, makes Roman shades, etc. One might think Kay is preparing herself for her arrangements and properties job in 1974!

Kay enjoys spending time playing tennis and bridge, skiing, and watching the Kansas City Chiefs win. Go ahead, Kay! Have some fun before we start you hopping at the Centennial Convention!

Dorothy "Tex" Holmes McGinnis

The third member of the step-'n-fetch-it gang has been transplanted from Floydada, Texas. Dorothy McGinnis graduated from the University of Oklahoma in 1958 where she majored in psychology. Then, while working in Houston after graduation, she met her husband, Walt, a Sigma Alpha Epsilon from Kansas University.

In college, Dorothy was busy as vice president of the freshman dorm, vice president of Gamma Phi Beta, a member of Psi Chi, an honorary psychology fraternity, and, with a nice-name like "Tex," was a natural as Rodeo Queen finalist. And she made the Dean's Honor Roll.

Professionally speaking, Dorothy has had several. In Houston, she worked in the personnel department of Fo-

ley's. She was a fifth grade teacher in Abilene, Texas and a social worker in Eldorado, Kansas. Each time Walt was transferred, she changed professions. Dorothy is presently unemployed; she has a full-time job rearing two children, Kelly Kathleen, 10, and Miles Holmes, 5. She has been treasurer of the Junior Women's Philharmonic Association, vice president of the Kansas City Young Matrons, secretary for the Winn Congressional Club, and has served as board member in Planned Parenthood.

Dorothy plays piano and guitar, sings in the church choir, plays "terrible" golf, is a Blue Bird leader, and is active in Republican politics. Walt shares this interest in politics and was county chairman for Senator Bob Dole and for the Lieutenant Governor of Kansas, Dave Owen. Walt is executive vice president of Labcono Corporation and chairman of the Johnson County Sports Authority, which at present is trying to lure professional hockey into Kansas.

At the Gamma Phi Beta's Antique and Arts Show last fall, Dorothy controlled the coffee and coke bar. This training in organization will surely come in handy in June, 1974 as she and "the gang" keep first things first.—*Judy Hubbard White, Kansas State*

Is Something Lacking in Your Life?



What is a woman's most valuable asset? Some are born with it, and any Gamma Phi Beta can acquire it, so there is no excuse for not having any. For generations, poets, authors and playwrights have gone into dithers trying to analyze and describe it. You may be able to get through life without it, but somehow having it makes life easier. So who would want to go through life without—CHARM?

And Gamma Phi Beta has many charms for sale! Surely every member will want to display hers, or to give to a sister who doesn't have any. What a *charming* way to say "Thank you," "Happy Birthday," or "Merry Christmas." Or to tell your House Director you couldn't get along without her.

There are so many ways to use them—as scholarship awards, little sisters, big sisters, pledge moms, outstanding pledge, initiation gifts, retiring president, or Alumna of the Year. One resourceful Gamma Phi used them as gifts for her wedding attendants.

You don't have a charm bracelet? Don't feel under-privileged. Wear one on a chain around your neck, or as a zipper pull. Better still, put one on each ear (a great conversation piece on dates, rush parties and the like.) Or a watch fob for your steady.

Another way to help us seal-abrate our Centennial is, naturally, SEALS.

They are very elegant and showy, and really dress up invitations, place cards, name tags, Christmas cards, wedding announcements; even every-day correspondence takes on added glamour. (Not recommended on letters asking for more money from home—it will make you look too affluent!)

Don't vacillate or procrastinate. Before your Fate is "sealed," make sure you are one of the lucky ones predestined to lead a "charmed life."

Gamma Phi Beta Central Office
630 Green Bay Road
Kenilworth, IL 60043

I agree! No one can ever have enough CHARM. I have indicated my preference below. My check is enclosed herewith.

Name _____

Address _____

City _____ State _____ Zip Code _____

charms...

sterling silver \$5 ☐ 10 K. gold \$14 ☐
gold plate \$7 ☐ 14 K. gold \$20 ☐

seals...

50 seals \$1 ☐
100 seals \$2 ☐

1972 FOUNDERS DAY

Founders Day 1972 found us one year closer to Centennial. The spirit of the four founders was present as collegiate and alumnae chapters all across North America met during November. Our Four Founders were outstanding, up-to-date women—women who sought a college education in the 1870s. Today's Gamma Phi Betas honored the Founders at luncheons, dinners, teas, and with candlelighting services. Golden Crescents and Merit and Service Roll awards were made. Scholarship was honored. Friendships were renewed. Creative ideas were shared. It was Founders Day 1972, a tribute to the memory of Helen Mary Dodge, Frances E. Haven, E. Adeline Curtis, and Mary A. Bingham.



CHAMPAIGN-URBANA, OMICRON. Very important people on hand were, from the left, Ardis McBoom Marek, past Grand President and guest speaker; Jan Burke and Judy Ericksen, collegiate award recipients; and Betty Waller Morningstar, Merit Roll honoree.



MADISON and GAMMA. Three generations of Gamma chapter Gamma Phis are, from the left: Angela Sullivan Schlimgen, Andre Schlimgen House and Tracey House.



LOS ANGELES INTERCITY. Laura White Taylor (Wisconsin) and Marjorie Howe Beck (Denver) received their Golden Crescent awards.



BAKERSFIELD. Getting ready to honor their Golden Crescent member, Clarissa Main, are Mrs. Howard Hanna, president; Mrs. Robert Poe, treasurer, and Mrs. Stanley Wood, vice president.



FARGO-MOORHEAD, ALPHA OMICRON, GAMMA MU. Fifty-year members honored were Virginia Lovell Hoggart, Gladys Quinn Gestie, Francis Fraser Comstock and Ann McCain Christiansen.



ST. LOUIS. Presidents of three Gamma Phi Beta chapters in St. Louis are, from the left, Mrs. Eugene G. Monnig, St. Louis alumnae president; Cheryl Black, Phi chapter president at Washington University and Ellen Barnes, Gamma Tau president at St. Louis University. Standing in the rear are Nancy Sipwith (Washington) and Cynthia Carter (St. Louis).



LOS ANGELES INTERCITY. The Four Founders awards were presented to, from the left, Loretta Murray, Gamma Eta; Debbie Milam, Alpha Iota; Miriam Bal, Delta Delta and Jan Seymour, Beta Alpha.



HOUSTON. Very important people at the Houston celebration were Marian Mueller Yochum, program chairman; Agnes Carpenter Maule (Arizona '24), Golden Crescent recipient, and Jean Warrington Kearns, Founders Day chairman.



CHICAGO NORTHWEST SUBURBAN. Rosalie Maier Morey (Bradley) presented a silver bowl to Frances Black Green (Northwestern) for outstanding service and loyalty to the alumnae chapter.

Founders Day (cont.)

TERRE HAUTE, BETA PI. Mary Lois Richwine Williams (seated in center), chairman of the Founders Day committee, is surrounded by her committee members: Caroline Robertson, Chris Reidy and Colleen Cantwell of Beta Pi chapter, and Betty Ahlmeyer Quick, co-chairman.



AURORA, ILLINOIS. Distinguished members at the Aurora luncheon were, from the left: Mrs. Martin Cassell, alumnae president; Mrs. W. B. Jeffery, province alumnae director; Mrs. George Kallah, province collegiate director; Mrs. Kent Rothrock, Glen Ellyn alumnae president and Mrs. John Bryan, Founders Day chairman.



GAMMA KAPPA. The ladies at Kearney State were all decked out in their Gamma Phi blazers to salute our Founders.



NORTHERN VIRGINIA, WASHINGTON, D.C., BETA BETA. Mrs. Martha Rountree was the guest speaker at the Founders Day banquet.



TRI-CITY. Edna Gord received her Golden Crescent award.



LOS ANGELES INTERCITY. Merit Roll awards were presented to (bottom row) Marie Hostetter (Denver), Eleanor Whitmore Hyde (California) and Constance Roach Pheley (Washington, St. Louis) and (top row) Ena Mae Brunskill Naulty (USC), Ellie Toll Sohus (Oregon), Dorothy Tennant Drumm (UCLA), Ella Mae Reidy Manwarring (UCLA) and Beverly Smith Gosnell (San Diego State). Not pictured is Mary Garvin Shuster (Michigan and UCLA).



GREATER KANSAS CITY. Extra special people at the Kansas City banquet were, from the left, Gretchen Youse Rein, alumnae president; Lucille Johnson, recipient of the Woman of the Year award; Josephine Weston Lloyd, recipient of the Merit Roll award and Audrey Weldon Shafer, International Grand President.



Ardis McBoom Marek

THE INTERNATIONAL HONOR AND SERVICE ROLLS



Orra Spencer Reid



Gail Scogmo Edwards



Barbara Burns Hiscock

The International Honor Roll

The fifty-fifth International Convention of Gamma Phi Beta, held in June, 1972 in Minneapolis, voted to place the names of Orra Spencer Reid (Beta) and Ardis McBroom Marek (Epsilon) on the International Honor Roll. This award can be made only by vote of the Convention, at the recommendation of the Grand Council, and is accorded to those women who have contributed originality and sincere devotion in fulfilling their responsibilities.

The citation to Mrs. Reid is inscribed: "Gamma Phi Beta takes great pride in honoring Orra Spencer Reid for her devoted and gracious service to Gamma Phi Beta for nearly twenty-four years as a member and later President of the Philanthropy Board, as Alumnae Vice President for four years and Grand President for two years, as Historian for four years and as one of the first Trustees of the Gamma Phi Beta Foundation where her knowledge of and interest in philanthropic affairs of the Sorority were of great value to Gamma Phi Beta projects in that field."

Mrs. Marek's citation reads: "Gamma Phi Beta takes great pride in honoring Ardis McBroom Marek for her unique contributions to Gamma Phi Beta as editor of THE CRESCENT from 1948 to 1964, as chairman of the National Panhellenic Editors' Conference from 1959 to 1961, for her dedicated service as Grand President from 1966 to 1968, and as Delegate and later Alternate Delegate to Na-

tional Panhellenic Conference from 1968 to 1972 when her knowledge of Panhellenic affairs was of great value to sorority women of all ages and affiliations."

The International Service Roll

In recognition of outstanding service on both the local and international levels of the Sorority, the Grand Council of Gamma Phi Beta elects alumnae members to the Service Roll of the Sorority. The certificates are presented at Founders Day ceremonies in the area in which the member resides. Last November two women were honored: Barbara Burns Hiscock (Lambda '39) of Seattle and Gail Scogmo Edwards (Kappa '42) of Minneapolis.

Mrs. Hiscock has served in various capacities to Lambda chapter and the Seattle alumnae chapter. She has worked on the Province level as a director and more recently has served on the Grand Council as Collegiate Vice President, Grand President and National Panhellenic Conference Delegate. She is currently serving as chairman of the Centennial committee.

Mrs. Edwards has worked with Kappa chapter and the Minneapolis alumnae for more than 25 years. A former collegiate director in Province VI, She has also served as Minnesota state membership chairman, a member of the nominating committee for the Dallas Convention in 1970 and as chairman of the 1972 Convention in Minneapolis.

Virginia Terrill Adams, Omega '32
Ames, Iowa

Barbara Gasser Asboe, Epsilon '47
Pocatello, Idaho

Helen Rutledge Beal, Sigma '41
Lawrence, Kansas

Elise Berthon, Alpha Rho '50
Birmingham, Alabama

Dorothy Baxter Cibula, Beta Epsilon '50
Cleveland-West, Ohio

Dorothy Olsen Daine, Omega '21
Ames, Iowa

Dorothy Allen Drees, Phi '44
St. Louis, Mo.

Dorothy Tennant Drumm, Alpha Iota '27
San Fernando Valley, California

Belle Farman, Pi '20
Lincoln, Nebraska

Ruth Skaggs Forman, Omicron '41
Lawrence, Kansas

Margaret Brereton Gamble, Phi '37
St. Louis, Missouri

Beverly Smith Gosnell, Beta Lambda '50
San Fernando Valley, California

Jean Breckenridge Gray, Alpha Theta '38
Cleveland, Ohio

Ruth Johnston Grossman, Omicron '15
Champaign-Urbana, Illinois

Elarka Towne Hakason, Rho '29
Cleveland, Ohio

Harriet Olsen Hawkins, Omega '29
Ames, Iowa

Wilma Grund Hoener, Alpha Delta '35
St. Louis Missouri

Marie M. Hostetter, Theta '11
Pomona Valley, California

Jeanne Ogle Hoxie, Epsilon '34
Waterloo-Cedar Falls, Iowa

Eleanor Whitmore Hyde, Eta '25
Beverly Hills-Westwood, California

Dorothy Bell Joyce, Theta '21
Denver, Colorado

Josephine Christmann Kraeger, Phi '35
St. Louis, Missouri

Carolyn Ray Leeming, Phi '46
Phoenix, Arizona

Virginia Lippert, Psi '57
Stillwater, Oklahoma

Josephine Weston Lloyd, Epsilon '19
Greater Kansas City, Missouri

Ella Mae Reidy Manwarring, Alpha Iota '32
Los Angeles, California

Betty Powell Marshall, Pi '25
Memphis, Tennessee

Dorothy Ward Martin, Alpha Delta '36
Columbia, Missouri

Betty Woller Morningstar, Omicron '36
Champaign-Urbana, Illinois

Jane Pihringer Mueller, Gamma '49
Cleveland-West, Ohio

Una Mae Brunskill Naulty, Beta Alpha '53
Pasadena, California

Elizabeth Wagenbreth Owens, Phi '20
St. Louis, Missouri

Constance Roach Pheley, Phi '17
Los Angeles, California

Marian A. Daeser Piper, Omicron '35
St. Louis, Missouri

Christine Chapin Rapp, Phi '26
St. Louis, Missouri

Patricia Thompson Rauch, Alpha Zeta '46
Cleveland-West, Ohio

Mildred L. Robinson, Theta '15
Denver, Colorado

Janice Lee Huston Romerman, Psi '37
Oklahoma City, Oklahoma

Evelyn K. Runnette, Theta '22
Denver, Colorado

Marybelle Lawing Sapp, Alpha Delta '43
Columbia, Missouri

Ann Clapp Scott, Alpha Xi '40
Denver, Colorado

Mary Garvin Schuster, Alpha Iota '35
San Fernando Valley, California

Elsie Waller Sharpe, Alpha Theta '24
Nashville, Tennessee

Jacqueline Kreider Shmalberg, Sigma '49
Lawrence, Kansas

Mary Ruth Sneed, Alpha Zeta '22
Dallas, Texas

Eleanor Toll Sohus, Nu '46
Pasadena, California

Gladys Greene Streitwieser, Pi '45
Lincoln, Nebraska

Peggy Larsen Stromer, Pi '53
Lincoln, Nebraska

Patricia Murrell Thompson, Psi '50
Oklahoma City, Oklahoma

Helen Lenehan Van Kirk, Epsilon '27
Evanston-North Shore, Illinois

Alice Clute Weaver, Pi '28
Lincoln, Nebraska

Virginia Anderson Wells, Epsilon '36
Milwaukee, Wisconsin

Nancy White Welton, Pi '47
St. Louis, Missouri

Mary Craft Wheat, Alpha Upsilon '38
Dayton, Ohio

Elizabeth Cravens Worthington,
Alpha Zeta '26
Fort Worth, Texas

Elizabeth Young Wright, Kappa '21
Ames, Iowa

The 1972 *Merit Roll*

Gamma Phi Beta alumnae who have given long, devoted and distinguished service to the Sorority on the local level *only* are honored with certificates of merit. Greek-letter and alumnae chapters and provinces submitted the names of candidates to the awards committee last fall. With the subsequent approval of the Grand Council, 56 alumnae were placed on the Gamma Phi Beta Merit Roll and their certificates were presented at Founders Day ceremonies across the nations last November.

OUR GOLDEN GIRLS

Intercity Golden Gala

The members of the Intercity Council of Gamma Phi Beta, at their Founders Day celebration last November in Los Angeles, decided to honor two of their distinguished members in a unique way. Plans have been made to establish a Centennial Scholarship Fund in the names of Beatrice Hill Wittenberg (Stanford) and Elizabeth Fee Arnold (Colorado State University), both of whom have served as the International Grand President of the Sorority.

In a talk to the Intercity Council on Founders Day, Robyn Forsyth Steele (Nevada) announced that on June 2, at the Bel Aire Hotel, Gamma Phi Beta will hostess a Golden Gala Benefit, to raise money for the scholarship fund. The Golden Gala will commemorate the fiftieth anniversary of Mrs. Wittenberg and Mrs. Arnold as members of Gamma Phi Beta. At that time they will receive their fifty-year pins, the Golden Crescent awards.

In speaking of the two honorees, Mrs. Steele recalled several ways she had heard them introduced. Mrs. Arnold has been called "The Funk and Wagnalls of Gamma Phi Beta" and Mrs. Wittenberg "the lady that doesn't have a phony bone in her body."

The Gamma Phi Beta careers of both of the Golden Girls have run almost parallel. Both ladies began their alumnae work with local alumnae chapters and held various local and province offices. They have both served as Alumnae Vice Presidents (as well as Grand Presidents) and National Panhellenic Conference Delegates on the Grand Council of Gamma Phi Beta.

The Intercity Council urges all members in Southern

California to mark June 2 on their calendars: a very special party for very special people.

Sophie Spears in Salem

Less than a month after her marriage in 1914, Sophie Spears (Oregon '11) became a charter member and a director of the Salem (Oregon) YWCA. Last October the still-thriving Salem YWCA held a series of events to dedicate its new building and its annex. Mrs. Spears was actively on hand for all the events.

All through the years she has worked faithfully for her pet project: The Y. She claims that she is "not really active" in the work today, although she maintains her membership and watches with real interest all that is done. She dropped her membership on the board of directors and on the city library board a few years ago when she was arranging a lengthy trip to Europe. "It isn't fair," she says, "to be 'on' things and not 'do.'"

Some years ago when Mrs. Spears marked the fiftieth anniversary of her active service to the YWCA, she noted that her daughter, Mrs. Carlton McLeod, was then serving on the organization's board and her granddaughter, Franca, was chairman of its senior high school girls' group.

In Salem, Mrs. Spears has always been (and still is!) active in the work of St. Paul's Episcopal church, where she was confirmed 70 years ago. She was active for years in the Gamma Phi Beta alumnae chapter in Salem and served as its president for several terms. While she no longer attends all the Salem meetings, she still contributes generously in many ways.



Beatrice Hill Wittenberg and Elizabeth Fee Arnold



Sophie Spears (Oregon '11) smiles for the cameraman at a tea honoring charter members and past presidents of the Salem YWCA. Margaret D. Simms (Oregon), president of the Salem Alumnae, was on the committee that planned and presented the program for the dedication of the Y's new building.

GRAND COUNCIL APPOINTMENTS



Sharon Kretzschmar Patricia Oliver

Geraldine Epp Smith (Missouri '45) brings to her new job as feature editor of *THE CRESCENT* all the verve, professional ability and innate talent in the world. Her command of the language has already added sparkle to several stories in the last two issues of the magazine.

Jerrie had a wartime career in the Journalism School at the University of Missouri, where she was a member of Alpha Delta chapter of Gamma Phi Beta. As an undergraduate she served Alpha Delta as vice president; Gamma Alpha Chi, women's professional advertising fraternity, as president; and was named "The Outstanding Woman Graduate in Advertising."

Jerrie recalls her days on campus with obvious nostalgia. While she started out working on campus publications like the yearbook and the campus humor magazine, these activities were quickly curtailed or eliminated and she spent her out-of-class hours working 20 hours a week as a nurse's aid at the hospital, rolling bandages for the Red Cross, heading a publicity and advertising campaign for the WAVES recruiting program. She even talked the dean of the School of Journalism into letting her sell "extra" editions of the paper on the occasion of Roosevelt's death, D-Day and VE Day.

After graduation, Jerrie went to work as a staff writer for the *St. Louis Globe-Democrat*, where she received the Missouri Press Women's Club awards for writing. In 1951 she joined the staff of *Boot and Shoe Recorder*, an international trade publication for

the shoe and leather industries. She began as St. Louis editor of the magazine in a town then known as "First in shoes, first in booze and last in the American League." Subsequently, she became Teen and Children's editor and, finally, Editorial Coordinator and Merchandising Editor. In 1966 she joined Stone and Manning Advertising Inc., in Boston doing public relations work and in 1967 she went with William A. Rossi Associates, a firm specializing in communication services for the footwear industry.

Jerrie was married to Alex W. Smith, executive vice president of Weber Shoe Company. Alex was credited with having introduced high fashion into little girls' shoes. Until his death in 1962, she traveled with him extensively as he made personal appearances around the country.

Gamma Phi Beta has always been dear to Jerrie's heart. She did publicity for the 1948 International Convention in St. Louis, served as president of the St. Louis alumnae for two years and was their delegate to the San Diego Convention. She was editor of the *Crescent Moon* at the Greenbrier Convention in 1956 and was publicity chairman for the Edgewater Gulf Convention in 1960. She and Alex opened their beautiful Ladue home for the first of Gamma Phi's now-famous annual house tours. She is currently serving as financial adviser to Gamma Tau chapter at St. Louis University.

Patricia A. Blevins (West Virginia '69) is Gamma Phi Beta's new international public relations chairman.

In her position she is responsible for preparing news releases on international officers and major Sorority projects for release in the appropriate local newspapers. She also is Gamma Phi Beta's contributor of articles to *Banta's Greek Exchange*. A third part of her job is to work with the public relations chairmen in both the collegiate and alumnae chapters when they need assistance in working on public relations programs and news releases on their local activities.

A graduate of West Virginia University's School of Journalism, Pat served

as public relations chairman and pledge director at Alpha Pi chapter. She also was editor of the *Panhellenic Rush Handbook*, president of Theta Sigma Phi and chairman of the student government publications committee. While in school she worked for West Virginia University as a part-time staff writer and was a summer intern for *Good Housekeeping* magazine in a program sponsored by the Magazine Publisher's Association.

She has worked for the *Charleston (W.Va.) Gazette* as a staff writer and is now a public relations supervisor for C&P Telephone Company's group headquarters public relations staff in Washington, D.C. where she edits a bi-weekly *Management Report* for C&P's 11,000 managers and supervisors.

She is a past president of the Richmond alumnae chapter and is a member of the Northern Virginia alumnae. She also is a member of the Centennial executive committee.

"Too many people think of public relations as back-slapping and hand-shaking, but it's more than that," she says. "With Gamma Phi Beta, we're concerned about our different 'publics'—our members, fellow Greeks, potential members, parents of members for example—and are working to build programs to reach everyone."

"Gamma Phi's best public relations is still the old-fashioned 'one to one' kind: one member to another, one alumna to an active; members active and involved on their campuses in positions of leadership."

In addition to her sorority activities, Pat is a member of the board of directors of the Washington chapter of the International Association of Business Communicators and a graduate student in public relations at American University.

Sharon Bulter Kretzschmar (Texas Tech '66) is right back where she wants to be—working with the collegians. She's the newly-appointed collegiate director in Province VII, which includes the whole state of Texas.

As a student at Texas Tech, Sheri (as she is more familiarly known) served Beta Tau chapter as pledge president, activities chairman, pledge director and was named Outstanding Pledge and Outstanding Underclassman. With a BA degree in Spanish, she had high hopes for a career with the

government, until she met Gilbert E. Kretzschmar, Jr. (Sonny) when she was a senior. They were married a few months after graduation.

While Sonny served in Viet Nam in 1967-68, Sheri lived with her parents in Dallas and earned her teacher's certificate at Southern Methodist University. It was then she began working with the Gamma Phi alumnae, first as pledge adviser to Alpha Xi chapter and later she helped organize the Dallas Junior Alumnae. After Sonny returned, they left Dallas for a year but later returned, and Sheri immediately became alumna adviser to the collegiate chapter and social chairman for the alumnae group.

The Kretzschmars are now living in Temple, Texas, where Sheri works with the Temple Newcomer's club and the Scott and White Hospital Auxiliary. Sonny is a conservation engineer with the Texas State Soil and Water Conservation Board. He is a 1965 graduate of Texas A & M, where he served as commander of the Maroon Band. Although there were no Greeks at A & M, Sheri says that Sonny "is really very understanding about the amount of time that I spend in my new position."

The Kretzschmars have no children, just two shepherd dogs and a kitten. They hope to move to the country in the near future so that Sonny can pursue a career in farming and ranching.

Patricia Oliver (Kent State), in her new role as collegiate director in Province III, is determined "to build strong chapters and to maintain those which are already strong in the state of Ohio." In the past few years she has watched the demise of two of our collegiate chapters in her state, including her own chapter.

While a student at Kent State University, Patti was a member of Beta Zeta chapter. She is presently serving as vice president of the Cleveland alumnae chapter and as alternate delegate to the Cleveland Panhellenic Association. Before being appointed collegiate director she had been serving as alumna adviser to Beta Zeta.

Patti's husband Jeff, a Phi Sigma Kappa from Kent State, teaches high school English and coaches soccer in the fall. They have one little boy, James Michael, 14-months-old.



At their now-famous "Meet the People" dinner at Beta Beta chapter are, from the left: Richard Porac, University of Maryland basketball star, Vicki Price, Beta Beta social chairman, and Tom McMillan, member of the U. S. Olympic basketball team.

MEET THE PEOPLE AT MARYLAND

Last September Beta Beta chapter at the University of Maryland held a special "Meet the People" dinner for the faculty, administrators, and athletes of the University.

Based on an idea suggested at our summer Rush Workshop, it was planned and organized by social chairman, Vicki Price. The main purpose of the dinner was to initiate a program of introducing our new pledges to Maryland campus life. It was the conclusion of guests and Gamma Phis alike, that the dinner was one of the most enjoyable events ever held by an organization on campus. To give a special touch to the evening, the formal buffet was catered by one of Washington's largest caterers.

It was such an impressive guest list: Dr. and Mrs. Wilson Elkins, president of the University of Maryland system, Dr. and Mrs. Charles E. Bishop, chancellor of the College Park campus, Dean Marjory Brooks of the College of Human Ecology, Dean Donald W. O'Connell of the College of Business and Public Administration, Dean Robert Carbone of the College of Education, Mr. James Sakers, Director of Greek Affairs for the campus, Mr. Chad Neighbor, editor-in-chief of the *Diamondback* campus newspaper, Mrs. Dorothy Tessier, president of Beta Beta House Board, Mrs. Louisa Riggs, president of the Washington Alumnae chapter, Miss Teddy Howard, alumnae advisor, the 1972 N.I.T. champion Maryland basketball team, including Tom McMillan, a member of the U.S. Olympic basketball team and their assistant coach, Mr. Tim Autry.

Mr. Sakers was so impressed by the evening that he sent a letter of praise to Grand Council. He considered it "was one of the nicest affairs I have ever attended. I hope that more sororities and fraternities will follow in your footsteps with this excellent idea. It is a great way to promote public relations around campus." I cannot stress the pride we have in Gamma Phi because for the first time in several years a Greek house has achieved a special place of prominence among the well-known people on the College Park Campus.—VICKI PRICE

GOOD BUYS FROM GAMMA PHIS

It pays to advertise and this doesn't cost you a cent! As a service to our readers, we will list articles for sale by our alumnae chapters and available on a mail order basis. Read on. We bet you'll find several goodies that you can't live without!

The Crescent Cook Book

Favorite recipes of the Tucson, Arizona, alumnae have been compiled in a color-keyed, paperback, spiral-bound publication. The new 1972 edition includes sections on Mexican food, children's recipes, meats, vegetables, hors d'oeuvres and many others. An especially delightful and informative section is devoted to time-tested household hints. Price: \$3.25, postage paid. Send orders to:

Mrs. Edgar Romo, Jr.
4233 E. 6th Street
Tucson, Arizona 85711

Bibs for Gamma Phi Babies

Mothers and grandmothers won't be able to pass this one up. The Boston alumnae are selling heavy white terry cloth baby bibs printed in brown. Each bib shows a happy, chubby baby perched on a crescent moon. In its hand the baby holds a tiny pink carnation, hand-embroidered by the alumnae. Two styles are available. One reads "My Mommy is a Gamma Phi"; the other: "My Grandma is a Gamma Phi." Price: \$1.70, postage paid. Proceeds will go to scholarships and charity. Send order to:

Mrs. W. F. Burt
Longmeadow Road
Lincoln, Massachusetts 01773

Go-fer Gamma Phi Buttons

This one is a natural for Rush! The Mankato, Minnesota, alumnae have a large quantity of lapel buttons for sale. And, in this day of button-wearing, you'll have fun with these. The one and one-quarter inch metal buttons are carnation pink printed with a brown gopher (Minnesota is the gopher state, you know!) holding a pennant with the Greek letters for Gamma Phi. The

whole message reads "Go-fer Gamma Phi." Price: 25 cents each. Send orders to:

Mrs. Jim Lloyd
707 Baker Avenue
Mankato, Minnesota 56001

Greeting Card Greats

What's the occasion? The Pasadena alumnae can help you express your love and thoughtfulness with one of these original, especially designed for them, greeting cards. There's a white card illustrated with a pink perambulator with pink carnation wheels, whose message reads: "Congratulations on your little legacy." For boy babies, there's a toy train reading "Congratulations on your new addition." Other cards are designed for birthdays, anniversaries, good-byes, happy vacations, sympathy, graduation, showers, weddings, and party invitations. Price: 30 cents per card in assortments of 6 or 12. Send orders to:

Mrs. Robert Kenney
2385 Adair
San Marino, California 91008

Specialties of the House

Seattle alumnae offer a new cookbook featuring favorite recipes for their local alumnae, including those of some na-

tional officers of the Sorority. Price: \$3.50 postage paid. Please send orders to:

Mrs. Jean Lowman Gallaher
3817 49th Street N.E.
Seattle, WA 98115

Party Nametags

The Omaha alumnae chapter is selling handsome nametags—just right for your next chapter function. They measure $2\frac{1}{4} \times 3\frac{1}{2}$, have a self-adhesive back and are imprinted, brown on white, with the Centennial design: "Gamma Phi Beta Spans the Centuries." Package of 100 sells for \$2.75, postage paid. To order, send check or money order to:

Mrs. Ted Dunham
6411 South 75 Avenue Circle
Ralston, NE 68127

Get in on the Act!

If your alumnae chapter is selling articles, for whatever money-making purpose, we'll be happy to give you free advertising space in this column in each issue. Just send us all the pertinent information and wait for the orders to come in. All articles offered for sale must be approved by the Grand Council of Gamma Phi Beta.

The Bloomington alumnae and Indiana University Gamma Phi Beta chapter girls honored Mrs. Jerome Femal (Kay) at the chapter house at the time of her leaving Bloomington. Mrs. Femal provided the leadership needed for the Beta Phi chapter of Gamma Phi Beta to come onto the Indiana University campus in 1957. Kay is shown opening her gifts. Looking on, from left to right, are Mrs. Donald Wise, president of the alumnae chapter; Mrs. Ralph Erb, Province IV collegiate director, Jane Ebbinghouse, president of the chapter house.



OUR ACTIVE ALUMNÆ



SAN FERNANDO VALLEY. Marion Henderson Bergerson and Carol Safford Wayne, San Fernando Valley alumnae president, present camp shirts to camping scholarship awardees Wes Schultz, center, and Philip Reyes, students at Joaquin Miller School for the physically handicapped. Clayton Shehorn, school president, looks on.

CHAMPAIGN-URBANA. Local alumnae, showing Christmas tree ornaments made by the group, are, from the left: Carol Ann Garland Green (Iowa), Cindy Lobdell Compratt (Illinois) and Nancy Pearson Puntenney (Arizona).



EVANSVILLE. New officers of the alumnae chapter are, from the left: Sally Femal Voris (Indiana), president; Laura Finley Feldkamp (Michigan), treasurer and Karen Nilson Grafe (Indiana State), vice president.

IN MEMORIAM

ALPHA

Beatrice Harvey Carpenter
Dorothy Potter France
Ernestine Spaulding Notman
Edna Munger Sherry

BETA

Louanna Meeker Brown
Elizabeth Dodds Caine

GAMMA

Clara Barkhausen Bartran
Helen Harrison Bickelhaupt
Julia Spencer Farnsworth
Elizabeth Perry Lafferty
Catherine Sommers Morris
Catherine Davies Ryan
Mary Elizabeth Sager Sharp
Elizabeth Turney Tietvelt

DELTA

Elizabeth Macy Kauffman

EPSILON

Frances Fisher Lueder
Idah Bierer Neal

ZETA

Antoinette Davis Crocker
Helen Dingle
Caroline Kline Ferguson

ETA

Elvira Broome Doolan

THETA

Evelyn Heisen Rasmussen
Mabel Rilling
Margaret Patton Hart

IOTA

Lulu Carpenter Bayles
Ethel Knox Colter

KAPPA

Helen Hendrix Keyes
Ruth Finch Lykken
Agnes Malloy Moore
Luella Ames Newcomb
Theodata Nowell Reid

LAMBDA

Grace Listman Wells
Hillotje Edwards Woodruff

NU

Jane Furrow Reynolds

XI

Olive Kadletz Hattinger
Martha Evans Lund

OMICRON

Bliss Seymour Buchan
Miriam Gerlach

RHO

Lucille Dufford Hammer
Florence Carroll Michael

SIGMA

Ruth Hall Butters
Ellen Webb McKenzie

TAU

Gertrude Hardy Sutherland

CHI

Helen Fritz Custer
Edna Pence Huthwaite
Lillian Wall Neilson

PSI

Mary Mitchell Henry

ALPHA BETA

Melba Maum Hall

ALPHA DELTA

Annie Lee Daniel Grazier

ALPHA ETA

Mary Virginia Madden Atkinson

ALPHA IOTA

Shirlee Ann Laurensen Barrett
Mary Rich Indeldue
JoAnne Hollister La Vene
Doris Miller Wright

ALPHA NU

Helen Montanus Lintz

ALPHA XI

Jerry Davis Gamble

ALPHA OMICRON

Ardath Calmer Nelson

ALPHA PSI

Ester Stendahl Aggerbeck

BETA BETA

Margaret Becker Fussell

BETA GAMMA

Margaret Yocom

BETA ZETA

S. Dale Parsons

BETA THETA

Anna Theis

BETA KAPPA

Velma Barkley Holmes

BETA MU

Helen Jean Allen

BETA PI

Sara Wilson Steurer

GAMMA XI

Sharon Tipton Stewman

Stock Market (cont.)

Alaska and all over the lower 48 states. In 1968 I traveled nearly 100,000 miles—had a suitcase packed all the time. It was a bit too much!"

Now Kathy is establishing roots in the picturesque boat-building town of Marblehead, Mass. Her move to Keystone in 1969 precipitated her meeting Terrence Byrne Magrath who's affiliated with Fidelity Management's Pension Fund in long range planning and customer relations. They were married in Boston's historic Old North Church (of Paul Revere fame) in January, 1972.

"Our careers and interests are very compatible," this young careerist explains. Sailing rates tops with both of them. That's appropriate with the Atlantic ocean at their door step.

Kathy loves her work and highly recommends it to others possessing the necessary personality traits:

"A willingness to work hard. It's a very time consuming and demanding profession.

Patience.

A good understanding of people.

A willingness to take risks and face up to failures."

She also points out that the field is much easier for women now than it was when she started 10 years ago.

Keystone, for example, has two other women in its investment division—one another Gamma Phi, Joan Batchelder, who's an associate fund manager.

Kathy cites accounting as "a must" in educational preparation for a job in the financial field. Courses in finance and economics also are vital. Helpful is training or experience in speech and drama. It gives one poise in making presentations.

Such activities are to be noted in Kathy's background. While still a student at Iowa State, she participated in the Illinois State Speech Contest, entering both comedy and serious events.

Switching her major from home economics to business administration, she also switched campuses and sorority jobs—from junior Panhellenic rep for Omega to Phi treasurer. She delightedly remarks, "We went from a deficit into a surplus, which we invested in stocks, and avoided raising dues. Betty Bohannon Percy, Phi '37, was my alum adviser."

From this modest achievement, Kathy has moved on and upward as befits the "glamour issue" she is. You'll find her in *Who's Who in Business and Finance*, *Who's Who in the East* and *Who's Who in American Women*. She's a member of the Boston Society of Financial Analysts and the Chartered Financial Analysts. An impressive record—an inspiring one for others interested in a financial career.

OUR COLORADO CAMP

It is so difficult to put into words the exact meaning the Colorado camp has for all of us fortunate girls (campers and counselors) who have had this wonderful summertime experience. All the heartache, joy and memories those few weeks bring!

The Colorado camp is a unique experience which cannot possibly be meaningful to those who are insensitive or afraid to get involved. It is one of the greatest learning situations for the Gamma Phi counselors who come from all over the United States. These girls learn about themselves, their capabilities and their weaknesses. They are provided with the opportunity to offer a part of themselves to those less fortunate. The knowledge gained from these associations cannot be measured by any form of college credit.

I want to thank the Camp Board for allowing me to be a part of the Colorado camp for three years, as a counselor and as assistant director. I came to camp with an open mind and heart, always ready to love, learn and grow with another group of campers.

Michelle W. Triggs,
North Dakota State



CAMP NEEDS

Flannel nightgowns, sizes 10-14
Terry cloth or knit slippers
Sat yarn for hair
Rubber bands and barrettes
Hand puppets
Stuffed animals

The following items are needed,
preferably packaged in lots of
30:

Toothbrushes
tooth paste
Combs
Soap
Deodorants
Chap stick
Autograph books
Note pads
Pencils
Small triangular scarves
Stretch head bands
Book marks
Rain hats
Yarn Animals
Purse-size tissues
Gammy bug T-shirts, sizes 8-14

Please send to the, Colorado
Camp Chairman:
Mrs. Jack E. Wilson
4004 W. Eldorado Place
Denver, CO 80236

Colorado Camp (cont.)



Magazines Mean Money!

What do *Good Housekeeping* and *Cosmopolitan* have to do with a chapter in financial difficulty on the East Coast? Quite a bit. As two of the magazines available through Gamma Phi Beta's magazine agency, the Sorority's international money-raising project, the sale of subscriptions to them boosts the Sorority's Gift Fund as well as enriching the treasuries of local collegiate and alumnae chapters.

The Gift Fund is used to help older—as well as new—chapters through financial crises, provides the money to found new chapters and has funds available for Grand Council to disburse in aiding special rushing situations, campus problems or other special needs.

As international magazine chairman, Dorothy Stark Kenney is the driving force behind the Sorority's major money-raising project. She's the one who coordinates collegiate and alumnae chapter magazine orders with the agency.

The fact that she believes in the project makes her work enjoyable. "Every organization, no matter how large or small, must have some money-raising project and our magazine

agency is Gamma Phi Beta's choice," she says.

For the past eight years, Dot has been working with the project. In her report to last summer's Convention, she told the delegates the history of the project and gave a status report. Then—to carry her enthusiasm to a logical conclusion—she gave a sales pitch.

In the early 1930's, Dot explained, Grand Council made a thorough study of possible money-making projects and agreed to establish a magazine agency. The idea was unanimously approved at the 1934 convention.

"They felt that since nearly everyone already subscribed to one or more magazines, there could be no easier way to raise funds for Gamma Phi Beta. After all, the Sorority's price was the same as when the magazines were purchased elsewhere.

"That's still true today," she says. For that reason, special subscription rates of magazines are honored through the Gamma Phi Beta agency,"

she adds. (To obtain the special discount on a new subscription or renewal, the local magazine chairman just forwards the printed information on the sale to Dot.)

"In the 38 years that we've had the project, we've raised more than \$100,000 for our Endowment and Gift Funds and an equal amount has been returned to our chapters for local use.

"I get criticisms from some of our chapters about the service their subscribers get from the magazine agency. Most subscribers don't realize that it is the publishing house, not our agency, that requires six to eight weeks to get subscriptions into circulation and ten to twelve weeks during the months of November and December," she says.

"If I could make a personal visit to each chapter, I could sell thousands upon thousands of dollars of magazine subscriptions. So many chapters have benefited from the money that we've raised. Dollars can go into chapter treasuries or to the Gift Fund. The chapters can designate either one."

And with Dot Kenney's enthusiasm, contagious as it is, this year's magazine program has got to be the biggest and best yet.

USE THIS HANDY ORDER BLANK TODAY

TO: Gamma Phi Beta Agency
Mrs. C. W. Kenney, 129 Croyden Lane, Apt. E., Syracuse, New York 13224
(Make checks payable to Gamma Phi Beta Magazine Agency)

FROM: (Name) Chapter Credit

(Address)

Zip Code

PERIODICAL	PRICE	HOW LONG TO SEND	NEW OR RENEWAL	SEND TO



If you have just moved to a new community, or are contemplating a move in the near future, here's what you've been waiting for: Gamma Phi Beta's newest service to her members. There are, as THE CRESCENT goes to press, 100 alumnae in almost as many cities, standing ready to help. These TranSISTERS will help you find a place to live, sup-

ply the names of reputable baby sitters, doctors, dentists, lawyers. In fact, they must stand ready to answer your questions and to help you make the transition to a new community and a new way of life. Do give one of them a call.

In the September issue, we listed 61 TranSISter numbers. Here are 39 more.

ORNIA

(Monterey County)
enn R. Bernhardt (Mary Lou)
3
California 93921
408-624-0435 or 408-624-8525
each
mes V. Shirley (Marilyn)
Jardin
each, California 90815
213-596-3719
go
ichael B. Wilkes (Penny)
venida de las Pascas
l, California 92037
714-459-8897
s Change)
lara
onard Lewis (Sue)
nbridge Drive
lara, California 95051
408-248-1008
ay
onald C. Kraatz (Pat)
nacapa
erdes Estates, California 90274
213-541-1743
illiam R. Muller, Jr. (Sally)
alton Road
erdes Estates, California 90274
213-378-6980

Mrs. Joseph Cortese (Barbie)
9615 Dona Court
Crown Point, Indiana 46307
Phone: 1-219-663-7058
Mrs. Walter Alexander (Maggie)
1305 Forest Park Drive
Valparaiso, Indiana 46383
Phone: 1-219-462-8723

IOWA

Ames
Mrs. Helen K. Facto
3416 Woodland Avenue
Ames, Iowa 50010
Phone: 515-292-1808
Bettendorf
Mrs. Jon A. Flower (Annetta)
2408 Avalon Drive
Bettendorf, Iowa 52722
Phone: 319-355-6994
Cedar Rapids
Mrs. Mather Augustine (Maurine)
202 24th St. Dr., S.E.
Cedar Rapids, Iowa 52403
Phone: 319-362-7507
Iowa City
Mrs. Teryl Edwards (Patty)
721 Carriage Hill #5
Iowa City, Iowa 52240
Phone: 319-337-4620

Waterloo
Mrs. Robert W. Petersen (Helen)
144 Sheridan Road
Waterloo, Iowa 50701
Phone: 319-234-3101

KANSAS

Kansas City
Mrs. William Patterson (Carolyn)
6506 Goodman Drive
Shawnee Mission, Kansas 66202
Phone: 913-432-4163

Lawrence
Mrs. George Beal
208 N. Regency Place
Lawrence, Kansas 66044
Phone: 913-843-4860

Manhattan
Miss Tana Farrell
1218 Moro
Manhattan, Kansas 66502
Phone: 913-539-1953 or 913-539-7341

LOUISIANA

Shreveport/Bossier City
Mrs. William Painter (Sue)
153 Carrollton Avenue
Shreveport, Louisiana 71105
Phone: 318-865-3670 or 318-865-0286

MICHIGAN

Grand Rapids
Mrs. William R. Hineline (Carolyn)
2550 Maplewood S. E.
Grand Rapids, Michigan 49506
Phone: 616-949-9335
Mrs. Willard Schroeder (Barbara)
2618 Reeds Lake Boulevard, S. E.
Grand Rapids, Michigan 49506
Phone: 616-949-1576

MINNESOTA

Minneapolis-St. Paul
Mrs. Albert C. Fischer (Barb)
5512 Ridge Park Road
Minneapolis, Minnesota 55436
Phone: 1-612-922-6578

MISSOURI

Columbia
Mrs. David Rawlings (Karen)
4106 N. Wappel Drive
Columbia, Missouri 65201
Phone: 314-445-2041

NEBRASKA

Lincoln
Mrs. Kent L. Powell (Connie)
3569 Crau Street
Lincoln Air Park West
Lincoln, Nebraska 68524
Phone: 402-799-2052

Omaha
Mrs. Roger Dawdy
10318 Weir
Omaha, Nebraska 68127
Phone: 402-339-5180

Mrs. James Levy
668 N. 59th Street
Omaha, Nebraska 68132
Phone: 402-556-3912

NEVADA

Sparks
Mrs. Nancy Stefani
500 Gault Way
Sparks, Nevada 89431
Phone: 702-358-0648

NEW YORK

Westchester County
Mrs. Robert M. Dubben (Nancy)
65 Eastview Avenue
Pleasantville, New York 10570
Phone: 914-769-0031

NORTH DAKOTA

Minot
Mrs. William H. Blore (JoAnn)
1810 7th Street, N. W.
Minot, North Dakota 58201
Phone: 1-701-838-4565

OHIO

Centerville
Mrs. James Tschantz (Mary Ann)
284 Blackstone Drive
Centerville, Ohio 45459
Phone: 513-433-9413

Cleveland West
Mrs. Darwin Klinetob (Judy)
528 Wyleswood Drive
Berea, Ohio 44017
Phone: 216-243-2458

Cleveland East
Mrs. David Martinson (Judy)
1729 Maple Street
Wickliffe, Ohio 44092
Phone: 216-943-4323

Dayton
Mrs. Joe W. Hardacre (Lee)
1393 Tabor
Dayton, Ohio 45420
Phone: 513-254-6710

Mrs. Gerald Mott (Jane)
500 Broad Boulevard
Dayton, Ohio 45419
Phone: 513-298-8225

Middletown
Mrs. Joseph E. Newlin (Tina)
408 Franklin Street
Middletown, Ohio 45042
Phone: 513-424-1120

TEXAS

Amarillo
Mrs. Doug Garrett (Lou Ann)
1714 Van Buren
Amarillo, Texas 79102
Phone: 806-373-8289

Dallas
Mrs. Frank J. Vogel (Christina)
9066 Longmont
Dallas, Texas 75238
Phone: 214-348-5936

WISCONSIN

Beaver Dam
Miss Joan Schneider
119 Mohawk Drive
Beaver Dam, Wisconsin 53916

GAMMA PHI BETA SORORITY DIRECTORY

FOUNDED NOVEMBER 11, 1874, SYRACUSE UNIVERSITY

FOUNDERS

Helen M. Dodge Ferguson, died October 21, 1937
Frances E. Haven Moss, died June 1937
E. Adeline Curtis, died January 1923
Mary A. Bingham Willoughby, died January 1916

THE GRAND COUNCIL

Grand President: Mrs. Charles Shafer Jr., 6808 Rockhill Rd., Kansas City, MO 64131
Alumnae Vice President: Mrs. Carl Hustad, 5304 Ayrshire Blvd., Minneapolis, MN 55436
Collegiate Vice President: Mrs. Ted Burkett, Box 475, Archer City, TX 76351
Director of Finance: Mrs. John K. Nicely, 5020 Regina Way, Huntsville, AL 35810
Director of Expansion: Mrs. G. O. Dimock, 1195 Third St., Clovis, CA 93612
NPC Delegate: Mrs. Charles Simons, 349 Shangi-la Circle, Plainwell, MI 49080
Executive Secretary-Treasurer: Miss Eleanor Sieg, 630 Green Bay Rd., Kenilworth, IL 60043

CENTRAL OFFICE STAFF: Box 186, 630 Green Bay Rd., Kenilworth, IL 60043

Executive Secy.-Treas.: Miss Eleanor J. Sieg
Secy. to Exec. Secy.-Treas.: Mrs. Vina Peterson, Mrs. Charlotte Cole
Membership Records: Mrs. Anna Kantz
Alumnae Chapter Records: Mrs. June Cooke
Greek-letter Chapter Records: Mrs. Anne Simpson
Bookkeeper: Mrs. Mary Cristiano
Supplies and Office Services: Mrs. Ann Leonard, Mrs. Judith Hagan
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By the light of the Crescent Moon

Now that your New Year's resolutions are firmly established into your daily routine (well, aren't they?), may we suggest you add just two more things to the list. In reading the Pi Beta Phi *Arrow* the other day, we noted that editor Marilyn Ford wrote of two of her pet peeves . . . and they just happen to be ours, too. The plural of Gamma Phi is Gamma Phis; there is no apostrophe. When more than one Gamma Phi Beta is present, there are two Gamma Phi Betas. Pet peeve number 2 is the spelling and pronunciation of the various forms of the word "alumnus." To quote from an article by Mary Lou Leslie in the *Angelos* of Kappa Delta: The men of the Greek world use their EYES to see the KNEES of the women of the Greek world. That's an over-simplified way of reminding you of masculine and feminine Latin endings—a man is an alumnUS of a college or fraternity and a woman is an alumnA. When we gather in associations or conventions, it is still a different story. Two, three or several hundred, the men are alumnI and the women are alumnæ. Now here's the rub! In Latin, and English, "I" is pronounced "I" or EYE, but "Æ" is pronounced "EEE"—long "E." With or without a degree, we women are the alumn-KNEE!

Emily Withrow Stebbins Award in Evanston

The Woman's Auxiliary of the Evanston (Illinois) Hospital has established a grant which will provide annual awards to employees of the hospital who have demonstrated an exceptional devotion to duty and caliber of excellence. The Auxiliary has named the awards in honor of the late Emily Withrow Stebbins (Iowa '24), public relations director at the hospital for 25 years before her death on July 23, 1971.

Nancy Huddleston Bowen at Memphis State

Nancy Huddleston Bowen (Memphis State '73) was one of the recipients of the J. Wayne Johnson award for student leadership last December. The awards, named in honor of Memphis State's first costumed Tiger mascot who was killed while on special Navy assignment, recognizes students for their contributions to the University through responsible leadership. Each awardee received \$100, a certificate of recognition and their names are engraved on a permanent trophy housed at the University Center.

Jean Brown at the University of Oklahoma

Jean Brown (Kansas), a professor of pharmacy at the University of Oklahoma, has been selected by the National Register of Prominent Americans and International Notables as recipient of its honorary award certificate. Jean authored a chapter in the new 7th edition of a textbook for pharmacy dispensing courses taught in universities.

Dr. Margaret Handy, Pediatrician

Dr. Margaret Handy (Goucher) has been honored by the American College of Physicians for her many years of service as a pediatrician. In addition to her practice among the children of the Chadds Ford, Pennsylvania, area, Dr. Handy, who is 82-years young, is personal physician to Andrew Wyeth, distinguished artist, and has ministered to the medical needs of three generations of the Wyeth family.

Fraternity, 1972 style

In an article in the *Hornet*, student newspaper at Sacramento State University, Paul Bonapfel of Florida State University has this to say about modern-day fraternity life. "If you don't believe that people can be individuals in a fraternity or sorority, I challenge you to check it out. Stop by any fraternity or sorority house and take a look around. You will find a tremendous collage of individuals who somehow agree on one thing—the principle of friendship.

"Not much has been said about what fraternities and sororities do. Everyone sees the Greeks playing and having a good time at Greek week, raft races and soap box races.

"But no one sees fraternity men spending hours stuffing and pasting labels on envelopes for the March of Dimes; no one sees the fraternity man who each week drives a bus for patients of the Easter Seals Rehabilitation Center; no one sees the child in Southeast Asia who is kept alive by donations from a sorority; no one sees that Panhellenic has canceled its banquet and given the money to the community crisis center; no one sees the Little League for underprivileged children organized, partially funded and staffed by the interfraternity council . . . nor sees that Greeks care."

And, So It Is With Us

Through the pages of THE CRESCENT we try to bring you stories of things Gamma Phis (and other Greeks) do—things that often go unnoticed in the community or on the campus. Won't you take a few minutes, right now, to tell us what you're doing to help make your campus a better one, your world a better place in which to live. Tell us what you're thinking. How do you feel about Women's Lib? How many of you exercised your franchise to vote in November? What about the curriculum changes on the campus? THE CRESCENT welcomes comment on any article we have printed and suggestions from you about future articles. Thank you for being with us.

B.L.H.



Captain Donald L. Whitman, Sauflay Commanding Officer, and Martha Huestis.

TGIF

Shortly after 8 o'clock on the morning of December 1, a strange pennant fluttered to the peak of the auxiliary yardarm of the Naval Air Station Sauflay Field flagpole. And, it's made the scene every Friday since then.

Now, the Navy has many pennants: a church pennant, a quarantine pennant, a pennant denoting the presence of an admiral on board, a pennant to announce ammunition being fired or taken aboard.

But, when this newest pennant first waved above the Navy base, it went unrecognized by even the most veteran onlooker. But, it caught on quickly!

The pennant is perhaps the Navy's first TGIF (Thank Goodness, It's Friday) streamer.

The artistic designer of the red, white and blue banner is Martha Hustad Huestis (Minnesota), wife of a station flight instructor and daughter of Virginia Geiger Hustad, Alumna Vice President of Gamma Phi Beta.

Following Martha's whimsical design, the pennant was sewn out of excess materials from the station's parachute loft. The flag graphically illustrates several activities that frequently take place on weekends, but are difficult to accomplish during the normal pressure-packed work week.

Martha has put her artistic talents to work in many areas during the last two years. It is she who designed the lovely new covers for *THE CRESCENT*, which began with the December 1971 issue. She also designed the banner for the base newspaper, *Seminole*, and many of its standing headlines. She is currently designing a billboard to welcome visitors to the installation.