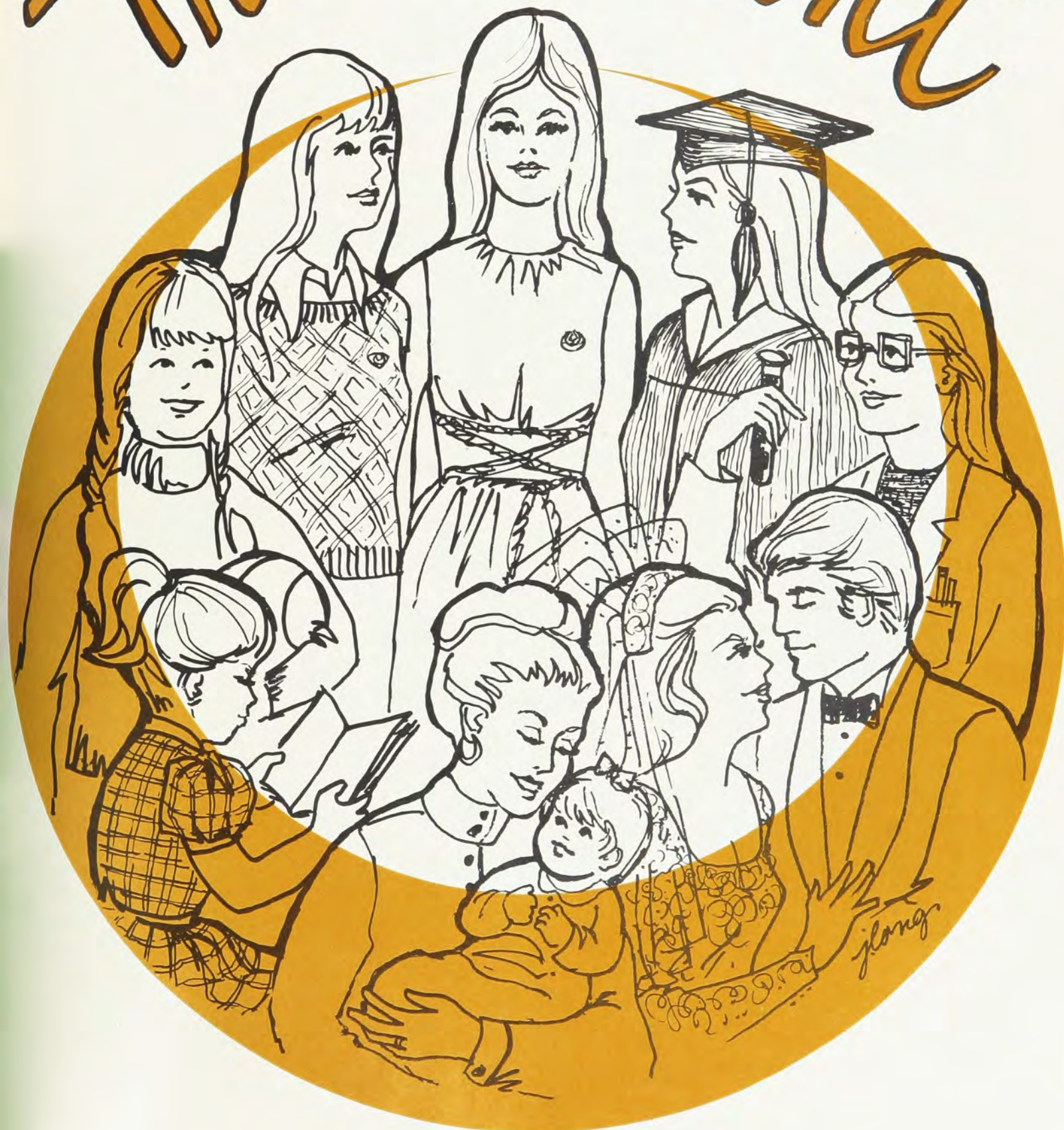


MAY 1974

GAMMA PHI BETA

# The Crescent







## Gamma Phi Beta Sorority

Dear Sisters:

The front door's wide open to a shining  
Big House.

Surprises are wrapped and party hats  
made.

The cake has been frosted, carnations  
abound,

Candles are ready for the touch of a  
flame.

We've planned something special for our  
first hundred years.

Ingredients full-measure of friendship and  
love.

Satisfaction and pride in what we hold  
dear.

Anticipation grows daily, our  
sisters arrive,

Hello's from our hearts.

In  $\Pi$  K E

*Joan Lewis McCoy*  
Convention Chairman



Joan Lewis McCoy (Ohio State),  
Centennial Convention chairman,  
awaits your arrival.

18<sup>74</sup>  
19

Gamma Phi Beta spans the centuries



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May, 1974

# The *Crescent*

OF  
GAMMA PHI BETA

Volume LXXIV, Number 2

Welcome to Convention

- 2 / Delta Eta—Our Second Century's First Chapter
- 4 / Reconstruction Era Ends in Texas
- 5 / Centennial Convention
- 6 / Condensed Convention Program
- 7 / Convention Registration
- 9 / The Convention with Something Extra
- 10 / Fashions
- 12 / Membership Directory
- 16 / TranSIster Service
- 18 / In Memoriam
- 19 / Convention Chairmen
- 20 / Good Buys from Gamma Phis
- 22 / Pacesetter
- 23 / Campus Sights and Sounds
- 24 / Message from the Grand President—2074
- 25 / Nostalgia
- 28 / Directory

By the Light of the Crescent Moon

*COVER: Encircled by the crescent moon, as it appears on our badge, our artist depicts the life cycle of one Gamma Phi Beta, from infancy, through childhood, college, career, marriage and finally to her own little legacy. The artist is Jane Larson Long (Miami—Ohio).*

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DELTA ETA CHAPTER OF GAMMA PHI BETA AT THE PINK CARNATION BANQUET. Seated from the left: Nancy Proctor, Christina Tannous, Lynn Thompson (Field Secretary), Stephanie La Roque, Lee Hess, Lesley Hardy, Cathy Cleveland, Dana McKee, Helen Guerrena, Denise Wagoner, Andrea Cokas (Pledge), Sharon Gathmann, Susan Kelley (Standing), and Lynn Farmer. Standing: Patricia Vogt, Theresa Price, Jeanne Hong, Linda Schoemaker, Dru Hummell, Margo Allen, Carol Plenert, Debra Dooley, Cheryl Spreen, and Wendi Georges. Last row standing: Elizabeth Jones, Kitty Burgmans, Norma Quinn, Theresa Price, Vivian Loumeau, Carol Weissenberger, Victoria Baldwin, and Leda Quiros.



SPECIAL INITIATES OF GAMMA PHI BETA. Seated from the left: Lamon Moreno, Joan Veretenikoff, Diane Linderman, Helen Swann, and Marybeth Crowley. Standing: Judy Reback, J'neen Andrews, and Georgia Thompson.



# DELTA ETA OUR SECOND CENTURY'S FIRST CHAPTER

Dr. Daniel Aldrich, Jr., Chancellor of University of California at Irvine, gracefully opened his remarks at the banquet honoring the 33 new initiates of Gamma Phi Beta: "On this momentous occasion of welcoming this fine group of young women and their prestigious sorority onto the U.C. Irvine campus, my heart overflows with gratitude at the progress this 'colonizing' signifies. Delta Eta charter of Gamma Phi Beta demonstrates the restoring of interest to personal needs. A group admittedly dedicated to helping each fellow-member find her own self and place in society is a refreshing and necessary swing from the belief campus women can or should try to influence national politics."

Stirring words to an enthusiastic group!

It was a beautiful evening all around that night of January 19 in the Mission Viejo Hilton banquet room a-bloom with pink carnations. Girls had been initiated into Gamma Phi Beta that afternoon, and more than 200 relatives, friends, and well-wishers were there to honor these old-new "Greeks" into that choice way of life. Historically significant, as Delta Eta chapter of Gamma Phi Beta is the first colony established in Gamma Phi Beta's centennial year, the members felt an additional thrill, plus the usual pleasures and responsibilities sorority life will bring to them. Ushering in the great new century for Gamma Phi Beta as charter members of Delta Eta are:

Margo Lynn Allen, El Toro; Victoria Baldwin, Newport Beach; Kitty Burgmans, El Toro; Kathy Beth Cleveland, Long Beach; Elizabeth Jones Dall, Newport Beach; Debra Eilene Dooley, Fountain Valley; Lynn Adair Farmer, Santa Ana; Sharon Marie Gathmann, Brea; Wendi Anne Georges, Mission Viejo; Helen Guerrena, Santa Ana; Leslie Lyn Hardy, San Diego; Lee Ann Hess, Long Beach; Dru Ann Hummell, San Diego; Susan Ramona Kelley, San Clemente; Stephanie La Roque, San Diego; Vivian Diane Loumeau, Costa Mesa; Dana Elizabeth McKee, Long Beach; Krista Martin, Redondo Beach; Annemarie Helen Nagy, Irvine; Stacy Novick, Newport Beach; Carol Marie Plenert, Tustin; Nancy Sue Proctor, Laguna Niguel; Norma Helen Quinn, Corona Del Mar; Leda Marie Quiros, Fountain Valley; Linda Ann Roberts,

Downey; Linda Lou Schomaker, Hollywood; Sheryl Leslie Spreen, Mission Viejo; Christina Lynn Tannous, Fountain Valley; Lynne Louise Thomas, Santa Ana; Patricia Lynne Vogt, Westminster; Denise Debra Wagoner, Fullerton; Carol Ann Weissenberger, Walnut Creek.

Also honored were special alumnae initiates from the Newport-Balboa area:

Mrs. J. Douglas Andrews III, Mrs. James E. Crowley, Mrs. James B. Linderman, Mrs. Luis Moreno, Mrs. David M. Reback, Mrs. David S. Swan, Mrs. Jonathon G. Thompson, Mrs. George K. Veretenikoff.

Mrs. Roger Blanchard, the toastmistress, deftly introduced visiting chapter presidents and presided over the opening of the traditional silver tea service gifts.

Mrs. G. O. Dimock, Director of Expansion, gave a warm welcome to the new girls, and Mrs. Charles Shafer, Jr., International Grand President, related the splendid and often amusing history of Gamma Phi Beta. Miss Denise Wagoner, the president of Delta Eta, a graduating senior, said that even though her active participation was short, it was an unforgettable experience.

The pink carnation banquet committee, consisting of Mrs. Bill G. Chapman, Mrs. John R. Hart, Mrs. Tom Hallett, Mrs. James Hanley, Mrs. Bill Page, Mrs. William Kirk III, Mrs. Robert Santore, and Mrs. Sue Zaepfel, is certainly to be commended for the beautifully decorated tables, the delicious roast beef dinner, and the moving program.

Miss Lynn Thompson, field secretary, a dynamo of human warmth and dedication, a prime-mover in the colonization, sighed at the end of the evening, "It took a lot of time and energy—that kind of thing can wear you out." She clutched a huge bouquet of pink carnations to her breast, eyes glowing, "But it was certainly more than worth it!"

January 19, 1974—a memorable evening—I was there, and I'll never forget it! I'm a graduating senior too, but it's been the most enriching thing in my college life!—*Victoria Baldwin*, Delta Eta





## Reconstruction Era Ends in Texas



Grand President Audrey Weldon Shafer greets Alpha Xi alumna Ann Jones at the dedication reception.



The centerpiece on the dining room table was a large pearl-studded replica of the Gamma Phi Beta badge, flanked by greenery, pink carnations and tapers.

An era of reconstruction ended for collegiate and alumna members of Alpha Xi chapter on the Southern Methodist University campus with the Sunday, February 10, dedication of the rebuilt house.

Grand President Audrey Weldon Shafer was present and participated in the dedication ceremony. President of the House Corporation Board Miss Anne Yeager, Alpha Xi; Mrs. Sue Herzog Johnson, Alpha Chi and Alpha Theta; and chapter president Miss Janet Pillman also participated in the dedication. Following the ceremony which was held in the newly-added chapter room, Mrs. Shafer briefly addressed the collegiate and alumnae members.

Mrs. Shafer commended Miss Yeager for the hours of work that Miss Yeager devoted to the rebuilding of the Georgian-style house which was severely damaged in a March, 1973, fire. Mrs. Shafer also praised the collegiate chapter of Alpha Xi for the unity displayed in the recent spring rush during which 34 girls pledged.

Mrs. Johnson and Mrs. Lynn Baxter Maguire, Alpha Xi, planned the dedication as well as the open house which followed. The reception was well attended, with over 300 persons attending, including campus administrators, Gamma Phi Beta alumnae and representatives of many other sororities. Tours of the three floors of the house were given.

The Alpha Xi house was originally built in 1952. The interior has been completely rebuilt and redecorated in colors of yellow, green, orange and white. Chapter members have lived in the house since August, 1973, although workmen completed the reconstruction during the fall semester.—Marge Coffin



# 100—Going on 200 CENTENNIAL CONVENTION

## June 14-17, 1974

Gamma Phi Beta has, indeed, spanned the centuries. As you plan now to journey to Kansas City next June to celebrate this once-in-a-lifetime event with us, here are a few tips to guide you.

### Transportation

The Crown Center Hotel is located just south of downtown Kansas City, Missouri across the street from the Union Station at 1 Pershing Road, between Grand Ave. and Main Street. It is approximately a 45 minute trip from Kansas City's International Airport. A direct taxi will cost \$11.85. Limousine and bus service will cost \$3.25 per person, with buses available hourly.

### Meals and Name Tags

All meal tickets and name tags will be available at the registration desk on the ballroom level. This also pertains to non-registrants who wish to attend certain meals and for registrants who are not guests of the hotel. Tickets must be purchased at least 48 hours prior to the time of the meal. Please wear name tags to all meetings and social functions.

### The Carnation Banquet

Those members who do not plan to attend the Convention meetings and have not paid a daily registration fee, may attend the formal Carnation Banquet for \$13.50. This charge includes the lovely favor. The Carnation Banquet on the last evening of Convention is closed to all except members of Gamma Phi Beta.

### Special Tips on Dress

We predict warm weather in Kansas City at Convention time. Mid-June usually means temperatures in the mid to upper 80s. Inside the Crown Center Hotel it will be comfortably cool; you might even need a light sweater at times.

Bring easy care, comfortable clothes and only pack what you'll need. You'll need clothes for meetings and luncheons, relaxing, one dinner and two formal banquets.

Don't forget to bring an outfit like the one you wore to college for our School Daze Birthday Party Saturday night. And be prepared for grins!

There is a swimming pool, health spa, putting green, tennis court, jogging track and games deck for Crown Center Hotel guests. Come prepared!

Bring some type of cover-up and shoes to wear between your room and the pool.

Blue jeans are considered too casual for convention.

It is suggested that you wear a white or pastel daytime dress when attending the Memorial Service.

### The Gamma Phi Beta Boutique

Your favorite souvenirs will be the ones you buy at the Gamma



Betty Hailey Crooker, Kansas City alumnae president, and Joan Lewis McCoy, Convention chairman, will be on hand to welcome you at the Crown Center. They are dressed in polyester and linen for meetings and luncheons. Nice pant suits would also be appropriate.

Phi Beta Boutique. Collegiate and alumnae chapters will have their creative items and gifts on display on the ballroom level. The Boutique will open Friday morning for the length of the Convention.

### The Gamma Phi Beta Historical Display

Another "don't-miss" on the ballroom level will be our nostalgic Gamma Phi Beta Historical Display. Scrapbooks showing chapter activities, newsletters, philanthropic posters, and project exhibits can be seen in the same room. You may get some new ideas!

### Centennial Film Festival

At the School Daze Birthday Party you will see a fantastic film professionally produced for Gamma Phi Beta about Gamma Phi Beta. The Centennial Film Festival is a special birthday treat for us this Convention!

### The Pink Carnation Is Our Flower

Remember to bring a pink carnation for every Convention you've attended, including the Centennial Convention. The Confirmed Conventioneers will be honored at our School Daze Birthday Party. One carnation on a hat is very special, too. We hope we'll see many of you at your first Convention.



# CONDENSED CONVENTION PROGRAM

## Friday, June 14, 1974

10:00- 5:00	Registration
9:00-12:00	PAD, PCD Sessions Separate Workshops
12:30- 4:00	Bus Tour to Sigma
3:30- 5:00	Alumnæ Session Collegiate Session Financial Session
6:30- 8:30	Calico Welcome Banquet "Old Times . . . Old Friends" Song Fest
9:00-11:00	Buzz Groups
9:00-11:00	Rehearsal for Initiation Ritual Rehearsal for Memorial Service

## Saturday, June 15, 1974

8:30- 9:15	Memorial Service
9:30-11:30	Opening Meeting
9:30-11:30	River Quay Tour*
11:30-12:30	Panhellenic Reception
12:30- 2:00	Panhellenic Luncheon "Unity"
2:30- 5:30	General Session
2:30- 5:00	Country Club Plaza Shopping Tour*

\* Tours are available to non-delegates only.

6:30- 8:30	Centennial Film Festival
9:00-10:00	"School Daze" and Birthday Party Exemplification of Initiation Ritual

## Sunday, June 16, 1974

8:30-12:00	Leadership Training Session (Sonny Davis)
12:00- 1:00	Informal Luncheon "Flying High"
1:30- 5:30	Leadership Training Session
1:30- 5:30	Nelson Art Gallery, Wornall Home, Mission Hills Tour*
7:00- 9:00	Honors Banquet (Formal) "Spotlighting Success"
9:00-10:00	Reception for Past Grand Council Presidents

## Monday, June 17, 1974

9:00-12:00	General Session
9:00-11:30	Harry S. Truman Memorial Library Tour*
12:00- 1:30	Mother-Daughter Luncheon "Daddy's Little Girls"
1:30- 5:30	General Session
1:30- 5:00	Shopping at Crown Center*
7:00- 9:00	Pink Carnation Banquet (Formal)
9:30-10:30	Reception Honoring New and Retiring Grand Council



## Watch the Birdie

Plan to have your picture taken at the Crown Center Hotel this June at our Centennial Convention. You'll want souvenir pictures of your province, alumnae chapter, collegiate chapter, old buddies, new friends, reunion groups, pledge class, mothers, daughters, sisters—whatever; A professional photographer will be there ready for your smiles. Get your gang together and plan to sign up for your picture-taking session on:

Sunday morning, June 16—10:30-12:30  
Monday afternoon, June 17—1:30-2:30  
Monday evening, June 17—5:30-6:45  
(Other times will be designated later.)

You'll be able to order your favorite glossy pictures in three sizes: 4" x 5"; 5" x 7"; or 8" x 10".  
Prices are very reasonable.  
Say "cheese!"

Your Convention hostesses and workers will be easily recognized in their floor-length aprons. Bunny Welborn Corbin and Ginny Cheal Farrar will be among those ready to assist you. In the background is Kansas City's famous Union Station, across the street from the Crown Center.





Debbie Knight  
Centennial Convention Pianist

## Play It Again, Debbie!

For one century we've been singing the praises of Gamma Phi Beta. As we do so at our Centennial Convention this June, we will be accompanied on the piano by one of our newer members, Debbie Knight (Oklahoma City '74).

Debbie is a senior at Oklahoma City University and already has quite a list of accomplishments to her credit. She received a Trustee Leadership Scholarship, was president of her pledge class, All-College Queen, Kappa Alpha Rose, Lambda Chi Alpha Crescent Girl, and is a member of Sigma Alpha Iota (music) and Cardinal Key (academic honorary). Serving as president of Gamma Phi Beta for two years, Debbie was the runner-up for Miss Oklahoma City, is the accompanist for the OCU Quartet and Opera Workshop and is listed in *Who's Who Among American Colleges and Universities*.

Carrying 18 hours, practicing for solo recitals and other extra-curricular activities keep our co-ed quite busy. She has served as Youth Director at Grace United Methodist church, piano teacher at Villa Teresa Catholic School and is presently employed at the Chouteau-Terekov Academy of Ballet.

A piano performance major, Debbie hopes to enter graduate school after receiving her bachelor of music degree this month.

The Centennial Convention Committee received a lovely letter from Debbie, thanking us for giving her "the privilege to serve in this capacity." We think after we hear her play at our birthday celebration we'll all be thanking her!—Judy Hubbard White, Kansas State.

## Gamma Phi Beta International Convention

### REGISTRATION AND RESERVATION FORM

Mail to:  
Convention Registrar  
Gamma Phi Beta Central Office  
630 Green Bay Road  
Kenilworth, Illinois 60043

Important:  
Fill out in full.  
Enclose check, payable to  
Gamma Phi Beta Sorority, for  
registration fee and meals only.

Name .....  
(Last) (First) (Maiden) (Husband's Name or Initial)

Home Address .....  
(Street) (City) (State) (Zip Code)

Collegiate Address .....  
(Street) (City) (State) (Zip Code)

(For Collegiates Only)  
(Until) .....  
Date: (Month) (Day) (Year)

Greek Letter Chapter ..... Alumnae Chapter ..... Year of Graduation .....

Check One:

Elected Official Delegate ....	Greek Letter Chapter ....	Alumnae Chapter ....
Elected Official Alternate ....	Greek Letter Chapter ....	Alumnae Chapter ....
Gamma Phi Beta Members Visitor ....	Greek Letter Chapter ....	Alumnae Chapter ....
International Officer ....		

Room Reservation if staying at Crown Center Hotel:

Accommodation Desired: Single .....	Twin .....
(\$28.00 + tax per person)	(\$17.00 + tax per person)

Roommate Preference: (Mail Reservation Forms Together) .....

No money accepted for hotel accommodations. However, if arriving after 6:00 p.m., June 14th, a deposit is necessary to hold room. (over, please)





18<sup>20</sup>74

Gamma Phi Beta spans the centuries

As Gamma Phi Beta enters its second century, our collegiate chapters still need the help of the alumnæ in selecting new members. If you know of a young woman entering college this fall, please fill in the information blank on page 15 and send it to the alumnæ membership chairman for the college the rushee will attend. If you are seeking information about a prospective member, please send your inquiry to the ARC chairman in the rushee's home town. If no ARC chairman is listed for the rushee's home area, please send your request to the State Membership Chairman.

Registration Fees: Full Time—\$30.00 (Includes Kit)

Part Time—\$10.00 per day (Convention Kit, \$2.50)

Meals: All meals, include \$56.00 with Full Registration Fee. (No Breakfasts)

Total: \$86.00

Registration Fee and Meals: Checks and forms may be sent to Central Office until June 5th. After this date, please contact Mrs. Lloyd Francis, 5515 Homes Street, Kansas City, MO 64110. Meal tickets must be purchased 48 hours in advance.

Circle meals you wish tickets for if attending part time:

	Fri., June 14	Sat., June 15	Sun., June 16	Mon., June 17
Lunch		\$6.00	\$6.00	\$ 6.00
Dinner	\$9.00	\$9.00	\$9.00	\$11.00
Carnation Banquet only (no registration fee)				\$13.50

For faster breakfast service, please check your preference:

No breakfast \_\_\_\_\_  
Continental breakfast, \$2.00 \_\_\_\_\_  
Coffee shop breakfast \_\_\_\_\_

Past International Offices Held:

Number of Conventions attended:

Arrival date ..... Approximate time .....  
Departure date ..... Approximate time .....

REGISTRATION DEADLINE  
MAY 25, 1974

Hotel Rooms: After this date, mail requests for hotel room reservations to: Crown Center Hotel, 1 Pershing Road, Kansas City, Missouri 64108, or phone 816-474-4400. If arriving after 6:00 p.m., June 14th, a deposit is necessary to hold room reservations.





# THE CONVENTION WITH SOMETHING EXTRA

Robert T. "Sonny" Davis, president of the National Leadership Institute in Austin, Texas, will conduct special leadership training sessions for collegiate and alumnae members on Saturday, June 15, at the Centennial Convention in Kansas City.

With degrees in business and law from the University of Texas, Mr. Davis was appointed assistant attorney general of his state in 1962. In this position he was asked to organize a comprehensive state-wide delinquency prevention program for Texas youth. This program, the Attorney General's Youth Conference, rapidly became known as one of the outstanding youth development programs, hosting 1,000 outstanding youth leaders annually. Later, after consultation with major colleges and universities Mr. Davis developed his unique leadership training program for youth organizations. In 1963, he organized the non-profit National Leadership Institute to provide youth training under private foundation grants. This institute is now active in 30 states.

In 1969 Mr. Davis founded National Leadership Methods. This management and leadership training company now has 88 trainers throughout the United States and trains approximately 25,000 persons annually in leadership skills.

Mr. Davis is nationally known as an outstanding speaker and has been recognized by the Texas State Juvenile Officers Association for "outstanding service to the youth of Texas." He has received numerous citations for his service to youth throughout the United States. He is a member of the State Bar of Texas, the Travis County Bar Association and the American Society of Training Directors.

Mr. Davis conducted a leadership session for Gamma Phi Beta's international officer training school in Milwaukee last July. Now the Sorority is making Mr. Davis' leadership know-how available to all who attend the Centennial Convention next June.



Two Gamma Phi Beta committee members look on as students from the School of the Ozarks make ready the Convention kits. From the left (seated) are: Jackie Shirkey, Bobbi Benton, Doris Green and Sandy Vincent. Standing are Beverly Weaver, Joy Hillerns Hesler, kits chairman, and Betty Hailey Crooker, Kansas City alumnae president.

"Work and earn that you may learn" is a practical tenet underlying the success of many great Americans. Its implementation is part of the spirit of this great country. How refreshing it is to spotlight an academic institution that, uniquely, has this work-earn-learn principle as its *raison d'être*.

This 65-year-old institution is the School of the Ozarks, a fully-accredited college deep in the picturesque Missouri hills at Point Lookout, located atop a bluff above Lake Taneycomo. Catering exclusively to young people from low-income families, the school employs the students in various campus-run enterprises and all earnings are applied to tuition and expenses.

The School's president is M. Graham Clark, who left his \$40,000 post as an insurance company executive to accept the \$3,000 job at the School of the Ozarks. During his tenure he has transformed a seedy, second-rate high school into a burgeoning little college. He did it by traveling tirelessly to raise funds while running the school almost single-handedly. He once crawled out from under a road grader he was repairing to greet a lawyer from a foundation. "That turned out to be worth about \$500,000 to

us," recalls Mr. Clark. "He'd never seen a college president working before."

Our Kansas City based Centennial Convention committee discovered in this "earn-and-learn" college a group that was eager to make our kits for Convention. The Epsilon Zeta home economics sorority received our material and started to work right away. Ninety per cent of the money earned went to the girls and ten per cent went to their sorority. The extra spending money made it possible for the girls to go on a school-sponsored trip to Dallas.

When part of the Gamma Phi Beta Convention committee visited the school last fall, the girls expressed their appreciation for the opportunity to make the kits. They welcomed the Gamma Phi Betas with tea and cookies and held a reception in the evening, honoring Joan Lewis McCoy (Ohio State), Centennial Convention chairman.

When you see the beautifully-made kits this June, you will appreciate, as we do, those industrious girls of Epsilon Zeta. We again thank the School of the Ozarks for adding its touch to our Gamma Phi Beta Centennial Convention.—Judy Hubbard White





For our two formal banquets, you'll want to look as lovely as Ernestine Dobler McDonald (Northwestern), Marilyn Mundon Breidenthal (Kansas) and Edith Wells Chapman (Missouri). Their dresses are comfortable and all contain some polyester, which means easy care.

Wearing an ankle-length cotton lace cover-up, which is a necessity between room and pool, is Mel Eaton Matuzak (Kansas State). She's ready for a relaxing visit to Crown Center's health spa, and then a refreshing dip in the beautiful outdoor pool.



Gamma Phi Beta has remained steadfast and strong for one hundred years with few basic changes. We can't say the same for fashion. Members of the Greater Kansas City alumnae chapter model the latest fashions from Halls at Crown Center to give you some helpful guidelines for Convention packing and dressing.

## Centennial Fashions for '74

Dressed casually, Suzanne Rorvig Caldarello (Missouri), Juli Schaberg Perry (Kansas) and Dona Odrowski Nelsen (Kansas State) tour the unique shops in the West Village at Crown Center. Each tiny shop is encased in glass and all are connected by black iron stairways. You'll want to set aside some leisure time to shop.









# MEMBERSHIP CHAIRMEN

## ALABAMA

**State Membership Chairman**—Miss Janet Mahaffey, 119 Forest Ave., Atmore, AL 36502  
 Auburn—  
 Birmingham—Miss Ida Jean Wilburn, 1424 Heflin Ave., Birmingham, AL 35214  
 Huntsville—Mrs. Keith Schronrock, 5019 Rickwood Court, NW, Huntsville, AL 35810  
 Montgomery—Mrs. W. Murray Neighbors, 11 Brantwood, Montgomery, AL 36109  
 Auburn University (Gamma Phi)—Miss Carolyn Carter, 3728 Armor Ave., Apt. KG, Columbus, GA 31904

## ALASKA

**State Membership Chairman**—Mrs. Jeff Hassler, 2119 McKenzie Dr., Anchorage, AK 99503

## ARIZONA

**State Membership Chairman**—Miss Verla Oare, Box 664, Winslow, AZ 86047  
 Flagstaff—Mrs. Lee Hutchinson, 523 W. Apache Rd., Flagstaff, AZ 86001  
 Phoenix—Mrs. M. Harold Lee, 8104 N. 55th Dr., Glendale, AZ 85301  
 Tucson—Mrs. Tom Wilson, 5601 N. Maria Dr., Tucson, AZ 85704  
 Arizona State Univ., Tempe (Beta Kappa)—Mrs. John Hunt, 8538 E. Sandalwood Dr., Scottsdale, AZ 85253  
 Northern Arizona Univ., Flagstaff (Beta Omega)—Mrs. Lee Hutchinson, 523 W. Apache Rd., Flagstaff, AZ 86001  
 Univ. of Arizona, Tucson (Alpha Epsilon)—Mrs. Tom Wilson, 5601 N. Maria Dr., Tucson, AZ 85704

## ARKANSAS

**State Membership Chairman**—Mrs. A. L. Eastin, 5111 Oaklawn, North Little Rock, AR 72116

## CALIFORNIA

**State Membership Chairman**—Mrs. Robert L. Reynolds, 885 Delta Pl., Claremont, CA 91711  
 Bakersfield—Mrs. Diane Bryan, 3524 Purdue, Bakersfield, CA 93306  
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 Contra Costa—  
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 Kings-Tulare—  
 La Jolla—Mrs. Robert Aeder, 2339 Vallecitos, La Jolla, CA 92037  
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 Modesto—Marin County—Mrs. B. C. Magill, 13 Crest Rd., Belvedere, CA 94920  
 Monterey County—Mrs. Paul Hoffman, 1140 Devisadero, Pacific Grove, CA 93950  
 Orange County—  
 Palo Alto—Mrs. Dexter Glunz, 2350 Waverly St., Palo Alto, CA 94301  
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 South Peninsula—  
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 Stockton—  
 Whittier—Mrs. Donald Jordan, 9471 Randall, La Habra, CA 90631  
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 Ca. State Univ. at Long Beach (Gamma Eta)—Mrs. John W. Merchant, 3372 Rossmoor Way, Los Alamitos, CA 90720

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Name of Rushee				
Address of Rushee	number	street	city	state zip
Father or Guardian's Name				Occupation
State whether you know the girl personally				
High School attended	name	city		state
Scholastic record (be as accurate as possible)				
Scholastic honors				
Activities and special interests				
College she will attend				
Term for which she is registered				
Has she attended any other college? (if so, what?)				
Recommended by				





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Sue Dorsey Durrett



Emily Margaret Allen Withan



Marilyn Mundon Breidenthal



Joyce Reusch French



Catherine Campbell Dunmire



Gretchen Youse Rein

**Betty Hailey Crooker** (Kansas '60), Greater Kansas City alumnae chapter president, works closely with Joan McCoy, Convention chairman, on plans for June. A 1960 nursing graduate from the University of Kansas, Betty taught medical-surgical nursing for seven years and still teaches on a part-time basis. She is married to an architectural engineer and they have three sons. Active in many community projects, Betty's newest interests are tennis (to keep her physically fit) and antiques (to keep her mentally alert).

**Sue Dorsey Durrett** (Missouri '61) is the financial wizard who will manage the Convention funds as treasurer. Her experience includes being treasurer of the alumnae chapter, Missouri chairman of the Audrey Weldon Shafer Scholarship fund, a member of Alpha Delta's corporation board and chairman of Alpha Delta's successful Golden Gathering. Sue's husband is A. Overton Durrett, a lawyer, and they have one son, John, 5. She teaches a first grade reading group, is a member of the Stephens College alumnae group and a P.E.O.

**Emily Margaret Allen Withan** (Kansas '35), Convention corresponding secretary, has been typing correspondence for Joan McCoy for more than two years, and has never complained about the quantity or deadline. Known affectionately as E.M., she graduated from Stephens College in 1933 and moved on to the University of Kansas where

she graduated with a journalism degree in 1935. Husband Larry Witham is a member of the Kansas City Board of Trade where he has been on the floor for more than thirty years. E. M. has served the alumnae in many ways, but the position for which she is locally and internationally famous is her job, since 1964, as magazine chairman. For the last five years she has won for Kansas City the first place award in Gamma Phi Beta magazine sales.

**Marilyn Mundon Breidenthal** (Kansas '57), Convention social chairman, has been scurrying around finding bargains for the last two years. In her search for outstanding favors for the banquet, she was invited by telegram to go to Hong Kong to pick her own bamboo. An outstanding activity girl at K.U., Marilyn's enthusiasm carried over to alumnae years where she has been Panhellenic delegate, originator and first editor of the newsletter, *The Red Rocker*, publicity chairman for the Antique and Arts Show and is now on the Sigma corporation board. Active in many community projects, Marilyn is married to a stockbroker and they have two sons, Ted and Mark.

**Joyce Reusch French** (Kansas '55), assistant social chairman, has been a helping hand to Marilyn for the last two years. An education major, and former school teacher, Joyce is married to an Avon manager and they have two children, John and Anne. With the Gamma Phi Beta alumnae, she has been

CRESCENT correspondent, Panhellenic delegate and will be chairman of this year's Panhellenic Campus Caucus. And, she's chairman of the Panhellenic luncheon to be held on June 15 at the Convention.

**Catherine Campbell Dunmire** (Kansas '55), assistant social chairman, is no newcomer to the world of Gamma Phi Beta. When she pledged, she became the eighth member of her family to wear the crescent moon. Her mother, two aunts and four cousins are all Gamma Phi Betas. An economics graduate, Cathy is married to a Kansas City bank executive and they have two children, David and Laura. An accomplished pianist, she accompanies two church choirs and plays for the children's theatrical group for the Junior League.

**Gretchen Youse Rein** (Kansas '57), Convention secretary, will be our girl Friday next June. She will always be found in the Gamma Phi Beta office at the Crown Center, where she will be our private secretary and available to all who need her. A personnel administration graduate, she has served the Kansas City alumnae as Sigma representative, treasurer and president. Gretchen and husband John, a stockbroker, have three sons: Brad, Eric and Rodney. She's done her stint as den mother and is now working with the Boy Scouts. And, she's working on her pilot's license in her spare time, which is very scarce these days.



*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!*

## Specialties of the House

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

# GOOD BUYS FROM GAMMA PHIS

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." 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.

## Decals and T-Shirts

San Antonio alumnae are offering for sale replicas of the 100-year emblem on car window decals at 50¢ each; T-shirts at \$3.50 and sweat shirts at \$4.75, each in sizes S,M,L. Order from Mrs. James R. Welsh, Box 13582, San Antonio, TX 78213.

## Centennial Playing Cards

Calumet Area alumnae are offering double-deck playing cards, brown and white, with the Centennial charm imprinted in gold. Attractively gift boxed, they sell for \$3.75 per double deck; \$3.25 in lots of ten, postage paid. Order from Mrs. Robert Bielfeldt, 6329 Moraine, Hammond, Indiana 46324.

## Post Cards

Meeting notice and plain post cards in Gamma Phi Beta colors, each printed with a carnation and crescent moon emblem are still for sale by the Fort Lauderdale alumnae. The printed cards serve as a distinctive and useful reminder to your members about your

meeting dates. The plain cards are useful for your many personal messages to friends and sisters alike.

Either personal or meeting notice cards are available in packets of 100 at \$4.00 per package, postage paid. Samples will be sent upon request. Send your check and order to: Mrs. James R. Hyatt, 5778 N.E. 17th Avenue, Fort Lauderdale, Florida 33308.

## Needlepoint Kits

Needlepoint kits, with all canvases hand painted and taped, depict the Gamma Phi Beta coat-of-arms and come in the following sizes: 5 × 7 for \$5.00; 16 × 18 for \$10.00; and 19 × 26 for \$20.00. A carnation with crescent design comes in 18" square (pillow size) for \$10.00. Finished size will be two inches smaller. Please indicate design and size and allow 2-3 weeks for delivery. Make checks payable to: Mrs. John Zaepfel, 486 Morning Canyon Road, Corona del Mar, CA 92625. (California orders add 5% sales tax.)

## Stainless Steel Knives

Tallahassee alumnae are selling stainless steel knives with hollow ground blades and polished aluminum handles. Available sizes include: paring knife for \$1.00; steak knife (singly) for \$1.25 or in sets of six (boxed) for \$7.50; butcher knife with 6" blade for \$1.85; slicer with 6½" blade for \$1.85; slicer with 8" blade for \$1.95; fork for \$2.00; carving set (8" slicer and fork in box) for \$3.95 and knife sharpener (German steel) for \$1.00. Postage is \$1.00 with each order. Mail checks to Mrs. Cyril V. Smith, 1836 Westminster Drive, Tallahassee, FL 32304.

## Bumper Stickers

Oklahoma City alumnae have had designed and printed brown and mode bumper stickers that proclaim: "Gamma Phi Beta Centennial 1874-1974." The "C" in the world "Centennial" is our own crescent moon. Ideal gift for little sisters, pledge moms or bulletin board display in the dorms. All alumnae who are driving to Convention surely will want one. Price: 50 cents each, including postage. Order from Mrs. Richard M. Jennings, 5829 Norman Road, Oklahoma City, Oklahoma 73122.







# PACESETTER



One of the few women in an administrative post at Oregon State is Kay Conrad, assistant dean of students.

## Kay Conrad

Kay Conrad (Idaho '59) has always been involved with Greeks. For her chapter she was recording secretary, corresponding secretary, and pledge trainer. Today she serves as assistant dean of students on the Oregon State University campus in Corvallis and is the advisor to Panhellenic.

Miss Conrad is a very diversified person, and one who never has a dull moment! She fills her role as assistant dean of students by handling all sorts of problems that any one of 15,000 people may have, and works hard to bridge the gap between the students and the administration. As Panhellenic advisor, she attends to the problems of 15 sororities. Since Kay came to OSU in 1970, Panhellenic has grown into an efficient and effective organization. Kay believes that the only way to run an organization is to become involved, and involved she is! Besides attending all Panhellenic functions, Kay co-teaches a leadership class for all sorority and fraternity presidents, gets to know most sorority officers personally, and manages to visit all houses several times a year for dinner and other activities. Personal contact is her philosophy, and, through this, all of us in the Greek system feel that we are an important part of this university. Recently Miss Conrad helped promote a bill that passed in the Oregon state legislature to lower fraternity taxes by a sizeable amount. Ask

the Greeks about Kay Conrad, and they'll tell you she's the greatest!

Although involved with Greeks in general, Kay is still a loyal Gamma Phi. She had a comment on her undergraduate experiences at the University of Idaho. "Right after I pledged Gamma Phi Beta, I ran into a friend of mine. He asked what house I pledged and I said Gamma Phi Beta. He said, 'You'll be OK, they're a bunch of oddballs!'" Later she added, "He was right! The house turned out to have girls with many interests!" This is the beauty that attracted Kay to Gamma Phi Beta, and it has attracted thousands of others since that time.

The Greek system, though, has changed, and Kay has been in a position to observe its evolution. "The situation was different when I was at Idaho than it is today. All the undergraduate students were required to live on campus. There were only a few dorms and co-ops, so Greek living was predominant. Today, there is competition between dorms, co-ops, and off-campus living. They are all forced to prove what they have to offer, and because of this they are able to offer the most unique and specialized way of living."

We Gamma Phis at OSU feel that we *do* offer a very special way of living, and Kay Conrad is certainly one of the biggest promoters of our way of life!—Joan Thompson, Oregon State



Want  
something new  
for Spring?



## GAMMA PHI BETA HAS JUST THE THING

This beautiful charm was designed to commemorate Gamma Phi Beta's first 100 years—one of the 10 oldest women's organizations in America. Wear one on a charm bracelet, on a delicate chain as a necklace or buy two and wear as earrings! The seals are exact replicas of the charm embossed on gold metallic paper—perfect for sealing notes and letters. Both are approximately one inch high by one-half inch wide.

Charms . . . sterling silver	\$ 7.00
gold plate	\$ 7.00
10 K. gold	\$18.00
14 K. gold	\$26.00
Seals . . . 50 seals	\$ 1.00
100 seals	\$ 2.00

### Order now from

Gamma Phi Beta Central Office  
630 Green Bay Road, Kenilworth, IL 60043  
Please make checks payable to Gamma  
Phi Beta

**WOMAN IS THE WORD** on campus, whether you're talking about student government, innovative curriculum planning, job opportunities for the graduate, or back pay for female faculty members. Among new course offerings directed toward women, Alabama lists "Introduction to Women's Studies" while Duke's Center of Continuing Education has "New Directions: A Guidance Seminar for Women," and nearly 2,000 other miscellaneous women-oriented courses include "Marxism and Women's Liberation," "The Heroine of the American Novel," "The Rhetoric of Sexual Liberation," "Media Images of Women: From Main Street to Madison Avenue," and "The Judeo-Christian Tradition and Historical Perceptions of the Role of Women." A number of campuses, often through their Panhellenics, provide an automotive fixit course for women. . . . One campus lists something interesting and probably appealing to women "In-Home Leisure Living in 1990," described as "an innovative, experimental course offered by the Department of Marketing Management." . . . It should also be noted that the women's enrollment in graduate schools is growing while the female dropout level has halved itself in the past ten years.

**HEADCOUNT ON SINGLE MALES:** They tell us that 12.7% are between the ages of 20 and 34, a noticeable double since 1960. One contributing factor is a high divorce rate which leaves older singles at large.

**RE ENROLLMENTS FOR 1973-74:** The general word going around is that enrollments are down, and most schools are gleefully reporting to their alumni that "while in general enrollments are down, ours is up . . ." According to the *Chronicle of Higher Education's* official headcount, however, the total enrollment is indeed not down but up 3.9% over the fall of 1972. In fact, the only total (viewing all institutions, public and private) which is down is in the "first time students" category, and this only .1%. This is certainly not the gloomy picture "generally" drawn.

**COLLEGE BOOKSTORES SURVEY** tells us that campus bestsellers for fall term were topped by *I'm OK, You're OK*, *Journey to Ixtlan* and *Chariot of the Gods*?. *Jonathan Livingston Seagull* is still in the top ten.

**STUDENTS SIGN LEASES:** Beloit reports that students are assuming all the responsibilities of the renter by signing a lease, paying a security deposit, etc., instead of paying the traditional dorm board and room fees. College also agrees, as lessor, to uphold its responsibilities within the lease.

**TRADITIONAL GRADING SYSTEMS,** recent studies demonstrate, are still heavily favored by student and educational institution alike. From the student's point of view, the less traditional the record the greater the difficulty in being admitted to graduate or professional school or simply transferring to another campus, a fact which no doubt reflects the institutional preference for the old system.

**LACK OF FINANCIAL AID** for students was listed first and drugs last among campus problems facing the 215 college presidents who were polled recently by the American Association of State Colleges and Universities.

**RE CAMPUS SCHEDULES:** As the calendar turned to 1974 hardly a "semester campus" was left where students were taking final exams late in January in the old traditional manner. Since 1970 there has been a growing trend toward starting the first semester earlier and closing with finals before Christmas. Sometimes a mini-semester for special studies or projects occupies January with another four-month semester February til June. Often, too, the second semester begins in mid-January and closes in mid-May, allowing time for a two-term summer or third semester (trimester). Some "quarter schools" are reported eyeing the advantages of the trimester system.

—Prepared by the Operation Brass Tacks Committee of the National Panhellenic Editors Conference



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# *A Message from the Grand President*

## *The Crescent, May, 2074*

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(Translated by Mary Kay Dorman Kabler)

THE CRESCENT is the only way I can communicate with each and every one of you, so I'll use this method to bring you up-to-date on what is happening in Gamma Phi Beta.

While the Universal language has been used in all our sorority records since its adoption in 2046, our old records were hopelessly out-dated. Now, in honor of our Bicentennial, ALL records in the Central Office archives have been translated into the Universal language. They are on a strip only five centimeters long, indexed for convenience.

We are proud to be the first Universal Panhellenic Conference sorority to adopt the suggested "three-division" plan. Divisions are determined by location in the Universe: planetary, cosmic and oceanic. Grand Council meetings are held in each division in rotation. At our last meeting, at Sea Lab U., Council was highly entertained by a revival of those two period pieces of a by-gone era: "Oh, Calcutta!" and "Hair." It was a fun evening.

Gamma Phi Beta has many colossal collegians. At Milky Way College one ancient history major is writing her doctoral dissertation on: "The Pill. What WAS It?" She has been awarded a Centennial Founders scholarship for an extensive research trip to Earth. "It will be my first visit to the planet of my ancestors," reports this excited scholar. The chapter at Galaxy U. has won the scholarship cup for the third year, making it a permanent trophy. Two Gamma Phis in wet suits won the Big Apple contest in an underwater folk dance revival at Lost Atlantis University. Two cosmic members in back packs won the nostalgic Funky Chicken cup for their chapter at the Cloud 9 prom.

Chapter libraries are coming along. The Oceanic chapter at Fin City College has just received a 106-year-old copy of *Everything You Ever Wanted to Know About Sex But Were Afraid to Ask*. They feel that, as soon as it is translated, they will find it every bit as hilarious as their rare first edition of *Sex and the Single Girl*. They have generously loaned that one to the Universal Museum of Eternal Humor in Antiquity, Laugh-in Division, Burbank, California, Earth.

After much discussion with the Dwelling Board we have turned down the request of the Uranus chapter for new housing. The members hoped to abandon their floating bubble for an antique three story brick house built on lava around a courtyard. It would be impractical in their climate, and the Director of Finance says we can't afford it.

One of the greatest joys of being Grand President comes in working with the Field Secretaries. I want to share with you a letter received from Dottie Jo 427894. "I think I liked

Earth best. It is so quaint, and their customs so different from those of other areas. Not all of them have adopted the Universal language, so sometimes it was difficult to communicate, but they were darling girls! We really rush around from chapter to chapter, so it was not surprising that Penny 523674, missed the space shuttle and was late for rush week at the baby chapter on Kohoutek. Mary Jo 3245432, who came from a cosmic chapter, says that living in a wet suit for seven months while visiting her oceanic chapters was a real experience—she was afraid she might grow fins! Debbie 457832, the Cosmic Field Secretary, will be married in June to an astronaut-pilot she met on the space shuttle. He is a direct descendant of Neil Armstrong, the first Earth man to walk on the Moon, and, like his famous ancestor, is a member of Phi Delta Theta. Well, I guess you can see from this brief account that the life of a field secretary is a full one, exciting, and yes, sometimes tiring. I wish everyone could have this wonderful experience."

It is with great pleasure that Grand Council announces that Gamma Phi Beta, which held the first sorority convention west of the Rocky Mountains on Earth in 1902, will celebrate our Bicentennial by the light of the moons of Jupiter. Both Explorer 16 and Telstar I will be visible on the night of the Carnation banquet. (Those who attended the convention in 2060 will remember the thrill of seeing Haley's comet from the veranda of the Inter-Stellar Hotel on Pluto.) Conventions are always fun, but we work, too. Convention roundtables will include such timely topics as: Intervisitation, is it fair to your roommate, will he object?; Should planetary pledges be allowed to spend unchaperoned weekends in group study at all-male Star Stream Tech?; Are pasties practical for underwater campus wear?; Do legacies have an unfair advantage in pledging?; and Your housemother, friend or foe?. The discussion on the importance of a good working relationship between collegians and alumnae has been cancelled due to lack of interest.

Our Bicentennial will really be a big celebration. We have looked through the archives, and are copying as nearly as possible the menus and decorations of our Centennial convention at the Crown Center Hotel in Kansas City on Earth. That one *must* have been a stand-out—so everyone come to the Bicentennial—and make it as good as the celebration of our FIRST one hundred years!

In II K E,

Sally 6476523  
Grand President



# Nostalgia

## THEN AND NOW

### 1874-1974

By MARY KAY DORMAN KABLER

In the 1890's socialite Mrs. Oliver H. P. Belmont told a downcast shopgirl suffragette: "Just pray to God. SHE will help you." On March 3, 1973, singer Helen Reddy accepted the Grammy Award for "I Am Woman" and said: "I'd like to thank God because SHE made everything possible." Who says that history does not stage repeat performances?

**Dear Abby:**

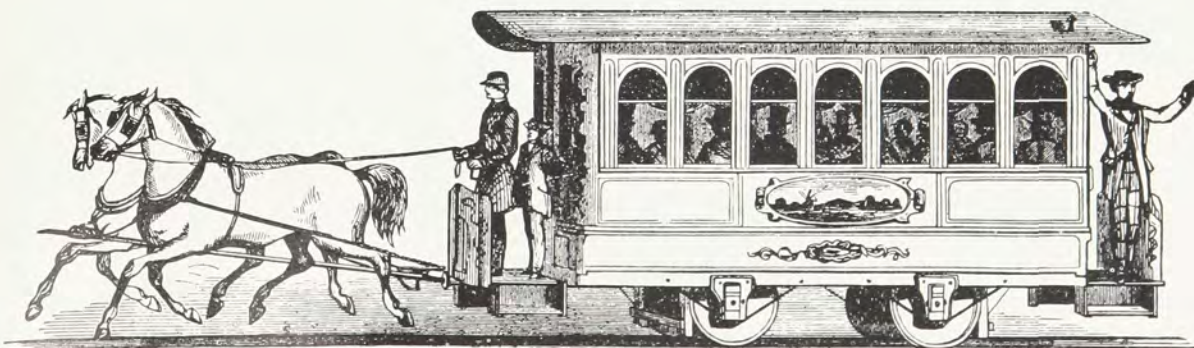
What we call "quality of life" today includes the same humanistic ideals and values as Jefferson's "pursuit of

happiness." By the turn of the century pollution was so severe that economic, civic and political committees were formed to deal with industrial offenders. As World War I production replaced civic concerns the anti-smoke crusade was killed. Today more sophisticated chemicals are released into the air and water, and, after a good fight, ecologists are being overwhelmed once more—this time with a fuel shortage. In 1904 when the government showed that benzeate of soda had poisonous properties, Heinz 57 Varieties advertised that none of their products contained the dangerous substance. Today deodorants brag that they do not contain hexachlorophene. In World War I there was voluntary food rationing, with wheatless, meatless and even heatless days. The grandest gesture of all came from motorists who observed gasless Sunday by hitching the team to the front bumper. During and after World War II the nation survived with almost no gasoline (an "A" card limited a driver to three gallons a week), rubber products, meat, sugar or coffee. In the Seventies we have meat boycotts, high-priced lettuce, a scarcity of plastic and canned salmon, severe fuel shortages, and gasless Sundays.

President Theodore Roosevelt suggested in 1907 that Congress appropriate money to finance "each of the great

#### Hot Off the Press

Ready for Centennial—the "Nostalgia" articles by Mary Kay Kabler printed in booklet form. These articles cover the history of Gamma Phi Beta and our country for the past hundred years and can be reread and enjoyed for the next hundred years. This limited edition may be purchased at the Convention Boutique in Kansas City or by writing the Denver Alumnae, c/o Mrs. Earl T. Pinney, 6915 So. Garfield Way, Littleton, Colo. 80122.





## Nostalgia (cont.)

national political parties." Today a similar plan is suggested. There was corruption, financial greed, and a revolution in government morals during the Harding administration of the early Twenties. Today we have questionable campaign contributions and illegal wire-tapping. In the Fifties television featured the McCarthy witchhunt for Communists in government. Promising careers were ruined forever as unproven charges were made. Today we have the Watergate Committee hearings, impeachment investigations, and promising careers are ruined forever.

### Waltz Me Around Again, Willie

The 1882 Sears Roebuck catalog advertised cures for the opium and morphine habit; in 1913 Jacksonville, Florida reported 541 cases of known drug addiction; it was estimated that there were over a million drug addicts at the end of 1918. Today TV spots offer help for drug users, warn of dangers in foreign countries, and advise older brothers to keep an eye on younger ones. No-To-Bac was advertised in the Eighties to cure the smoking habit. Today we may "mind very much if you smoke," but the number of inhalers still climbs. In 1891 Jacob Riis wrote "How the Other Half Lives," a description of living conditions with all the problems that plague our cities today—slums, overburdened police, fire and health services, and inadequate public funds. Some eighty years ago Chicago built a model park system and advised that: "ready at hand are baskets in which to hide litter." Before long over a hundred men had to be employed to clean up the parks. In 1898 the DAR attempted to foster a feeling of loyalty and respect for our flag, which was often overprinted with commercial messages, and torn and burned in the excitement of sham battles. Some sixty years later the flag was burning in front of court houses, draft boards, and college buildings.

### Vas You There, Charlie?

"Don't sit under the apple tree with anyone else but me," sang LaVerne, Maxene and Patty as the Andrews sisters harmonized their way to the top of the 1940 charts. This March, Maxene, 56, and Patty, 53, opened on Broadway in "Over Here," a musical about sisters running a World War II canteen. In 1949 Carol Channing was a Broadway hit in "Gentlemen Prefer Blondes." This January she opened in "Lorelei," a re-hash of the original. Sir James Barrie's "Peter Pan" is seventy years old, and such great ladies as Eva LeGallienne, Maude Adams, Marilyn Miller, Jean Arthur, Veronica Lake, and Mary Martin have played Peter through years of stage life. Today a revival is planned starring super-gymnast Cathy Rigby. In 1971 "No, No, Nanette" became a nougat of nostalgia in which an ageless Ruby Keeler kicked the calendar goodbye. James Whitmore, playing a rope-throwing Will Rogers, has gum-chewed his way around the country.

Nostalgia does not guarantee success. In 1929 "The Goldbergs" began a 17 year radio run, switched to television for a few years and died. "Mollie," a 1973 musical about the Goldbergs, opened and closed on Broadway in record time. Danny Thomas, who had a solid hit with

"Make Room for Daddy," returned with "Make Room for Granddaddy"—a short-lived bomb. Raymond Burr played Perry Mason through 271 episodes in nine seasons on TV. A 1973 version, with Monte Markham in the title role, failed to make it through a first season.

### Play It Again, Sam

The mandolin was the instrument of the late eighteenth-hundreds. In the Twenties it was the ukulele. Today kids are buying guitars at the rate of 35,000 a week, and learning to play them at the rate of 42 a year. The present popularity of country music stems from the 1925 National Barn Dance, and Grand Old Opry. Instead of Homer and Jethro we have "Hee-Haw"; to replace "Red" Foley, "the cactus crooner," we have Johnny Cash. Teresa Brewer's "Music, Music, Music" was Number One in 1950. Last summer she recorded it again, this time with the British rock group "Head, Hands, and Feet." In 1929 Rudy Vallee crooned "I Kiss Your Hand, Madame" through a megaphone. In the Sixties he hit the top charts with "Winchester Cathedral." In 1935 Jeanette McDonald and Nelson Eddy sang "Maytime," which began: "Sweetheart, sweetheart, sweetheart." In a present-day commercial two actors, dressed as the famous duo, argue amiably over the taste of cranapple juice and wind up singing: "Sweet-tart, sweet-tart, sweet-tart."

### Put the Blame on Mame

At the 1876 United States Centennial Susan B. Anthony read a Declaration of Rights for Women. Modern women are fighting the same issue, pro or con, with their state legislatures. NOW is protesting male domination of Wall Street, but in the late 1870s Victoria Claflin Woodhull and her sister, Tennessee, were stockbrokers in the fabled canyon. Victoria even ran for U.S. president. In 1972 Women's Lib bragged of the first woman apprentice painter in Little Rock, first woman journeyman carpenter in Washington, and the first woman combat-vehicle mechanic in Texarkana. How quickly they forget! The 1890 census listed lumbermen, woodchoppers, detectives, sailors, stablewomen, blacksmiths, brewers, paperhangers and wheelwrights—all women!

In these days of pressure for organized athletics for girls, we should recall that Chancellor Canfield of the University of Nebraska pioneered in introducing gymnasium and competitive athletics for undergraduate women in 1890! That same decade Little Egypt introduced the "hootchy-kootchy," a scandalous bump and grind, at the Chicago World's Columbian Exposition. Today housewives have taken up belly dancing. Turn-of-the-century women were taught self-defense by the use of the stilleto hatpin and the furled umbrella. Today's woman enrolls in a judo or karate class. The suffragette's slogan of 1890 was "The New Woman." In 1917 it was "Equal Pay for Equal Work." While some burned their bonnets, instead of their bras, they were already attacking the double standard, advocating free love, and invading all-male bars.

### Leave it to Beaver

In 1873 the U.S. Commissioner of Patents gave his resignation to the President, explaining that everything useful



had already been invented, and he wished, therefore, to pursue some more promising line of work. Radar was known as early as 1886 when Hertz showed that solid objects reflected radio waves. In the 1890s the Graphophone, which recorded sounds instantly, was introduced. So was Edison's talking doll; and the Nodark camera finished pictures in a minute, producing 26 tin-types for \$6.00. There was a convertible sofa bed, instant chocolate, and by 1906 much progress had been made in transferring city phone cables to underground conduits. In 1910 the Springfield portable house, in 10 or 12 foot sections, was marketed. The first house trailer previewed in the Thirties, and in 1939 the first American compact car, the Crosley, was sold. We put men on the moon, and in 1972 Pioneer 10 departed on a two year journey to Jupiter, 483 million miles away. Explorer 16 is expected to orbit until the year 4207, and Telstar I is likely to stay aloft until 7561. Haley's comet last appeared in 1910, and, after the fizzle of Kohoutek, we look forward to seeing it blaze again in 1985. In the year of the American Bicentennial in 1976 the configuration of the planets will be such that all of them can be reached in ten years instead of the usual thirty.

### What's It All About, Alfie?

In 1870 there were 80 sheep for every 100 humans in the entire population. Today there are more pigs than people in Iowa. A young English singer has adopted the name of Engelbert Humperdinck, who composed the opera "Hansel and Gretel" a century ago. By 1903 many libraries had banned "Huckleberry Finn." In 1927 Boston pulled "Elmer Gantry" and "The Sun Also Rises" from its shelves. The sheriff of Kershaw County, South Carolina rid local schools of J. D. Salinger's "Catcher in the Rye," and in 1973 the Drake, North Dakota, school board ordered copies of "Slaughter House Five" destroyed. That's progress?

An 1893 survey reported that there were 45,845 native-born tramps; literate, skilled, healthy men with no fixed address or employment. Voluntary dropouts from society, they originated a language of their own: flophouse, handout, hobo . . . over three thousand words in all. Today's hippies and yesterday's beatniks also "dropped out" and originated a language of *their* own: bread, pad, bird and literally thousands more. That's progress?

In the Thirties daring Missouri students swallowed live goldfish. In 1973 Harvard students ate light bulbs, and thirteen University of Kansas freshmen set a Monopoly marathon record of fifty hours, playing in an elevator while the car traveled 7212 floors. In the Fifties students stuffed sixty-one bodies into a phone booth; today "streaking" across college campuses, clad only in track shoes and ski masks is the rage. That's progress?

In 1891 America's last Indian War was fought between the Sioux and the Cavalry at Wounded Knee, South Dakota. Eighty years later "Bury My Heart at Wounded Knee" hit best seller lists. In 1973 forceful Indians again occupied Wounded Knee to point up the desperate plight of their people. That's progress?

In 1874 only one hundred Americans could claim to have a million dollars. In 1953 there were some 27,000 millionaires; today there are over 150 thousand. In 1901 Negro educator Booker T. Washington dined at the White House

with the Roosevelts—a storm of protest shook the country. In 1973 Mr. and Mrs. Sammy Davis, Jr. were the first black guests to sleep in the White House—NO storm of protest shook the country. THAT'S progress!

### What's Up, Doc?

"Disenchanted" was the password of the Twenties. In a refrain that was to be heard again and again, a young contributor to the *Atlantic Monthly* wrote in 1920: "The older generation has certainly pretty well ruined this world before passing it on to us. They give us this thing, knocked to pieces, leaky, red-hot, threatening to blow up; and then they are surprised that we don't accept it with the same attitude of enthusiasm with which they received it back in the Eighties."

After World War I colleges talked of imitating Liberty Loan techniques to raise money for their schools as inflation spiraled. Today some 700 institutions have gone co-educational to attract more students and relieve the money-pinch. From Boston to Berkeley, undergraduates are flocking to courses that look good to corporate recruiters. Off-campus apartments, pass-fail courses, and out-and-out freakiness have lost some of their appeal. Use of hard drugs has declined; ROTC is gaining higher enrollments. A surprising number of students are finding definite advantages to the cheek-to-cheek dance steps of an earlier era. Knit slacks and a pressed shirt have re-appeared, and some collegians are donning skirts and dresses.

### Gamma Phi Beta Spans the Centuries

For centuries there existed societies of people with a mutual interest in educational, spiritual and social advancement. Ancient Egypt, Rome, Greece and the continent include evidence of such groups in their histories—groups like the Plato Academy, the Pre-Raphaelite Brotherhood, and Thomas Jefferson's Albemarle Academy. To deny the fraternal system is to deny the impact and importance of culture and its natural concern for the world of civilized man.

As one of the oldest and most respected of college women's sororities, Gamma Phi Beta is a co-founder of the National Panhellenic Conference, and one of the few with international membership. As one of the ten oldest continuing women's organizations we have survived for one hundred years, through attacks on the fraternity system, through university and social challenges. We will survive another hundred years and more if we make certain that our Gamma Phi Beta friendships go beyond the superficial and sentimental. Depth of friendship means knowing the other individual, respecting her points of view, discovering her abilities, making her reach. We are committed to educating ourselves, to preparing as individuals to exert a strong influence for good, both in and out of our Sorority.

We need not destroy our past to build our future. By keeping our old values, but using new methods, we can promote human welfare. Young women, especially, can perform a service by reaching for higher standards of human excellence, and with their various gifts make a better world for us all. This was the goal of our Founders. This is our goal, as we prepare to celebrate our first one hundred years. We were, indeed, founded upon a rock.



# 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

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# By the light of the Crescent Moon

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Almost every day we hear about exciting new plans for our Centennial Convention. One of these exciting occasions will be the Panhellenic luncheon on Saturday, June 15, when we will have as our guests representatives from all other national sororities. Our speaker for that meeting will be Dr. Kenneth McFarland, one of the nation's outstanding guest lecturers, who appears through the courtesy of General Motors.

Dr. McFarland is the recipient of the Freedom Foundation's prestigious National Leadership Award; he is the recipient of the Golden Plate Award presented by the American Academy of Achievement; he has been designated as the Outstanding Salesman of America by the Sales and Marketing Executives International and he is a former guest lecturer for *Reader's Digest*.

Holding college degrees from Pittsburg State College in Kansas, Columbia University in New York and Stanford University in California, Dr. McFarland is a native of Topeka, Kansas. He is perhaps best known for his talks on selling fundamental Americanism to the American people. He has become a recognized authority on law enforcement and has received numerous awards in that field. He and his family are active in ecology and wildlife conservation, both nationally and internationally.

Dr. McFarland will speak to our group on the role of women in higher education.

## **Our V.I.P.**

Our own VIP Mrs. Bertram E. Skinner, daughter of Frances E. Haven Moss, will be a special guest at our Pink Carnation banquet on Monday night. Traveling from her home in Racine, Wisconsin, Mrs. Skinner will speak to delegates and guests about her Gamma Phi Beta heritage.

## **More About Dues**

In the March issue of *THE CRESCENT*, we reported that Grand Council would propose to the Convention a dues raise of \$2.50 for each Greek-letter and alumnae member. However, at the March meeting, Grand Council members reviewed the financial status again, and, with rising costs and fixed income, they decided that the proposed dues increase was not sufficient to meet the operating costs of the organization and continue with the existing programs. At the Convention in June, the recommendation will ask for a \$5.00 increase in dues, making collegiate dues \$25.00 per year and alumnae taxes \$10.00 per year. Please, talk it over with your chapters and be prepared to discuss and vote upon this proposal.

## **Senior Spinster Shower**

Lee Candler, *CRESCENT* correspondent for Psi Chapter at the University of Oklahoma has written us about a special end-of-the-year event in Norman. The seniors gave a special Senior Spinster Shower. All seniors in the house were invited to come, but only those who were not engaged or who became engaged too late to have showers participated. Each girl brought a practical apartment gift which was put "in the pot." Then, they played musical gifts while singing Gamma Phi Beta songs. After all the girls had received gifts, each girl in the circle opened her present, told what it was and what she planned to do with it. The person who contributed the gift then identified herself. What a wonderful and clever way to honor all those young women who had bought so many shower gifts for others through the years.

## **Joanne Kernitz Resigns**

Joanne Sallee Kernitz (Wittenberg '51), sent in her copy about the Founders Day celebrations around the country in January (The story appeared in the March issue) and with it her resignation as alumnae assistant editor on *THE CRESCENT*. She has served faithfully and well since May 1970 and it is with deep regret that we accept her resignation. She is working full time now and feels that she can no longer edit *CRESCENT* copy in her limited free hours. We are grateful for her work with our alumnae chapters and we will continue to keep in touch because she serves on our international awards committee.

## **The Pink Carnation Banquet**

The sentimental and beautiful Pink Carnation Banquet is the highlight, and climax, of each Gamma Phi Beta international Convention. From all reports that have come our way the Kansas City alumnae have outdone themselves to present a beautifully nostalgic and tastefully elegant background for this traditional occasion. Some of the table decorations have been personally selected in the Far East. The decor will be quite Oriental and the theme for the evening will be: "Our First One Hundred Fortunes; A Gamma Phi Beta Dynasty." Your editor has been honored to be chosen as toastmistress for this event and she accepts with great pride and humility. Have you ever tried to prepare a script with an Oriental theme to be presented to almost 1000 Greeks who, for the most part, are natives of North America? It wasn't easy. But, do come. We hope you'll enjoy it.

B.L.H.



# *They're Hooked on Gamma Phi Beta*

The coat-of-arms is a prominent decoration in any Gamma Phi Beta house but especially so at the Alpha Theta chapter at Vanderbilt, where a five foot circular rug is now proudly on display. Besides being a unique accessory for the house as part of a re-decoration project, the rug is also a gift to Alpha Theta for its 50th anniversary this fall.

The 100 percent wool rug, a do-it-yourself project of the chapter, was specially ordered from a rug company that color-stenciled the coat-of-arms on the canvas from a decal. Executed in the authentic colors of gold, brown, pink, and white, with mode background, it will be placed in the informal living room to complement the parquet floor.

The idea originated with Anne Wright, treasurer, last June while living in the house with some other members who were in Nashville for the summer. Anne said the idea of the rug came from helping her future mother-in-law, Mrs. Ruth Dale Brown, who is also an Alpha Theta alumna, hook some patterned rugs. After writing for more information, she presented the idea to the House Board. The project was enthusiastically supported by President Mary Fern Tate and the House Board, which gave Anne the go-ahead for the project. The rug was ordered in June, and two months later it arrived in time for the retuning Gamma

Phis to start hooking.

Since there was no specific deadline needed for completion of the rug, it was worked leisurely in spare time and at slumber parties. Luann Daugherty, who became official chairman of the project, planned study breaks and television parties to get members together to work on the rug. (At Vanderbilt only six officers are permitted to live in the houses.) Hooking the rug became a modern version of the quilting bee as Gamma Phis grew teary together watching *Love Story* and episodes of afternoon soap operas. Working on the rug also helped pass the time while practicing songs at rush meetings. After five months the rug is now completed except for the final binding and a small patch that requires more yarn.

Despite the time that was needed to complete this project, Alpha Thetas didn't neglect their studies, achieving a record of nine 3.0 averages this semester (on a 3 pt. scale).

Alpha Theta is particularly proud of its rug, however, which as a chapter project not only increased sister closeness, but is also something future Alpha Thetas can enjoy. This achievement reflects their pride both in their local chapter and in being part of Gamma Phi Beta.—*Tricia Huff, Alpha Theta*

Proudly displaying their new hand-hooked rug at Vanderbilt University are, from the left: Mary Fern Tate, Anne Wright and Luann Daugherty.

