



The

EDGECLIFF NEWS

Cornell University Chapter of Zeta Beta Tau Fraternity

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Sewell Shuger '46 Heads Baltimore Paint Firm



Sewell Shuger '46, formerly executive vice-president of Baltimore Paint and Chemical Corporation, has been named president of the firm. Now in its fiftieth year, Baltimore Paint and Chemical is one of the country's largest manufacturers and marketers.

Joining the firm following his discharge from the Navy after WWII, Mr. Shuger has been with Baltimore Paint for twenty-five years. The organization includes the Gleem, Murphy, and Merkin Paint Divisions and two subsidiaries, Forman-Ford Paints, Inc. and the Synkoloid Company.

Sewell writes that his daughter, Nancy, is graduating from Cornell in June. (Great Oak, Pikesville, Maryland 21208)

House Entertains Patients From Sampson State School

On Friday, December 18, the brothers gave a Christmas Party at the house for 20 patients of the Sampson State School for mentally retarded adults. Eggnog and hot hor d'ouvres were served along with a superb turkey dinner planned by our steward, Jerry Holthaus.

The highlight of the evening occurred when Santa Claus and his helper (Ed Ginorio and Rick Bandes) handed out the presents to the rock version of "Silent Night." Altogether it was a very successful and rewarding evening for the patients and the brothers.

The following thank you note was received:

The Men of ZBT:

We would like to take this time to thank the men of Zeta Beta Tau for making it possible for twenty of our residents to enjoy an extra treat at Christmas time. The residents have talked about nothing else since their return. We would sincerely like to thank you for your generosity, time and effort. We were impressed with the way you responded to our people. The residents so enjoy the attention.

We who work with them are most grateful for any trips they can take into the surrounding community; these opportunities provide a new environment and awareness.

Larry S. Conrad
Occupational Therapy

Brothers Are Interested

In Drama And Art Films;

Study Films Of The 60s

On November 17, 1970 the brotherhood re-enacted Ibsen's "An Enemy of the People." Andy Schatz portrayed Dr. Thomas Stockmann, whose attempt to make known the unsanitary condition of the municipal baths led to his untimate downfall. Gary Emerson, although busy with his duties as house president, found time to play the part of Major Peter Stockmann.

Along with this interest in presenting drama, the house has embarked on a program of studying the motion picture as an art form. To this end we have viewed many films and have had many serious discussions about them. Overwhelming favorites were films produced by Russ Meyer. We hope to complete a comprehensive survey of the films of the 1960s.

More art study projects are being planned for the near future.

ZBT Graduates Two In 1970

Last year ZBT graduated only two men.

Bob Gordon is in veterinary school in Italy, and John Orduña is working in Ithaca with the Southside Community Center. He has plans to attend law school. John is the brother of Joe Orduña, the halfback who helped Nebraska to win its national championship.

YOUR NEWS

Is what makes this newsletter interesting to your classmates.

YOUR NEWS

Is all used up. Please send us

YOUR NEWS

On the enclosed news form.

Skydivers Organized

The Skydiving Club was organized within ZBT and has become a recognized Cornell club.

Chapter President Gary Emerson and senior Pete Saunders took a dive in October. The president of the club is John Lay '71.

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"The business I started in 1964 has built up to one of the larger travel agencies in Westchester County", writes Hubert M. Aronson '44. "I also serve as president of the Association of Westchester Travel Agents, and on many industry boards. I was divorced in 1969. My son, James 18 is now in Franconia College; Robert is 15." He says that he recently attended a very nice party at Art and Dottie Kestens in Westport, Connecticut. Hugh's business is called Anytime, Anywhere Travel and is located at 35 King Street, Chappaqua, New York. His address: 200 Diplomat Drive, Mt. Kisco, N.Y.

"I recently opened my own architectural office", writes Richard C. Newman '60. The new office is located at 1000 Lake Shore Drive, Chicago, Ill., which is also Dick's home.

Part of the undergraduate chapter gathers for an informal portrait which was in the Cornellian last year. For a different view of ZBT, see page four for the formal portrait of the chapter in 1937.

"Heartsies" Refuse To Be Lured Away From Game

The favorite house pastime this year has been hearts. Although attempts have been made to lure the stolid "heartsies" to intellectual games like bridge or manly games like poker, the efforts have fallen on deaf ears. The cry of "hearts anyone" or "we need a fourth" will bring brothers from all the nooks and crannies of the house.

The players are varied in their approach to the game. From the sardonic wit of Bob Megantz to the laughable antics

of Rick Bades, to the steady play of John Lay and Marty Fox, to the not so steady play of Steve Rudy and Jerome Holthaus, to the outright atrocious play of Jeff Zaves and Steve Crozier, to the cool of Steve Horn, to the emotional outbursts of Bill Lovejoy, it appears that this activity is loved by all.

There are a few dissenters. Someone recently described the mess left behind as rivaling the vistas of beautiful Scranton, Pa.



Social Calendar Is Varied: Sunday Brunch a Tradition

After parties in the traditional style, we ended Fall Weekend with what is rapidly becoming a tradition on big weekends at Zeeb. A steak and eggs breakfast was served at midnight.

The Social Club recently purchased a bumper pool table which is enjoyed by the entire brotherhood.

Probably the most popular party of the year was held in the 1956 style, complete with duck tails and the old tunes.

A tradition that is still known all over campus are the ZBT brunches on Sunday.

Over 50% Sign Bids During Formal Rush

The following article appeared in the Cornell Daily Sun following formal rush, which ended during intersession.

By SUSAN R. DENBERG

The number of bids submitted this year to the Interfraternity Council by freshman men will equal or exceed last year's total, according to IFC rush chairman Joseph E. Connolly, Arts '72.

By yesterday afternoon 905 bids had been counted and Connolly estimated that 50.3 per cent of the men in the Class of '74 had turned in bids.

He indicated that last year at this time 48 per cent of freshmen men had decided to pledge and that the final figure for last year reaching 51 per cent reflected the addition of those who participated in deferred rush.

Although bids were due the first day of the semester, according to the formal rush schedule, less than 40 per cent of the freshmen had turned them in by that time, a record low figure according to Connolly.

"I'm super pleased", said Connolly. "All semester people have been saying fraternities are dying -- that we'd lose four or five houses this year and four or five next year. This just isn't so."

There was, however, one casualty from this year's rush. The members of Alpha Chi Rho voted to disband their chapter, which has been at Cornell for 64 years, after receiving no bids following formal rush.

According to Connolly, Alpha Chi Rho is the only house which he predicts will be going off the hill this year.

Spotlight on...

Donald Matzkin '62 Opens Architectural Firm



Donald and Arlene Matzkin in the office of their new firm, FRIDAY Architects/Planners, in Philadelphia.

Donald R. Matzkin '62 has opened a new firm in Philadelphia called FRIDAY Architects/Planners, 26 South 20th St.

Don writes that the firm is doing well in spite of the economic situation. "With commissions from one of the major banks in town and a full-time advocate planning consultancy for a black community, we are sort of working both sides of the street. We hope to bring the two together."

The firm includes his wife, Arlene (Hutton '61) and another Cornellian, David Slovic '63. All three have done teaching at Drexel University in Philadelphia, and Arlene won a bronze medal for her thesis project at Cornell. Don has had exhibits of his photography at Cornell, Lee Cultural Center, Sherman-Swiencon Gallery, Jefferson

Hospital Student Union and the Vanderlip Gallery.

Services offered by FRIDAY include land planning, management, graphics, research and interior design, in addition to the architectural and planning services.

Don and Arlene live at 3501 Baring St., Philadelphia. Don reports that Hillel Swiller '61 is living in the Society Hill Section, while "gritting his teeth through a tour of duty as a Navy psychiatrist."

"A third daughter, Victoria Eve, was born on August 12, 1970", writes Carl Austin '62. "I was named a partner in the Summit Realty Corporation with offices in Elmsford, New York, and Leonia and Woodbury, New Jersey." (4 Rockridge Dr., Town of Rye, New York)

From Near and Far, ZBTs Return Their News

"I retired on January 1, 1970", writes Louis Freidenberg '28. "I attended the Alumni University last summer -- looked over the house (no one in). It looks as good as ever." He says that Jacques Coleman '26 is also retired. Louis lives at 200 E. 57th St., New York, N.Y.

"I was married to Sue Shechtman (Elmira '70) on June 14, 1970", writes Robert P. Gordon '70. "I am attending the veterinary school at the University of Bologna, Bologna, Italy. All traveling brothers are welcome." (His home address is 76 E. 34th St., Paterson, New Jersey)

Kenneth J. Riskind '59 is vice president of the Fullerton Metals Co. in Northbrook, Ill. Ken reports that he and his wife have bought a new home (1428 Green Bay Rd., Highland Park, Illinois), and are expecting a new baby.

Gerald N. Halpern '61 writes that he is in his fourth year of

residency at Wesley Memorial Hospital in Chicago, Illinois. He and his wife have two children, Chip and David. (325 Forestway Dr., Northbrook, Ill. 60062)

Paul R. Perchonock '66 is a physician (intern) at the Highland General Hospital in Oakland, California. He writes that he was married on February 15, 1970 to Lorraine Herzon of Bethlehem, Pennsylvania. He says that they are both enjoying the sunshine and the action around the Bay area. (2800 21st Ave., Oakland, Calif. 94606)

"Our milk business is expanding", writes Kelly Marx '55. "We recently acquired the Bordens wholesale milk business in northern New Jersey. Both Bordens and Sealtest have left New Jersey because of unprofitable operations." The Clinton Milk Company is located in Newark and Kelly lives at 500 White Oak Ridge Rd., Short Hills, N.J. "Last winter while on vacation with my wife in Jamaica I met three Kappa brothers whom I hadn't seen

since graduation: Jack B. Tamarkin '53, Girard, Ohio; Dr. Stanley Shensa '53, Cleveland, Ohio, and Howard Selig London '56, of Washington, D. C. We met each one at different times during our stay. I also recently met George H. Karlin '54 (now of Beverly Hills, California) at a restaurant in Newark airport."

Leonard R. Myers '44 is a salesman with the Champlain Valley Fruit Co. in Burlington, Vermont. "We moved to St. Albans July 1, 1970. I find working and living in the "boon docks" much more pleasant than the city. Our oldest daughter, Liz, is a freshman at the University of Rochester, and our other daughter, Lindsay, is a sophomore at George School near Philadelphia. Our space is limited but visitors are welcome. We're close to fishing, hunting, and skiing areas. I saw Jack Kaman '43 and Merrill Sands '44 last winter. The only change in either one is that they are getting as bald as I am." (191 High St., St. Albans, Vt.)

Do You Remember These Men From 1937

TOP ROW: Barach, Saperstein, Westheimer, Frank, Raphael, Cole, Klepper, Mock, Block, Edelman, Feinberg, Weiner, SECOND ROW: Shapiro, Stern, Tishman, Oppenheim, Jackson, Graham, Levitt, Rosenblum, Harris, Bachrach, Casner, Guggenheimer. BOTTOM ROW: Bernstein, Frank, Seely, Kriegsman, Rothman, Frank, Blass, Greil.

