A HISTORY OF TOWN AND GOWN AND ITS SCHOLARSHIP FUNDS

By

Carolyn C. Franklin

President of Town and Gown, 1980-82

"Generosity is like our morning shadow--it reaches far beyond where we stand."

Town and Gown wants very much to help more USC students with scholarship assistance, as tuition for a typical undergraduate will be \$20,078 for the academic year 1997-98.

Would it be possible for you to consider starting an endowed Scholarship Fund of \$50,000, with a one-time gift, a series of gifts, or a bequest?

Please contact the President of Town and Gown if you need assistance in starting your Scholarship Fund or in helping a friend to start one. Thank you very much.

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Foreword

Carolyn worked on this A History of Town and Gown and Its Scholarship Funds from 1980, at the start of her two year term as Town and Gown President, to 1993, updating it as she gained information and as new scholarships were added. She wrote the final paragraphs in February, 1993, shortly before we left on our last cruise. She died April 1, 1993.

Town and Gown was truly Carolyn's home away from home. She loved the dedicated, energetic women who worked so hard to provide scholarships for USC students and to beautify the USC campus. She often remarked how thankful she was for the many wonderful friendships which Town and Gown had given her.

This booklet is a fitting memorial to Carolyn. I hope that readers will find it interesting, informative, and inspiring. It has been a labor of love for me to edit and update Carolyn's writings in order to put this manuscript into its final form. I give my sincere thanks to Harriet Storm, Marjorie Zickfeld, Jo Ann Conley, Jeannine Payne, Helen Dedeaux, Polly Hammond, and Holly Lamb for the information they provided to update Carolyn's text to the present. I commend Sterling Franklin for his superb editing and arrangement of his Mother's manuscript. I know Carolyn would be very pleased and proud, as I am, that as of July 1, 1997, the Town and Gown Scholarship Funds' endowment has grown to over \$17.5 million, generating enough income to fund 200 scholarships.

Dr. Carl M. Franklin, USC Vice President Emeritus and Professor of Law, September, 1997

A Brief History of Town and Gown

During my Presidency of Town and Gown, from 1980 to 1982, when endowed Scholarship Funds began to increase substantially, both in number and amount, I felt the need to begin writing a history of the organization, with special emphasis on the scholarship program.

Details of the early years of Town and Gown are sketchy, but it is known that Town and Gown was organized in 1904 as the Women's Club of the University of Southern California. It was renamed as Town and Gown when Mrs. Rufus B. von KleinSmid. wife of USC's 4th President, became President in 1922. She served as the magnificent leader of Town and Gown for twenty-five years, until 1947. After the long and successful tenure of Elisabeth von KleinSmid as President of Town and Gown, followed by the equally successful Presidency of May Omerod Harris from 1947 to 1962, the ladies of Town and Gown decided to limit the term of each President to two years. Margaret B. McGrath (Mrs. John) Fowler was elected to the first two-year term as President from 1962 to 1964. Her memories of Elisabeth von KleinSmid and May Omerod Harris, whose combined Presidencies spanned forty years, were described in a speech she gave to Town and Gown on March 2, 1976, summarizing the remarkable achievements of this support organization of the University of Southern California. Here is that speech, as reconstructed from her notes:

My Memories of Town and Gown, by Margaret Fowler

USC, a Methodist school, was founded in 1880, when Los Angeles had a population of 11,000. The University Women's Club was formed in 1904, 20 years after the first graduation in 1884. The Club's objective was to raise funds for tuition and housing for worthy girls. In 1921, Mrs. von KleinSmid arrived from the University of Arizona where she had been from 1914 until 1921. She had a charming personality and a wonderful spirit, and all the women admired her. Her warmth, strong

character, high principles, and sense of morality drew people to her. She had a great sense of humor, and so did Dr. von KleinSmid. The members of the Women's Club both admired and loved her, and within one year of her arrival, they prevailed upon her to assume leadership.

Mrs. von KleinSmid was a brilliant pianist, trained in this country and abroad, and she was delighted to find a group of women interested in music. Olga Steeb, Charles S. Wakefield Cadman, and Mme. Sprotte donated their time and talents, and three concerts were given for \$1 admission each, or \$2.50 for the series. We raised over \$1,150 and gave it to USC to add to "The Fund for the Completion of the Payment on the New \$600,000 Administrative and Auditorium Building."

Mrs. von KleinSmid loved young people and was interested in helping them, especially girls. Light from her life will shine on and on. With Mrs. von KleinSmid's dynamic and charming personality, she soon became acquainted with many fine women throughout Southern California who were interested in helping young women attain a good education. She attracted women of fine character and strong principles. She inspired them to work to raise funds, and many were able to donate large sums.

She saw the advantage of spreading out into the community and getting a wider viewpoint on all problems, so she suggested that the group's name be changed from the University Women's Club to Town and Gown. After the name change, she invited fine Town women to join. My mother, Lottie Strong McGrath, was one of these. At first, all the Town women were called the Advisory Committee, but then they decided on dual Chairmanships for all Committees, one for Town and one for Gown, and this practice continues still.

Mrs. von KleinSmid had great ability to awaken enthusiasm in women for various money raising projects. Under her leadership, Town and Gown decided to work toward raising funds for the new Residence Hall on 36th Street, on property acquired in 1925. In 1926, the Women's Residence Hall opened for 100 girls. The Members of Town and Gown then decided to build their own building. It required many successful benefits to build this Foyer and to furnish it, which was completed in 1935. There were many fun parties: a U.S. Presidents Costume Ball with a Grand March; a Cruise Trip with a simulated ship in the Foyer; and a Hawaiian Island Trip with an airplane that Mrs. Daingerfield brought in.

A major achievement in Dr. von KleinSmid's administration was the completion of the Doheny Library in 1932.

The von KleinSmids were most generous with their lovely home. Their hobbies were flowers, trees, gardens, an aviary, rare birds, collecting Chinese porcelain, and rare books. They were familiar figures each week at the Flower Market and the grocery store. They were always at the football games. Many dinner parties, luncheons, teas, and Town and Gown Christmas Teas were held at their home.

In 1941, Town and Gown gave \$27,000 to enlarge the Residence Hall.

During the War, the Navy took over the Town and Gown Foyer and the Residence Hall. Those War years were very hard on Mrs. von KleinSmid and she became quite ill. Her good friend, Mrs. John Wesley Harris, was persuaded to assume the leadership of Town and Gown, much against her will. However, she loved Mrs. von KleinSmid and felt she could not deny this request. Mrs. Harris insisted she was only Acting President as long as Mrs. von KleinSmid lived. Mrs. von KleinSmid died in 1947. Mrs. Harris was a quiet, gentle woman of great wealth. She held the office of President for 15 years, from 1947 to 1962.

After the War, all of the carpets, drapes, and furniture had to be refurbished, as they had been ruined. We had many more benefits to raise these funds, and the University invested \$35,000 to refurbish the Women's Residence Hall and the Town and Gown Foyer.

Town and Gown raised \$43,000 to give to the New Wing (then called the "Elisabeth von KleinSmid Memorial Wing") Building Fund in 1947. Dr. von KleinSmid announced that in a certain "President's Emergency Fund," instituted by Mrs. Harris, there remained a balance of \$50,000 which he proposed to add to our \$43,000. The Trustees promised to raise the Fund total to \$200,000 if we got \$100,000, so \$7,000 more was needed. One benefit was a turkey dinner in the Foyer with turkeys from the Harris Ranch, cranberries from Dr. von KleinSmid, and cakes donated by Members. We received gifts from various Members, and the balance needed was completed by Mr. and Mrs. Robert Ladd Gifford.

In 1947, Dr. Fagg became President and Dr. von KleinSmid became Chancellor. Dr. von KleinSmid was a true and loyal Town and Gown Member: he seldom missed a meeting, he always said a few appropriate words, and he had a cute sense of humor. For example, once, a student being initiated into a fraternity was told to say, "Hello, Rufus" to Dr. von. When he did, Dr. von KleinSmid said, "My good friends call me Barney." Louise Whitt, his niece, remembers him as "Uncle Barney."

In May, 1950, Town and Gown watched the laying of the cornerstone of the "Elisabeth von KleinSmid Memorial Hall." In September, 1950, Mrs. Harris announced that the name was being changed to the "Town and Gown Residence Hall for Women." In the same year, the first loud speaker was purchased for the Foyer. In 1952, Town and Gown gave \$112,500 for the Women's Dorm, and we also pledged \$5,000 to furnish the Lounge in the Dorm. In 1953, we decided to buy our own public address system.

Several Funds were established during the 1950's. In 1954, the Daingerfield Loan Fund of \$1,000 was created, for students in the School of Music. In 1955, the von KleinSmid Scholarship Fund was started with a \$3,000 endowment, with the income to be used for a scholarship for a student in International Relations.



Elisabeth von KleinSmid Town and Gown President, 1922-47



May Omerod Harris, Town and Gown President, 1947-62, with Chancellor von KleinSmid, laying the cornerstone of the Elisabeth von KleinSmid Memorial Hall, 1950

In 1956, USC Trustee Robert Gifford gave a \$1,000 endowment fund. Decades ago, as new Town and Gown Members were welcomed at the annual September Breakfast, a single rose was presented to each lady. This event was held on the lawn of President von KleinSmid's residence on Adams Street, one of the Doheny mansions which are now part of Mount St. Mary's College. Mary Pickford was among the guests of that era, and flowers filled the house and gardens, to Evelyn Gifford's particular delight. A gracious hostess and close friend of Elisabeth von KleinSmid during her 25 year reign as President of Town and Gown (1922-1947), Evelyn shared responsibility for organizing the breakfast, recruiting new Members, and selecting the flowers. After Evelyn's death, to perpetuate Town and Gown's tradition of floral welcomes, Robert Gifford set up the Evelyn Gifford Memorial Fund, specifying that the endowment income each year should pay for floral arrangements at an annual Town and Gown meeting. Once a year, we commemorate Evelyn Gifford with roses, just as she welcomed newcomers long ago. Each centerpiece is a gift from the Gifford Fund to the lady at each table whose birthday comes closest to April 16th, the date on which the Fund was established in 1956.

We decided in 1958 that we should establish our first endowed Town and Gown Scholarship Fund, with a goal of \$25,000. We gradually built up this endowment to \$25,000, and in 1961 we granted our first full-tuition scholarship to Miss Judith Webster, after careful screening was done by the Scholarship Chairmen, Mrs. Mary Norcop and Mrs. Jeanne Tappan.

Mrs. Harris passed away in 1962. It was decided that Town and Gown should be on a sound basis with definite Bylaws, and that the President's term of office should be limited to two years only. I was elected to be the first two-year term President, and I have served on the Board of Directors in other capacities ever since. A lovely Benefit was held in the Spring of 1963, "Tulip Time Tea," in Mrs. Leslie Hoffman's garden. In 1964, the

Norcop Scholarship Fund endowment was completed. A student was soon selected to receive the scholarship. She was Patricia Reynolds, first in her class in Architecture.

In October, 1965, when Mrs. O.C. Welbourn was President, the Board of Town and Gown voted to make a memorial gift to honor Dr. and Mrs. von KleinSmid in the new von KleinSmid Center for International Studies and Public Affairs building, which was to be formally dedicated in October, 1966. The gift of a Carillon for the beautiful tower of the building was the unanimous choice of the Board. Members of Town and Gown responded with great interest to this project, and enough money was donated to ensure the installation of the Carillon before the October dedication. All proceeds of the Benefit of 1966 went toward this project. The theme for the Benefit, held at the Beverly Wilshire Hotel, was "A Gala Spring Luncheon," and Edith Head presented "The Story of Fashion and Glamour." We are pleased to hear the Carillon chimes ring out so beautifully across the campus each day.

Since those days, many Scholarship Endowment Funds have been established, many beautiful Benefits have been held, and much hard work has gone into raising money, both for scholarships and for other projects. Now, we are up to modern times and 1976. Most of you know the wonderful things that have been happening. Many generous gifts have been given, and one, in particular, comes to mind: Mrs. Kenneth T. Norris a few years ago paid for the complete redecorating of this Foyer, a very lovely thing to do.

* * *

Belle Vivian, wife of Robert Vivian, Dean of the School of Engineering, was a major force in the affairs of Town and Gown for the seventeen years (1947-1964) following Mrs. von KleinSmid's death, including the years of the Presidencies of May Omerod Harris (1947-1962) and Margaret Fowler (1962-64). Belle's 1976 handwritten notes about her service as custodian of the cash are interesting.

My Days As Town and Gown Treasurer, by Belle Vivian

When Mrs. von KleinSmid could no longer continue as Town and Gown President, Dr. von KleinSmid came to a Town and Gown meeting in 1947 and nominated as her successor Mrs. John Wesley Harris. She was enthusiastically elected. She, like Mrs. von KleinSmid, gave rather specific instructions to the Nominating Committee. One of these was that as long as she was President, I was to be the Treasurer. Furthermore, she appointed me to the Nominating Committee without even asking me. She felt she had a lifetime appointment by the University to be President of Town and Gown, following the example set by Mrs. von KleinSmid.

To my surprise, the Treasurer's book handed to me contained only a list of Members who had paid dues. The University had all our money and kept all accounts. That had worked very well when Mrs. von KleinSmid was President, as the University was small and much like a family with a benevolent father, Dr. von KleinSmid. I suppose if Town and Gown had needed a nickel it would not have been too difficult to get one. But, I soon ran into difficulties. The luncheons, as I remember, cost seventy-five cents. I would collect the money in a little box and after the program take it over to the University cashier's office, waiting my turn to get to the window. The G.I. boom was on. The straw that broke the camel's back came one day when I fell in line behind the G.I.'s lined up from the cashier's window clear across the room to the door. standing first on one foot and then the other, I finally reached the window and poured out my nickels, dimes, and quarters from the luncheon. The cashier simply threw up her hands and said, "I can't take it! Come back another day when I am not so busy." I collected up my coins and came back the middle of the next morning, hoping the G.I.'s would be in classes. Then, I phoned Mrs. Harris and said this simply can't go on--we need our own checking account. So, Mrs. Harris just wrote a note for me to take to the University. This note directed the University to write

me a check for \$1,000 to open a Town and Gown checking account. This I did. The surprised USC cashier looked me up and down very dubiously and said, "Well, maybe this will work out." So, I opened Town and Gown's first checking account.

In the early days we had an account with the University labeled "Building and Furnishing Fund." We had no scholarships then, but we had a loan fund. Early Members who gave gifts to construct buildings were Mrs. Walter Harrison Fisher, responsible for the Fisher Art Gallery, and Mrs. Harris who gave money for the Architectural Building. She also gave money for a sort of self-help dorm, which, I think, still bears her name. She also gave large contributions to other dormitories and, of course, to the von KleinSmid building. Mrs. Harris was a very dedicated and modest woman. She made many contributions that Town and Gown Members were not aware of. To me, she would say, "Now, keep that under your hat."

One other vivid memory I have is how impressed I was when I first joined Town and Gown by the chairs at Town and Gown having Members' names on the back, each representing a \$5 donation. How long ago was that?

* * *

Editor's Note: If Belle Vivian could return to Town and Gown in 1997, she would learn that concerts at \$1 each and \$5 name plates on the backs of chairs are not adequate to provide funds. Today, in addition to endowing a Scholarship Fund with a gift of \$50,000, one of the most effective ways a Town and Gown Member can help to provide scholarship funds is to become a Life Member by making a gift to Town and Gown of \$1,000. Each \$1,000 Life Membership donation is added to the general Town and Gown Scholarship Fund endowment, and only the annual investment income is spent. Of Town and Gown's 800 Members, over 220 are Life Members now, and more Life Members are added each year. Please consider becoming a Town and Gown Life Member this year. Thank you.



The Town and Gown Courtyard

Addendum to Carolyn's History of Town and Gown, by Harriet H. Storm, June, 1997

Reflections of Town and Gown Presidents

In 1987, the Benefit with the theme "Reflections" honored Town and Gown past Presidents. Each President was asked to review briefly the highlights of her term. Unfortunately, two of our past Presidents (in addition to Mrs. von KleinSmid and Mrs. Harris), Betty Hill and Jean McBath, were deceased. They were both devoted to Town and Gown, and during their terms scholarship funds grew and the beautification of Town and Gown continued. The following are quotations from the past Presidents as they appeared in the 1987 Benefit program. Since then, we have had five Presidents of Town and Gown, and they also share memories of their terms here.

1962-64 Mrs. John Davey (Margaret) Fowler: "I was the first elected President. Our two previous Presidents served 'life terms'--Mrs. von KleinSmid for 25 years, and Mrs. Harris for 15 years. We wrote and adopted Bylaws limiting the term of office to two years. I first presided at the 1962 Fall breakfast meeting held in Dr. von KleinSmid's beautiful gardens. I still treasure a picture of Dr. von KleinSmid and me, taken that day. I was wearing a corsage of five white cattleya orchids, all on one stem, which he had presented to me."

1964-66 Mrs. O.C. (Nancy) Welbourn: (Mary Lewis remembers her as, "A tiny, most gracious lady who had to have a special sort of help--a platform had to be built so she could reach the microphone to preside during meetings!")

1966-68 Mrs. Raymond H. (Lois) Finger: (Helen Dedeaux, Co-Chair of the Ways and Means Committee during Lois' Presidency, remembers her as an energetic person who served with distinction and devotion. During her Presidency, a fashion show benefit was held in the home of Edith Head to raise funds for equipment and for the restoration of Town and Gown Hall.)

1968-70 Mrs. Michael (Donna) MacBan: "Betty Hill tracked me down in Palm Springs--how I'll never know--and asked me to run for President. We started 'Lords' and Ladies' Day,' then an evening group, as well as daytime, and we made banners honoring the men. We also started the decorating of the Christmas tables by individual Member, a tradition that I am happy to see continued. It was two years of love, excitement, and challenge!"

1970-72 Mrs. Raoul (Helen) Dedeaux: "During my term of office, the Board was enlarged to its present number. We revised the Bylaws and set procedures. Our Board meetings were for the first time held in Members' homes, as they are today. A highlight of my Presidency was the funding of a performance by the USC Chamber Singers in Hawaii. Our Spring Benefit, held at the Beverly Hills Hotel amidst an array of lavender, rose, and light pink blossoms, featured the appreciative Chamber Singers."

1972-74 Mrs. J. Howard (Jeannine) Payne: "Whether Mrs. Nixon came to lunch, or Traveler to dine' is a line from the 'Ode to Jeannine' written by Leona Robb. It helped me to recall two 'firsts' during my Presidency. (1) Jean McBath and Virginia McLarnan arranged for Pat Nixon to come to our Benefit Luncheon, and (2) Traveler was the 'surprise' of the evening at our post-game party held in Chinatown! I send special thanks and thoughts for the two persons who sponsored and nurtured my Town and Gown life, Betty Hill, and my husband, J. Howard Payne."

1974-76 Mrs. Rand C. (Mary) Lewis: "The Court of Recognition was initiated and landscaped during my tenure of office. The Little Chapel received a much needed refurbishing. It had been a long standing tradition for the Chamber Singers to finish their annual Christmas presentation with Mrs. Harris' (President, 1947-62) favorite song, 'Who Will Buy My Violets?' Much to my surprise, they left the Foyer singing, 'We Wish You a Merry Christmas'--surely the end of an era!"

1976-1977 Mrs. Jess T. (Betty) Hill: (Jeannine Payne remembers that the high point of Betty's Presidency occurred on November 2, 1976, with the dedication of the Recognition Court and Mall. The plaque at the entrance of the Mall reads: "In gratitude to Betty Hill, President, whose idea inspired us to honor those Members of Town and Gown who have so generously contributed to the University Community.")

1977-78 Mrs. James (Jean) McBath: (Jo Ann Conley, who served as Recording Secretary for both Betty Hill and Jean McBath, remembers Jean as extremely well organized and devoted to the ideals of Town and Gown. Although seriously ill during the last months of her Presidency, she carried on with poise, dignity, and dedication.)

1978-80 Mrs. Robert X. (Margaret) Morrell: "Prior to my becoming President, I was appointed to chair the 'Court and Mall' project. I was now on a roll of improvement, so when my turn came, it seemed I should continue by refurbishing the interior of Town and Gown. We changed all the chandeliers and side lighting and added the gas logs in the fireplace because it was so difficult to get anyone to haul in the needed wood. It was during my tenure that my dear friend Julie Kohl offered to donate the windows on either side of the south entrance to the Foyer. It took some time to materialize, but they and Barbara Davis' other window certainly are a wonderful addition."

1980-82 Mrs. Carl M. (Carolyn) Franklin: "We completed the redecorating which had been started earlier. With the aid of the 1981 Annual Benefit, we raised one-half the money needed to remodel and equip a completely new kitchen for Town and Gown (USC provided the other half). Probably the improvement most appreciated by the ladies was the redecoration and expansion of the facilities in our powder room. At our 1982 Annual Benefit Luncheon, we honored Nancy Reagan and funded a nursing scholarship in her name."

1982-84 Mrs. Raymond (Marjorie) Zickfeld: "During my tenure, the Town and Gown Scholarship Endowment Fund grew substantially, affording us the opportunity to increase the number of scholarships from 84 to 134! Town and Gown of USC became incorporated in the State of California as a tax exempt corporation. Two successful Benefits were held honoring Dolores Hope and the USC Olympic champions."

1984-86 Mrs. Jack (Jo Ann) Conley: "In 1984, the Olympics came to USC! With all the beautification projects occurring on campus, we lost our parking privileges, being moved from Child's Way to a parking structure. The renovation of the fountain in our Town and Gown Courtyard was completed, and the fountain was dedicated to Carl and Carolyn Franklin in appreciation for all that they have done for Town and Gown and the Scholarship Program. The beautiful stained glass windows donated by Julie Kohl and Barbara Davis were installed. David Wolper and Sylvia Fine Kaye were our Honored Guests for the 1985 and 1986 Benefit Luncheons."

1986-88 Mrs. William W. (Elizabeth) Tanner: "Reflections are happy events which have become wonderful memories with the passage of time! The dedication these honored women have put forth to make their dreams come to fruition has lifted to new heights the small beginnings of Town and Gown. This year we also have our dreams--dreams of our ever-increasing Scholarship Funds which will enable more young people to have the opportunity for a quality education at USC. We also hope to greet you with a warm and beautiful new decor in the Town and Gown Foyer. These dreams of today and our hopes of tomorrow can become a reality through your continued support and help. May I extend to you my grateful thanks for all you do for Town and Gown. You are the greatest!"

1988-1990 Mrs. Marcel (Joanne) George: "What an invigorating and exciting two years. Town and Gown was striving toward the 21st century. We became computerized,

Bylaws were reviewed, financial reports were updated, names on the Recognition Court Fountain were refurbished, and our lovely stained glass windows appeared on President and Mrs. James H. Zumberge's Christmas card! Most exciting of all was the growth of our endowment from seven million dollars to nearly nine million dollars, due in part to the million dollar endowment received from the estate of Mrs. Ruth McKinlay. Over these two years, Town and Gown gave one million dollars in scholarship tuition to more than two hundred scholars."

1990-92 Mrs. John C. (Ruberta) Weaver: "In 1990, the doors on the south of the Foyer were in bad condition. The doors were regular size with a window above them. Our project for this year was to replace these flimsy doors and window with the massive doors now in place. Railings were installed at the edges of the steps leading down into the dining room and a microphone was replaced at the podium, the first step in upgrading the sound system. The next year we helped the University come into compliance with city law by providing handicapped access. A linen closet in the Foyer was replaced with a unisex handicapped rest room and a ramp was built on the south side of the building. One of the outstanding programs presented in my term was by Jane Goodall, new to the campus on a part-time basis, who told of her world-renowned research on gorillas. Gayle Wilson, wife of the Governor, was the Honored Guest at the 1992 Benefit, and Governor Wilson helped honor her by dropping in at the luncheon. She spoke on the importance of education."

1992-94 Mrs. Howard B. (Eloise) Siskel: "Being President of Town and Gown was indeed an honor for me. Members were always eager to serve the organization as well as the University. They were dedicated to the students and very loyal to the University. Our endowment was \$13,000,000 which enabled us to assist 190 outstanding students in achieving their educational goals. A highlight was the presentation of the Widney Alumni House Award to our dear Margaret Morrell, who gave so much dedication to Town and Gown and to the University. Our

Benefit Honorees were Sophia Loren and Shirley Jones. The Benefits were very successful, both from the monies netted and the goodwill created. We suffered a tremendous loss with the death of Carolyn Franklin, the best friend Town and Gown ever had. The University and the community is blessed to have such an organization as Town and Gown, and we are blessed to be a part of it."

1994-96 Mrs. Burton L. (Patricia) Fletcher: "The two years, 1994 to 1996, saw the maintenance and strengthening of Town and Gown's purposes: to provide scholarships for worthy students and to maintain and improve the beautification of the USC campus. In each year, 1994-95 and 1995-96, Town and Gown gave over 190 scholarships. To its great credit, Town and Gown has given over \$7 million since 1975 to over 2,500 students. We were asked by the University to provide funding for the purchase of chairs for the Town and Gown dining room. This we did. The 1995 Annual Benefit honored Professor George A. Olah, the first Nobel Prize recipient from USC. The 1996 Annual Benefit honored two Town and Gown Members who are outstanding supporters of the University: Mrs. Kenneth Leventhal and Mrs. James H. Zumberge. With these achievements, Town and Gown has also continued its tradition of being a common sense and kind organization which provides friendship for all its Members."

1996-98: Mrs. Conrad R. (Alli) Solum: "During my Presidency, the work of Town and Gown continues. The organization now boasts an endowment in its Scholarship Funds of \$17.5 million, allowing us to provide scholarship assistance to 200 students a year. Each year, we maintain, furnish, and beautify the Town and Gown Foyer and Courtyard. The Benefit Luncheon in 1997 honored Diane Keaton, and we established a Scholarship Fund in memory of her father, Jack Newton Hall, a Civil Engineering graduate of USC. The Honored Guest at our Benefit Luncheon in March, 1988, will be opera star Marilyn Horne."

Major Accomplishments In Ninety Years

In 1994, Town and Gown celebrated its ninetieth anniversary. The written program at the Benefit Luncheon gave the following Review of Major Accomplishments of Town and Gown over the course of ninety years:

Organized in 1904 as the Women's Club of the University of Southern California, Town and Gown was given its present name when Mrs. Rufus B. von KleinSmid became its President in 1922. As friends of the University of Southern California, the basic purpose of the 800 dedicated ladies of Town and Gown is to develop and award scholarships to outstanding students and to encourage social and intellectual programs for both the campus and community. However, the accomplishments of Town and Gown over the years have gone well beyond scholarships to include the following:

- * Erected the Town and Gown Residence Hall, which has now been remodeled as the Student Services Building.
- * Erected and furnished the Town and Gown Foyer in which the monthly meetings are held.
- * Furnished the Elisabeth von KleinSmid Memorial Hall.
- * Funded parts of other campus buildings through the generous donations of Town and Gown Members.
- * Purchased the Carillon for the Rufus B. von KleinSmid Center in memory of Dr. and Mrs. von KleinSmid.
- * Funded the Town and Gown Court of Recognition and Mall in 1976 as a Bicentennial gift to the University, honoring the many Town and Gown Members who have brought distinction to USC.
- * Raised \$75,000 in 1980-1981 to help modernize the Town and Gown kitchen.

- * Provided annual Christmas gifts for distribution by CARES at the L.A. County-USC Hospital.
- * Refurbished and dedicated the Town and Gown Recognition Court Fountain in honor of Dr. and Mrs. Carl M. Franklin.
- * Installed beautiful stained glass windows donated by Barbara Davis and Julie Kohl.
- Renovated and redecorated the Town and Gown Foyer including the Ladies Room.
- * Installed new oak and beveled glass doors at the entrance to the Town and Gown Foyer.
- * Installed a new sound system in Town and Gown and purchased new tables and chairs.
- * Installed a handicapped access ramp into the Foyer and a new rest room for the handicapped.

The Town and Gown Court of Recognition

Special mention should be made of the Town and Gown Members who are honored in the Court of Recognition. Each of these Town and Gown Members donated funds to provide a building at USC: Elisabeth von KleinSmid, Town and Gown Founding President, 1922-1947; May Omerod Harris, Town and Gown President, 1947-1962; Anna Bing Arnold, Charlotte S. Davidson, Cecele Birnkrant Greenwood, Elaine Stevely Hoffman, Katherine B. Loker, Eileen L. Norris, Virginia Ramo, Blanche S. Seaver, Nadine Watt, and Marion Wilson.

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Carl and Carolyn Franklin at the dedication of the Town and Gown Fountain in their honor in 1985

<u>The Creation of Town and Gown Scholarship Funds,</u> <u>by Carolyn Franklin</u>

Background Information

Mattie Kinsey and I were elected Town and Gown Scholarship Co-Chairmen in 1970. Mattie and her husband, George, were wonderful people whose two daughters had attended USC, along with their sons-in-law, and, later, their grandchildren. Mattie and G.E. were very fond of Chancellor von KleinSmid, and they contributed to the Carillon and also furnished the Kinsey Lounge, both in the von KleinSmid Building. They gave funds to build the Hall of Health in the Museum of Science and Industry across the street from USC in Exposition Park, and the short street near the Hall of Health is named Kinsey Drive in their honor.

Mattie and I discovered that raising scholarship funds had traditionally been of secondary importance to the organization. From 1904, when it was organized, to 1970, Town and Gown was engaged primarily in helping to raise money for constructing buildings and furnishing dormitories. The limited scholarship money which had been raised during the period from 1940 to 1965 was raised each year by a lovely Christmas Tea at the home of Chancellor and Mrs. von KleinSmid. In the 1960's, we all worked on this tea. Spain Mencaccy was in charge of the planning and food, and Mattie Kinsey brought her most beautiful tablecloths. The Christmas tree in the front hall had small colored clothes pins on it, and each Member pinned her donation envelope (with check enclosed) on the tree. Mrs. May Omerod Harris, as the President, was the first to pin her envelope on the tree, and we could count on a most substantial gift from her. I worked as a hostess, and I was often in charge of asking the wives of our USC Trustees to come to pour tea. I recall that Mrs. Frank King never turned me down, and that Mrs. Leslie Hoffman always came, even though she had to use a cane.

Scholarship Inventory

In 1970, Mattie and I took inventory of the Town and Gown Scholarship and Loan Funds:

- 1. The **Florence Daingerfield Loan Fund** was established in 1954, with a gift of \$1,000, to aid students studying music.
- 2. The Elisabeth and Rufus von KleinSmid Scholarship Fund was created in 1955, with a gift of \$3,000, to aid students in International Relations.
- 3. The **Town and Gown Scholarship Fund** endowment was started in 1958, with a goal of \$25,000.
- 4. The Mary Norcop Scholarship Fund was started in 1961. How Mary Norcop loved to tell the story of her Scholarship Fund! She had two daughters and a son who graduated from USC. I think the two girls had scholarship help. As the Norcops prospered, Mary contributed generously to the Town and Gown Scholarship Fund. One Christmas, as Mary brought in her check, Mrs. Harris said to her, "Mary, that endowed Fund is filled. Why don't you start one of your own?" Mary was so surprised--she had never thought of having an endowed Fund in her name. She decided to establish her own Scholarship Fund, and, over the next three years, she and the organization built up the endowment until it was a fully endowed Scholarship Fund of \$25,000. As noted above, the first scholarship award was made in 1964. Each of Mary's winners became her foster daughter, and I felt the climax was reached when the most recent winner, whom Mary knew well, invited Mary to Mother's Day at her sorority house, along with her own mother. Mary's establishing her Scholarship Fund inspired others to start their scholarships. including Mattie and me, and I often told Mary so.
- 5. The **May Omerod Harris Scholarship Fund** was started in honor of Mrs. Harris after her death in 1962.
- 6. The Ramona and Charles Hilliard Scholarship Fund was started in January, 1968, when the Hilliards funded a Life

Income Trust at USC for both of their lives with a gift of \$65,000. (Of course, this fund was generating income for the donors during their lifetimes and not for Town and Gown at this time.) Charles died in 1976, and Ramona added to this Fund with a bequest of \$50,000 when she died on March 4, 1991.

7. The Ada English Scholarship Fund was established when I learned that Miss Ada English, the secretary to Dr. von KleinSmid for several decades, had set up a scholarship fund in her name and had written to people to ask them to contribute to it. She had been the Secretary of Town and Gown for many years when Mrs. von KleinSmid and Mrs. Harris were Presidents. Retired and living in a USC-owned house on the campus, she agreed that Town and Gown should take over her Scholarship Fund. She died in 1969.

To put the whole Town and Gown Scholarship Fund program into perspective, in 1970, the total value of the principal of the Town and Gown Scholarship Endowment Funds was slightly under \$175,000, and Town and Gown had endowment income sufficient to fund only four scholarships. Tuition in 1970-71 was \$65 per unit or \$1,950 per year for an average undergraduate course load. Twenty-three years later, in academic year 1993-94, the endowment has grown to more than \$12 million, and Town and Gown awarded 204 full and partial tuition scholarships when tuition was \$529 per unit or \$15,870 per year. Let me describe how this growth in Town and Gown student assistance occurred.

Establishing Town and Gown Scholarship Funds, One by One

The Florence Daingerfield Scholarship Fund was created in 1970 when we discovered that the Daingerfield Loan Fund was not being used, and we converted it into an endowed Scholarship Fund. We had a Benefit at the Beverly Hills Hotel one year, with the Chamber Singers as the entertainment, to add to its endowment. The income each year provides scholarship help for a student who is a music major.

The Mattie and George Kinsey Scholarship Fund and the Carolyn and Carl Franklin Scholarship Fund were started in 1970. Mattie and I felt that it would be easier to ask our Town and Gown Members to start Funds in their names if we started our own Funds. The Kinseys completed their \$25,000 endowment soon. It took the Franklins ten years to complete our Fund with an endowment of \$55,000, as we were educating our children. Our scholarship is designated for a woman student in the USC Medical School.

In 1970, Mattie and I prepared a letter explaining our Town and Gown Scholarship Fund program, which we sent to some wealthy women, and it soon brought results. Mattie and I worked hard in contacting potential donors. Also, Belle Vivian succeeded in interesting wealthy Members of Town and Gown in establishing Scholarship Funds. She wrote letters to several women whom she knew well, and one of them has sent us annual contributions ever since. Also, Mrs. Hancock Berry (widow of Captain Allan Hancock) contributed \$300 to \$500 for several years.

The Blanche Seaver Scholarship Fund was established in December, 1970. It was my own first fund raising success, and how sweet it was! I worried for several days before calling Blanche (Mrs. Frank) Seaver on the phone to ask her, as a musician and a composer, to give a scholarship to a woman student in music. Her compositions are still played on the USC Carillon. She asked, "How much?" When I replied that it would take \$33,000 to endow a full tuition scholarship, she said, "I'll do it!" The following evening, Carl and I picked up Blanche to take her to a USC event, and she said that she thought that the money was already on deposit at USC in an undesignated account, as she had been asked to fund a project in the Business School that had not worked out. Carl checked on it, and the money was there. This gift of \$33,000 set the tone for our further fund raising.

The **Dr. Ruth Brown Waltz Scholarship Fund** was established after the death of Dr. Waltz. I learned that Dr. Waltz, a long-time teacher of the Humanities at USC and a veteran Member of Town and Gown, had a \$100,000 Life Income Trust which Mr. Waltz had established at USC, which was to go to establish a scholarship fund after her death. I wrote to her in a nursing home in San Diego to ask her if she would put this fund under the aegis of Town and Gown. She wrote back that she would be happy to do so. When she died in 1972, this Fund was created with an endowment of \$148,000.

The Anna Bing Arnold Scholarship Fund was established in 1970, when Anna Bing Arnold was the first USC Trustee who was approached by Carl to give us a scholarship. She agreed immediately. She has been so generous to USC, with the gift of the Bing Theatre, the endowment of the Leo Bing Chair and the Aerol Arnold Chair in the English Department, and as a major donor to the Bing Child Care Center. The widow of Leo Bing, she was married to the late Aerol Arnold, USC Professor of English.

The Marcelle Dehail Scholarship Fund was my second fund raising success. Marcelle was a wonderful lady who was the sister of the Taix restaurant family. She attended USC Pharmacy School with Norman Topping's sister. She married a wealthy man, and she was a widow when I met her. She was a loyal and devoted Member of Town and Gown, and one summer we had a Town and Gown picnic on the lawn of her home in Brentwood. I talked with her about starting a scholarship endowment, and one Christmas, as we went into Town and Gown Hall to listen to our yearly program of the Chamber Singers, she handed me an envelope, saying, "I told you I would start a scholarship some day, and today is the day!" After the program, I dashed over to the USC Gift Accounting office with a \$6,000 check in my hand. Her accountant kept sending Town and Gown \$12,000 every year, and we now have five women pharmacy students receiving her Town and Gown scholarships. She died in January, 1990.

The John Stauffer Scholarship Fund was created in the early 1970's. During the 1970's we concentrated on providing scholarships for women, because more student aid funds were available at USC to men at the time. However, when Carl persuaded John Stauffer, a USC Trustee and an Officer of the Stauffer Chemical Company, to establish a Town and Gown Scholarship Fund, Mr. Stauffer wanted the scholarship to go to a man majoring in Chemistry, so that was how the first Town and Gown Scholarship for a man came to be. John died in December, 1972.

The Phoebe L. Bernhardt Scholarship Fund and the Eleanor Bernhardt Scholarship Fund were established by Harry Bernhardt, who worked in Carl's office. He first established a Scholarship Fund in honor of his late mother, Phoebe L. Bernhardt, in 1970. Harry, who later became Associate Vice President at the USC Medical School, contributed \$25 per month to this scholarship fund on a payroll deduction plan. He kept adding to it, and he was happy to have it "under our wing." In 1987, he created an endowed scholarship fund in honor of his sister, Eleanor.

The Eleanor Wade Scholarship Fund was created when I asked Eleanor to start a fund by giving \$1,000 each year. Unfortunately, she lived only three years after that. She was the wife of Franklin ("Frank") Wade, President of the Southern California Gas Company and former Chairman of the USC Board of Trustees. Eleanor was a devoted Town and Gown Board Member and she often furnished all of the flowers for the monthly meetings from their ranch. I recall especially the beautiful bird of paradise arrangements which she brought.

The **Ruth Whitehead Scholarship Fund** was created by a bequest from Ruth, who died in 1970 and left us \$20,000 for a Scholarship Fund. Her daughter, Mrs. Sandra Coyd, said her Mother did not attend USC or belong to Town and Gown, but she wanted to aid needy and deserving students.

The **Margaret and Y. Franklin Freeman Scholarship Fund** was started in 1971 when Frank designated \$7,200 from funds he had previously deposited at USC when he was a USC Trustee. He was Vice President of Paramount Pictures, and Mrs. Freeman was a Member of Town and Gown.

The Ann and John Brooks Scholarship Fund was established after John's death in 1971. He was the President of Lear Siegler Corporation and a Member of the USC Board of Trustees. At his death, John had on deposit with USC a few thousand dollars which he had not designated for a definite purpose. Carl asked Ann if she would like to honor John by establishing a Town and Gown Scholarship Fund with the money, and she agreed. Also, at my suggestion, she became a Town and Gown Life Member.

The Eileen Norris Scholarship Fund had \$1,266.66 in 1971. This was money left over from a project at USC to which the Norris Foundation had contributed. Each year since then, the Norris Foundation has contributed to this Fund or has made larger sums available to help redecorate Town and Gown or remodel the kitchen. Mrs. Norris died June 21, 1988. Eileen's husband, Kenneth (K.T.), was a founder of the Norris-Thermidor Company. As a USC Trustee, he was extremely hard-working and generous. They donated for the remodeling of the Dental School, built the Norris Medical Library on our Medical campus, gave the Norris Theater, and contributed to many other projects in the Fine Arts Complex. Their son, Kenneth, redecorated Bovard Hall and contributed generously to the Kenneth T. Norris, Jr. Cancer Center.

Eileen often said that of all of the projects they undertook for USC, the one for which she was thanked most often was the complete redecoration of the Town and Gown building. She loved to tell the story that years ago she and her husband attended a banquet in Town and Gown Hall. She looked around at the shabby, barn-like interior and said, "Why doesn't somebody do something for this place?"

Her husband replied, "Why don't you?" He gave her a blank check to do the job. She called all of the interior decorators she knew and all of those recommended by friends, telling them that this project was the biggest challenge of their careers. Each was to present a set of plans, and the most inspired ideas would win. One of our own USC graduates, Virginia Douglas, suggested that the huge arches in the ceiling be accentuated rather that painted out, as had been the custom. The complete refurbishing included marvelous, heavy Irish linen drapes, expensive carpeting over the entire dining room, beautiful new furniture, a new podium, and a new public address system. All of this made "The Living Room of the University" a delightful place to entertain guests. On October 25, 1985, we celebrated the 50th year of Town and Gown's building and Eileen's and Ken's philanthropy.

The William Vennard Scholarship Fund was started in June, 1972, by Lee Vennard to honor her husband's memory. For twenty five years, Bill was a Professor of Voice at USC, training opera students. Lee is a retired school teacher, who is an extremely valuable Member of our Town and Gown Board. She continues to add to the Fund, whose scholarship is designated for an upper class student in voice.

The Nina Streeter Scholarship Fund was created in June, 1972, when Nina died, terminating a Life Income Trust she had established, which caused \$18,200 to come to Town and Gown. Nina taught Home Economics at USC for many years, and when those courses were phased out, she was placed in charge of all USC dormitory food services.

* * *

As the publicity grew concerning our efforts to raise Scholarship Funds, suggestions came from many of our Town and Gown Members. One of the best came from the late Tema Clare, a retired Professor of Botany at USC and a long-time Member of Town and Gown. She said to me, "Why don't you talk to Dr. Florence Scott about leaving her estate to Town and Gown? She said she wanted it to go to her *alma mater*, the University of Chicago, but she no longer knows anyone there." I had known Florence for years on the Town and Gown Board, but I had not realized that she was a excellent businesswoman who had invested wisely. Carl and I took her to dinner, and when we talked over the idea of having her establish a Scholarship Fund, she was delighted to follow our suggestion.

The Dr. Florence Scott Scholarship Fund was established by Florence with a donation of \$33,000 in 1972. This was shortly after Nina Streeter died, and because she and Nina were best friends, she also donated \$33,000 to Nina's Scholarship Fund. She also established the Dr. Florence Scott Endowed Professorship in the USC English Department. In Florence's day, it was a major achievement for a woman to earn a doctorate, which she had done. She taught Chaucer with great distinction and charm according to her former students. Carl and I entertained her many times and became close personal friends. We learned that she was a devotee of the Wall Street Journal and that she had achieved considerable investing success. One of her successes involved the purchase of fifty shares of Anheuser-Busch stock many years ago. At the time Carl and I got to know her better, she had eight hundred shares This stock, for which she had because of stock splits. originally paid approximately \$1,400, was later turned over to USC subject to a Life Income Annuity Trust. The University sold the stock for more than \$50,000. Of particular interest is the fact that although Florence made a great deal of money in beer stock, she never drank beer. Her favorite drink was scotch and water. She often dined at Tom Bergin's restaurant in Los Angeles, and whenever the bartender there saw her coming, he would start pouring a scotch and water for her and would deliver it to her shortly after she sat down.

The last time we saw Florence she was excited about her forthcoming trip to London via New York to have a date with a Member of the English House of Lords. In New York, Florence had just come out of the beauty parlor when she suffered a severe heart attack and died right on Fifth Avenue on July 24, 1973. Carl and I always felt a little sad that she did not have a drink of scotch and water in her hand when she finally said, "Goodbye to this Mundane Sphere."

The Lewis K. and Marguerite Gough Scholarship Fund was created in 1972 with a generous gift of \$122,199, subject to a Life Income Trust.

The Winifred and Robert Merz Scholarship Fund was established in 1972 with a generous gift of \$72,360, subject to a Life Income Trust. Winifred is a Life Member of Town and Gown and Bob was Associate Dean of the USC School of Engineering.

The Martin H. and Esther Neumeyer Scholarship Fund was established when Martin, a long-time Professor of Sociology at USC, and his wife Esther, a Member of both Town and Gown and Faculty Wives, gave \$10,000. The Town and Gown Board filled up the rest of the endowment. Esther, who co-authored a book with her husband, died in 1975.

The Patricia Nixon Scholarship Fund was established in 1972, when we invited the First Lady to be the Honored Guest at our Benefit Luncheon at the Huntington Hotel. We funded the annual scholarship from proceeds from the Benefit, dues, and donations. The Nixon Foundation subsequently sent us several contributions of \$10,000 to complete the endowment. Because Pat was an honor graduate in Education from USC, this scholarship is for a woman student in education.

The **Harry Modell Scholarship Fund** was established in 1972 with a bequest of \$62,000.

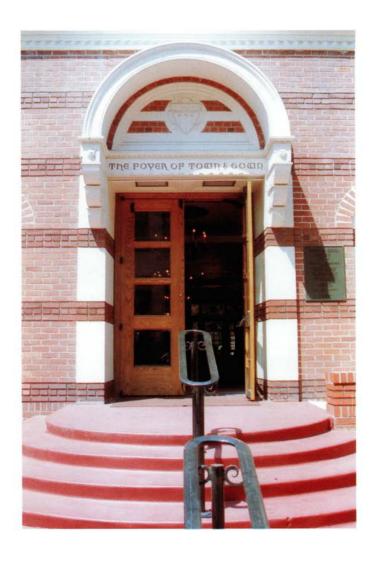
The Florence M. Everline Scholarship Fund was established in 1972. This dear lady had called Carl's office in 1964, and we watched over her for years. She had graduated from USC with a B.A. and an M.A. in Education. She taught English for years at a junior high school near the airport, while her mother was alive. When her mother died, she retreated from the world and would not leave her home near Farmer's Market, where she kept many cats and dogs. For years, I talked to her on the phone every week, and we left food and gifts at her door (See's candy was her favorite). When she died in May, 1987, her Will provided a trust fund to take care of the animals and left everything else to Town and Gown for her Scholarship Fund.

Five Town and Gown Scholarship Fund endowments of \$20,000 each were established in September, 1973, when Carl raised \$100,000 from an anonymous donor. These five Funds were named for Helen Topping and for four USC Trustees and their wives. They were:

The **Helen Topping Scholarship Fund** honored the wife of USC President Norman Topping. (Norman Topping was not named along with Helen on this Fund because he already had a Scholarship Fund in his name at USC.) Helen Topping died on August 12, 1989.

The Margaret and Asa Call Scholarship Fund honored Margaret Call and her husband, Asa Call, who was Chairman of the USC Board of Trustees for ten years. Both are deceased.

The Adeline and Willard Keith Scholarship Fund honored Mrs. Keith, a Life Member of Town and Gown, and Mr. Keith, a USC Life Trustee and a long-time executive of Marsh and McLennan, Inc. The Keiths added their own gifts to increase the endowment to \$50,000. Mr. Keith died on February 13, 1982. Mrs. Keith died on February 16, 1991.



The Main Entrance to Town and Gown

The Lucille and Frank King Scholarship Fund honored Mrs. King, a Life Member of Town and Gown, and Mr. King, Chairman of the Board of Western Bancorporation. Both are deceased.

The **Dorothy and Harold Morton Scholarship Fund** honored Mr. Morton, an attorney with the law firm of Hanna and Morton since 1919, who had been an independent oil operator since 1924 and was a Director of the Western Oil and Gas Association, and Mrs. Morton. Both are deceased.

The Josephine and Roy Crocker Scholarship Fund was established with a gift of \$50,000 by two of the great benefactors of USC. Roy was a graduate of the USC Law School and a successful businessman, having started Lincoln Savings and Loan. He not only established a Town and Gown Scholarship for a student of law, he also gave a \$500,000 Library to the Graduate School of Business, established the Roy Crocker Professorship in the School of Law with a gift of \$500,000, and donated a large lecture room in the new Law School building. He also donated \$50,000 to establish Crocker Plaza, the beautiful landscaped area with a fountain between the Business School and the Law School, which is near the entrance to the Town and Gown Building and adds beauty to the entire area. Roy died in 1974 and Josephine died in 1988.

The Allister MacIver-Campbell Scholarship Fund was established in 1974 with two Life Income Trust gifts of \$39,531 and \$99,687. Allister and Evelune were personal friends of Carl's and mine.

The U.S. Motors Foundation Scholarship Fund came from three generous donors in 1974. George Pfleger, Tom Myers, and Richard Steele were persuaded to give a large gift to Town and Gown when they dissolved the Foundation they had set up in their company. We received funding for four scholarship endowments.

The Harriet and George Pfleger Scholarship Fund was established in 1974. Residents of Newport Beach, they were extremely generous to USC. They donated a \$2 million Chair in their names to the USC Law School. George was a Partner in U.S. Motors Company. George died on November 3, 1989, and Harriet died in 1993.

The **Torrey H. Webb Scholarship Fund** was begun following Torrey's death in 1975. Carl and I were personal friends of Torrey's, and Carl helped to honor him by suggesting that the Webb Tower dormitory on the USC campus be named for him in recognition of his gift of \$800,000. The first man in the U.S. to fly the air mail, he was a long-time Vice President of Texaco. In his Will, Torrey left the bulk of his estate to establish the Torrey H. Webb Educational and Charitable Trust, with instructions to the Trustee to make gifts and grants in support of USC. The Webb Trust has contributed more than \$5 million to USC over the past eighteen years, and a much of that money was given to Town and Gown for the remodeling of the kitchen and to add to other Scholarship Funds.

The Joseph C. and Alice V. Thurman Scholarship Fund came into being in 1976 when Joe called Carl's office to ask about Life Income Trusts. Joe and Alice were delightful people, and although they had no children of their own, they were greatly interested in two things: first, they wanted to provide Life Income Trusts for their nieces and nephews, who ranged in age from middle thirties to seventies; and second, they wanted to leave most of their estate to a Town and Gown Scholarship Fund (which they did through their Wills). Actually, they joined these ideas together, because they provided income to their nieces and nephews for life through the Life Income Trusts, but as each niece or nephew died, the corpus of that Life Income Trust was added to the Thurman Town and Gown Scholarship Fund. The Thurman Scholarship

Fund presently contains over \$248,000, and when all of the nieces and nephews have passed away, the Fund will total over \$1 million.

The Emmett and Helen Jones Scholarship Fund was established after Emmett's death on September 8, 1976. Carl suggested the Fund to his widow, Helen, and she thought it was a fine idea. Their friends also contributed to the Fund. Both of them were USC graduates, and Helen was very active in her sorority, Pi Beta Phi, and she helped to raise the funds for their new sorority house.

The Winfield and Ruth Herman Scholarship Fund was created in 1977 with a gift of \$25,000, and augmented in 1980 with a gift of \$10,000, with both gifts subject to Life Income Trusts. Carl and I often entertained the Hermans, and they entertained us in their home.

The Joseph Gadden Scholarship Fund was established upon Joe's death in 1977, when he was 77. He had called Carl some years before to say that he wanted to leave his estate to USC in appreciation for USC's having allowed him to enroll in the School of Fine Arts after the war, during which he had served in the Coast Guard. He was a Professor of Art at El Camino College for many years. During his lifetime, he gave \$100,000 for the Tower in the Davidson Continuing Education Building in recognition of his mother, his brother, and himself.

The Anna Hawley Searles Award Fund is a memorial to Anna Hawley Searles, who was associated with USC for thirty five years. She was the Director of the Institute of Character Education and Research and the Academic Co-ordinator of the Naval ROTC at the time of her retirement in 1965. Her husband, the late Dr. Herbert Searles, Professor of Philosophy at USC, asked me to start this Award after her death in October, 1977, because she was a Town and Gown Member and had been a good friend of the late Dr. Florence Scott.

Their son, Herbert, has contributed to this Fund, and Town and Gown has added to it over the years. The USC Dean of Women recommends the outstanding junior girl in the field of Humanities and Education to us each spring to receive the Award. The Award is not based on financial need. Herbert owns "Profile du Mode" on Wilshire Boulevard, which makes custom-made dresses.

The **Thomas G. Myers Scholarship Fund** was started by Thomas G. Myers, a colleague of George T. Pfleger at U.S. Motors and an honors graduate of Cal Tech, who established eleven Life Income Trusts at USC, including one to establish his Town and Gown Scholarship Fund. He also donated to the USC Medical School and the USC Law School. He died in January, 1978, and Town and Gown received \$37,486.

The Helen Herwig White Scholarship Fund was established with a gift of \$50,000 in March, 1978, by Helen's parents in memory of their only child, who had predeceased them. Helen was a member of the USC Class of 1940, and was a friend of Lynn Hoffman who is on our Town and Gown Board.

The Helen Sandercock Scholarship Fund started when Carl had a call from Mrs. Sandercock at the start of a Labor Day weekend. We were almost packed for a holiday at the beach with our four young children, where we had rented the Dale Budlong cottage for the first time. She wanted Carl to come to her home in Beverly Hills to draft her Will, wherein she was going to leave her estate to USC. She said she was feeling ill. After checking to be sure of her identity, Carl changed to a suit and tie and went on this "emergency" mission, expecting to find a very sick, elderly lady. Instead, she was healthy but lonely. A long-time secretary in the School of Fine Arts at USC, she had lived near the campus for many years. We helped to look after her for a number of

years, as did Ed Matveld, a USC accountant who took care of her finances. When she died in March, 1978, she left everything she owned to her Town and Gown Scholarship Fund.

The Linda Pfleger Edwards Scholarship Fund was established by Harriet and George Pfleger in 1978 in honor of their daughter, Linda, who was a Theta at USC.

The two Carolyn White Scholarship Funds were created in March, 1978, when Carl and I persuaded Jack White to make a gift of \$90,000 to endow two Funds. Carolyn and Jack both spent their first two years at USC and then transferred to UC Berkeley. He graduated from Hastings School of Law and became a partner of Corwin Denney. Their son, son-in-law, and granddaughter are USC graduates. One of these scholarships is for a student in the Pharmacy School and the other is for an undergraduate. Carolyn White was active on the Town and Gown Scholarship Committee. She died on September 13, 1989.

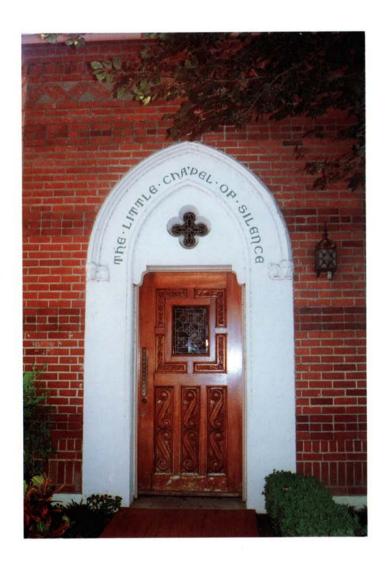
The Mrs. Corwin (Nanci) Denney Scholarship Fund resulted from the personal friendship Carl and I had with Nanci and her husband, Corwin Denney. Corwin was my younger brother's best friend. He and I grew up in Washington Court House, Ohio, a small town about forty miles from Columbus. Today, Corwin and Nanci live in a penthouse at the Beverly Wilshire Hotel. Corwin is a highly successful businessman and a quiet, often anonymous donor to worthy causes. For example, in addition to the Town and Gown Scholarship Fund which he established for his wife in March, 1978, he gave \$1 million to USC for the Corwin Denney Research Building on campus. He has given several million dollars to the Eisenhower Medical Center and to various hospitals in Southern California. He was a Member of the USC Board of Trustees for several years.

The Lester and Mabel Purer Scholarship Fund began when Carl received a letter from Lester in the early 1960's. Lester said that he and his wife had no children and were interested in leaving a great deal of land around Lake Hodges near Escondido to a charity. Lester said he was contacting USC and Children's Hospital about the possibility of making a gift. Fortunately for us, Children's Hospital never answered his letter. Carl and I made the first of many trips to see Lester and Mabel, and they established several Life Income Trusts at USC to benefit themselves and his sister, Dr. Edith Purer, who had received her Ph.D. from USC in Ecology in 1932, and who lived nearby. Several years later, Mabel died, and then Lester died in April, 1978. Carl was able to sell much of Lester's land, which had been placed into the Life Income Trusts, and he invested the proceeds to benefit Edith during her lifetime.

The two **Dr. Edith Purer Scholarship Funds** were created by Edith in her own name in October, 1979, from the income from the Life Income Trusts established by Lester. She also filled out a Scholarship Fund endowment in the USC Law School that had been started by Lester. She had taught Botany for many years at a San Diego high school, and had become a landscape painter. We drove to her home in Escondido once a month for over twenty years. Carl took care of her financial affairs, and I shopped for her clothes and food. She died on June 20, 1990, at the age of 94.

The Carolyn C. Franklin Scholarship Fund was created by Dr. Edith Purer with a gift of \$50,000. The scholarship is unrestricted.

The **Dr. Carl M. Franklin Scholarship Fund** was set up with a gift of \$50,000 by Dr. Edith Purer to show her gratitude to Carl for all of the *pro bono* financial and legal advice he had given to her for over twenty years. Carl requested that the scholarship be given to a law student.



The Little Chapel of Silence

The Betty Ford Scholarship Fund originated when we asked Betty to be the Honoree at our 1979 Benefit Luncheon and we used the Benefit proceeds to endow the Fund. The Fords were living in Palm Desert and were friends of several USC supporters, including Walter Annenberg. Betty is a Trustee of the Eisenhower Medical Center, of which Carl is a Life Trustee.

The Hanford "Pike" Olsen Scholarship Funds were established in the 1970's as a result of an unusual circumstance. Carl and I were on a trip to Germany. As we walked up a long lane to visit Linderhof Castle, we began conversing with a couple walking along with us, who said that they lived in Leisure World in Laguna Beach. Soon, Pike Olsen was telling us about graduating from USC and pulling out his Cardinal and Gold card. He listened to our story of the USC Town and Gown Scholarship Funds and welcomed the idea of leaving a bequest in his Will for our program. Carl and I hoped that Town and Gown would receive funding for one scholarship endowment in his name. Instead, after his death in August, 1979, his bequest endowed four full Scholarship Funds which bear his name. After she heard the story of our meeting Pike Olsen, a friend of mine remarked, "People are not safe from the Franklin Town and Gown Scholarship hunters even while touring a castle in Germany!"

The G. Donald and Marian James Montgomery Scholarship Fund was started in July, 1980, with a donation of \$100,000 from these friends of Carl's and mine. This scholarship will go to a student in dentistry.

The Winifred Caldwell Scholarship Fund was created by a bequest of \$334,380, after the death of Mrs. Caldwell in December, 1980, which has funded ten scholarships annually. Her son, Richard, was an honor graduate of USC in 1940.

The **Theresa E. Baller Scholarship Fund** was established in 1980 with a bequest of \$39,000.

The **Vivienne Brown Scholarship Fund** was established in 1980 with a bequest of \$40,000.

The Merle and Arthur C. Wright Scholarship Fund was established in March, 1981, by Merle, one of our long-time Town and Gown Board Members, who is a graduate of USC. Her late husband was a builder. The family completed the scholarship endowment.

The Edith Head Scholarship Fund was established in April, 1981, by Town and Gown to honor the premier fashion expert. Lee Griffith was a personal friend of Edith's, who had persuaded her to do two fashion shows for our Benefits plus a Benefit Luncheon at her home. We invited Edith to be our Honored Guest at a monthly meeting, at which she spoke on fashion, and we announced the start of her Scholarship Fund then. We gave \$15,000 and the Torrey Webb Trust matched it. Although Edith was in the hospital at the time, she was determined not to disappoint the sell-out crowd eagerly awaiting her appearance. She came, delighted some 500 ladies, and returned to her hospital bed. Edith said, "I always keep my commitments." She died soon thereafter.

The Marta Feuchtwanger Fellowship Fund was established in 1981, when Marta made a substantial gift to Town and Gown, subject to a Life Income Trust for her benefit. She made other large Life Income Trust gifts to USC in 1977, 1978, 1983, 1984, 1985, and 1986. Two of these were to add to the Fellowship Fund, and the others were for the Feuchtwanger Memorial Library and the Feuchtwanger Institute of Exile Literature Studies.

Dr. Harold Von Hofe, a long-time friend of Marta, who was formerly the Chairman of the USC German Department and Dean of the USC Graduate School, and Carl were instrumental in managing her personal and financial affairs during the last several years of her life. After Marta's death, the Feuchtwanger Town and Gown Fellowships were activated.

The total value of the Feuchtwanger Fellowship Fund is in excess of \$400,000. Town and Gown awards two Fellowships to graduate students each year from the Humanities Division of the School of Letters, Arts and Sciences. Dr. Von Hofe personally recommends the candidates to the Town and Gown Scholarship Committee. Another Fellowship is for a graduate student who is interested in political and historical novels.

The **Dr. Irene McCulloch Scholarship Fund** was established by the Torrey Webb Trust in 1981 to honor Dr. McCulloch's accomplishments. On September 13, 1985, the 100th birthday of this marvelous teacher and scholar, the Fund was fully funded at \$50,000 by a final gift of \$10,000 from the Webb Trust. Irene died on May 30, 1987.

The Maria and Richard L. Crutcher Scholarship Fund was started after Richard's death in August, 1981. He and Maria were close friends of Torrey Webb and of Harriet and George Pfleger, all of Newport Beach, and Carl and I came to know them through these mutual friends. At Carl's urging, Richard and Maria funded a \$2 million Life Income Trust at USC. Richard was a banker in Oklahoma for many years. He helped put through college fifty three students who came to his bank for loans, by making personal loans to them without interest. He said that they all paid him back, with the exception of one man who became a minister, and Richard forgave that loan. Maria continues to add to this Fund, and she has designated the scholarships for Hispanic students.

The Lela Jack Scholarship Fund started in December, 1981, when Lela made a gift of stock to Town and Gown.

The Mima A. Malouf Scholarship Fund started when Mima gave Carl a gift to fund the auditorium, named for herself and her husband, in the Continuing Education Building. There were some funds left over, so she designated them for her Town and Gown Scholarship Fund. Mima's husband was the founder of the Mode O' Day shops. She died in 1987.

The **Robert and Mae Alvies Scholarships Fund** was established in 1982 by their daughter, Jane Alvies Helvern. She gave a generous gift of \$210,470, subject to a Life Income Trust.

The Dora McMullen Sutro Scholarship Fund was started in August, 1982, by one of our Town and Gown Life Members. Dora was a graduate of the USC School of Social Work and wished her scholarship to be awarded to a graduate student majoring in social work. Dora died in 1996, leaving a bequest to add to her Fund.

The Ruth E. and Albert W. McKinlay Scholarship Fund started in December, 1982, when Ruth approached me at a Town and Gown meeting. She said she was interested in learning how she could start an endowed Scholarship Fund. She told me that she had graduated from USC in Physical Education, majoring in dance, and that she had loved her college days. She was a widow with no children, living in San Marino. I encouraged her, and at each Christmas program for years thereafter she handed me a check for \$10,000 to add to her Fund. She truly enjoyed being a part of this program. She came to the scholarship luncheons and had a wonderful time. She died July 14, 1989, leaving \$1,681,695 to Town and Gown for her Scholarship Fund. Her scholarships are for women majoring in physical education.

The Philip Maurer Tennis Scholarship Fund was started by Irma Tennis and her husband to honor their late son. Irma's husband, Dr. Philip Tennis, is a graduate of the USC School of Dentistry, and Irma is a devoted long-time Town and Gown Board Member. This scholarship is for a student in the USC School of Dentistry.

The Lucille Bilon Scholarship Fund was created many years ago after Carl and I became acquainted with Dr. and Mrs. Louis Bilon. Carl provided them with financial advice, and in gratitude they established this Fund.



Town and Gown President Carolyn Franklin greets First Lady Nancy Reagan, our Honored Guest at the 1982 Benefit Luncheon, as Elizabeth Tanner looks on

The Nancy Reagan Scholarship Fund was established when the First Lady was the Honored Guest at our Benefit Luncheon at the Beverly Wilshire Hotel on March 3, 1982. We had to return about 900 checks because everyone wanted to come. Over 900 people did get to attend, the ballroom was crowded, and the publicity was terrific! Nancy Reagan was a thoroughly delightful Guest of Town and Gown. When her Scholarship was announced, she was asked whether she would like to have it go to Cinema or Drama. She replied, "I want it go to a student in the School of Nursing, because my father, Dr. Royal Davis, was a noted surgeon."

She told an interesting story about her experience during the war when she trained for several weeks to become a Nurse's Aide. Halfway through the story she said, "I hope you won't take back the scholarship if I tell you what happened." All nine hundred people leaned forward to hear Nancy finish the story. She said that after she was certified as a Nurse's Aide, she and another woman were given the assignment of giving sponge baths to men on a ward. Shortly after she finished her first patient, the man expired. Everyone in the audience burst into laughter and even Nancy began to laugh. Then, she stopped, suddenly, and said, "I don't know what we are all laughing about. It was serious to have a man die just after I had given him a bath!"

The Violet Phillips Scholarship Fund was created in September, 1982, to honor our dedicated and long-time Executive Secretary of Town and Gown on her 75th birthday. All of the funds came from Town and Gown. Vi was President of the USC Faculty Wives and held most of the Chairmanships on the Town and Gown Board before becoming the Secretary. She retired in May, 1985, at which time \$25,000 was added by Town and Gown to her Scholarship Fund.

The Anita Brown Wilson and W. Wesley Wilson Scholarship Fund came into being in 1982 when Anita Brown Wilson established it as a memorial to her husband, who was

a USC alumnus. This scholarship is for a student studying business and law. Anita is a Life Member of Town and Gown, and her daughter is a graduate of the USC Law School. Anita made an additional major gift in December, 1986.

The **Dolores Hope Scholarship Fund** was created when Dolores was the Honored Guest at our March, 1983, Benefit. The Torrey Webb Trust provided a matching grant of \$10,000. Dolores, the wife of Bob Hope, is a fine person and much admired. She has been Chairman of the Board of Trustees of the Eisenhower Medical Center in Palm Desert, and she is active in many Catholic charities. She sang at our Benefit, which was held at the Beverly Wilshire Hotel.

The George V. Dunning Scholarship Fund was set up by George in 1984 with a gift of \$30,000. He and his mother have been generous donors to USC. He is a Member of USC Associates and a patron of the arts and higher education.

The David L. Wolper Scholarship Fund was created when Mr. Wolper was the Honored Guest at our 1985 Benefit. David L. Wolper is among USC's most eminent alumni. He is an internationally respected documentary film maker whose productions include Roots, The Thornbirds, National Geographic Specials, The Undersea World of Jacques Cousteau, and The Making of the President, 1960. His numerous awards include Oscars, Emmys, Golden Globes, and a Peabody. He produced the Opening and Closing Ceremonies for the 1984 Summer Olympiad, for which he received a special Emmy. He is a Member of the Board of Directors of the Academy of Television Arts and Sciences and a Trustee of the American Federation of Arts. His scholarship is to be awarded to a student in the School of Cinema-Television.

The James and Marilyn Zumberge Scholarship Fund was created in October, 1985, by a \$10,000 gift from Carl and me. This scholarship is unrestricted.

The **Hannah Barbour Gift** to Town and Gown was made in 1985, when I was helping a long-time friend of mine to settle her husband's estate. He had restored an antique car and Hannah was trying to sell it. She needed garage space, so Carl suggested that she give the car to Town and Gown and take the tax deduction, which she needed. She did this, and Carl found a buyer for the car for \$6,000.

The Cecele and Murray Greenwood Scholarship Fund was started in December, 1985. I had been talking to Cecele about establishing a Scholarship Fund for about a month, when she happily indicated that she and her husband would be sending a gift of over \$11,000 to Carl to start their \$50,000 endowment. Cecele has been a dedicated Town and Gown Life Member. She entertained the membership at a beautiful benefit tea in her Bel Air home years ago. She has contributed to the redecorating of our building and attended many Benefits. Cecele and her first husband, Michael Birnkrant, a USC Trustee, gave USC \$500,000 for the Birnkrant Dormitory on the USC campus. After Michael died, Cecele married Murray Greenwood, and they were married for 16 years. Carl and I were their friends. Cecele was honored at the Town and Gown Benefit in 1986. Murray died in March, 1989.

The Margaret Preininger Loan Fund was established in December, 1985, when an elderly lady called Carl's office, saying that she wished to establish a Loan Fund for students in the Department of Speech. Carl went to see her and learned that she had been a Member of Town and Gown long ago. She gave him a check for \$5,000, and Marjorie Zickfeld set up the Loan Fund with the Financial Aid office.

The **David**, **John**, and **Florence Scruggs Scholarship Fund** was started by Florence in December, 1985. Florence had recently lost her son, David, when her husband, John, died in November, 1985. Florence was the head of the Financial Aid Office at USC for years, and Carl and I knew her for a long time. She cared deeply about the students who needed

financial help at USC. Her request was that this scholarship be for "undergraduate students at USC who are citizens of the United States." She was a Member of Town and Gown for many years. She died on July 22, 1986.

The Sylvia Fine Kaye Scholarship Fund was established in March, 1986, when we honored Sylvia, the wife of Danny Kaye, at our annual Benefit Luncheon, and started a scholarship in her name. The scholarship is for a student in Theatre Arts.

The Wallis Annenberg Scholarship Fund was created in April, 1986, when Yvonne Biller sat beside Ms. Annenberg, a USC Trustee, at the Trustees' Conference in Palm Springs and interested her in starting a Town and Gown Scholarship Fund. Later, Carl and I took her to lunch to explain the details. She immediately had the Annenberg Foundation send us a \$5,000 check to start her Fund.

The Milo Don and Lucille E. Appleman Scholarship Fund was created in 1986. Carl and I persuaded Lucille E. Appleman, widow of Milo Don Appleman, the distinguished USC Biology Professor, to give \$50,000 to establish this Fund. Carl and I have been looking after Lucille's personal and financial affairs since Milo's death in 1983. After Carl increased her investment income substantially, she established the \$1 million Milo Don and Lucille E. Appleman Chair in Biological Sciences.

The Kevin Michael Biller Memorial Scholarship Fund was established late in 1986 by Yvonne and Robert Biller to honor their late son. Robert was the Dean of the USC School of Public Administration, and Yvonne is a long-time Member of Town and Gown. This scholarship is for a student in the USC School of Public Administration.

The Adrienne Underwood Scholarship Fund and the Edith B. and George F. Young Scholarship Fund have an interesting story behind their establishment. I had been talking

to Adrienne, a long-time Member of Town and Gown, about establishing a Scholarship Fund in her name, but she insisted that when she decided to make a gift it should be in the name of her parents, Edith and George Young. They were the owners of Young's Markets, which had been successful over the years. Adrienne had inherited their estate. Adrienne called me and said that she would be glad to have Carl and me come to her home in Hancock Park at four o'clock on a Saturday afternoon in 1987. I was delighted with the message and hoped to receive securities or a check for \$50,000 for a fully-endowed Scholarship Fund. However, there was a problem. That was the day that Debbie Loker, the daughter of our friends Donald and Katherine Loker, was being married in San Pedro, and we had accepted the invitation. We simply had to attend the wedding. So, Carl and I heard the bride and groom take their vows, and then we went to the wedding reception and luncheon. However, we could not stay for the cutting of the cake and the uncorking of the champagne.

Arriving in Hancock Park shortly before four p.m., after a speedy drive from San Pedro, we were greeted warmly by Adrienne, who sat us down at the dining room table. She started giving us securities, which Carl tabulated. Soon, the total was past the \$50,000 amount which I had expected, but Adrienne kept giving us more stock certificates. Finally, she asked Carl for the total, and he figured it up: \$71,675. Adrienne got out her check book and said, "Here is my check to Town and Gown for \$28,325 to bring the grand total to \$100,000. That will be enough for two Scholarship Funds." I thanked Adrienne for her great generosity and told her that I would report her gift to the next meeting of the Town and Gown Board. That was a great day for Town and Gown, and we were grateful for this gift from our faithful Member.

The **John Ritter Scholarship Fund** was established in March, 1987, when John was the Honored Guest at our Benefit Luncheon.

The **Town and Gown Scholars' Scholarship Fund** was started by Anthony Russo in November, 1987, soon after he earned his M.P.A. from the School of Public Administration. As a recipient of Town and Gown scholarships for four years at USC, Tony was eager to start the Scholars' Fund so that he and other former scholarship recipients could show their gratitude to Town and Gown. Tony wrote letters to previous Town and Gown scholarship recipients, and many contributed. The Scholars' Fund endowment has grown to over \$12,000.

The Luella Atchison Folley and Allan Benjamin Folley Scholarship Fund was started by Ann Huddleston in 1988. Ann was a delightful, elderly lady who lived in Long Beach. In the early 1980's, she joined Town and Gown, and I met her and became very fond of her. Although not a USC graduate, she was a Life Member of the USC General Alumni Association and a Life Member of the USC Associates. Ann had an undergraduate degree and a Master's degree in Education from the University of Oklahoma, and because Carl and I had lived in Oklahoma for five years before coming to USC, we had many mutual friends there. We often drove to Long Beach to take Ann to lunch. Later, when she was no longer ambulatory, we took her food baskets several times a year. She established this Fund in the names of her parents.

The **Sharon Gless Scholarship Fund** was established in March, 1988, when Sharon was the Honored Guest at our Benefit Luncheon.

The **Helen Azhderian Scholarship Fund** was started in December, 1988, when Helen gave \$60,000 to start a Life Income Trust. She died October 20, 1990.

The Marcel and Joanne Marie George Scholarship Fund was funded in 1989, one year after Joanne George became President of Town and Gown for a two-year term. Carl received a letter from her, together with a check for \$5,000 to establish the Fund. This represented the down payment on a \$50,000 endowment which later was fully funded.

The **Ann Miller Scholarship Fund** was established in March, 1990, when Ann was the Honored Guest at our Benefit Luncheon.

The **Robert and Holly Lamb Scholarship Fund** was begun in June, 1990, when the Lambs made a donation of \$20,000. It is now fully funded at \$50,000.

The Alice Rosene Sharp Fund was started by the widow of John Sharp with a gift of \$46,350 in August, 1990. Although they lived in Chicago, John was interested in USC and loved the Trojan football team. They had married in middle age and had no children. Alice ran an employment agency and John was a very successful investor.

The Anne and Ralph Ellison Scholarship Fund was established in June, 1991, when the Ellisons made a gift of \$200,000.

The Franklin S. Wade Scholarship Fund was created in 1992 when Russell Wade, Franklin's son, contacted Carl. Russell, a rancher, gave stock worth \$30,000 to endow this fund in honor of his father. This scholarship is for a student in Chemical, Mechanical, or Petroleum Engineering.

The two **Rita H. Small Scholarship Funds** were created by Rita Small, widow of Lucien Small, a graduate of the USC Law School. Rita was a wonderful lady who once sang and danced in the Earl Carroll Follies in Hollywood. She was devoted to education, even though she was not a college graduate. Carl and I often drove to see her in her picturesque ocean-view home on Point Loma, near San Diego. An avid reader, Rita often exchanged books with me. When Rita learned of my interest in the Town and Gown Scholarship program, she decided to help, but her gifts were not completed prior to her death in 1989 when she was 85. At her death, most of her estate went to establish a charitable trust. The Trustees of her Trust established two Scholarship Funds of \$50,000 each in February, 1992. The first is for a student in Education, and the second is unrestricted.

The Tetsuo and Noriko Notomi Scholarship Fund and the Mr. and Mrs. Kagehisa Toyama Scholarship Fund were established in 1992. On March 4, 1992, Carl came home with some exciting news for Town and Gown. He had had a meeting in his office with two distinguished Japanese gentlemen and their wives, and each man wrote out a check for \$50,000 to endow a Town and Gown Scholarship Fund. Dr. Tetsuo Notomi and his wife, Noriko (a long-time Member of Town and Gown), indicated that their scholarship should go to a dental student. Dr. Notomi studied at the USC School of Dentistry in the 1950's with Dr. Francis Conley. The Notomi and Conley families, including Town and Gown Past President Jo Ann Conley, have been friends since then. Dr. Notomi, an outstanding dentist in Tokyo, holds a clinical Professorship in our Dental School and comes here each year to lecture. Dr. Notomi suggested to his good friend, Mr. Toyama, the idea of endowing a Town and Gown Scholarship Fund. Mr. Toyama is the Chief Executive Officer of Radio Nippon Company, Ltd., in Tokyo, and a philosopher and scholar who has written widely. He and his wife, Sawako, wanted their scholarship to go to a graduate student in journalism. The two couples were introduced and honored at our Benefit Luncheon on March 5. 1992, the day after they made their generous gifts.

The Gayle Wilson Scholarship Fund was created in March, 1992, when Gayle was the Honored Guest at our Benefit Luncheon.

The **Sophia Loren Scholarship Fund** was started in March, 1993, when Sophia was the Honored Guest at our Benefit Luncheon.

The Town and Gown Memorial Scholarship Fund should be mentioned. Often, when USC graduates or Town and Gown Members or other people die, their friends send memorial gifts to Town and Gown. Unless otherwise designated, these memorial gifts are placed in the Town and Gown Memorial Scholarship Fund, and they provide scholarships for deserving USC students. The honoree's name is inscribed in the Town and Gown Memorial Book. Family members are notified of each gift, although the amount of the gift is kept confidential. Contributions are tax deductible. Checks should be made payable to the "Town and Gown Memorial Scholarship Fund" and sent to the Memorial Chairman. This endowed Fund continues to grow, with more donors each year.

Other Fine Work for the Scholarship Funds

We should not overlook the generosity of those who gave us the use of their homes for teas and luncheons to benefit the Scholarship Funds over the years. Mrs. Cecele Birnkrant Greenwood had a lovely tea in her Bel Air home one year. Mrs. Leslie Hoffman and Mrs. Kenneth Norris, Sr. both had luncheons at their beautiful homes in San Marino. Dolores Hope, Caroline Ahmanson, Martha Dell Carpenter (daughter of Mattie Kinsey), Edith Head, Marcelle Dehail, and Margaret Morrell have also welcomed us to their homes.

One year, we had a luncheon at the Pico House in downtown Los Angeles and toured the square. Another year, we toured homes of four Consuls General in Los Angeles. Now, we have outgrown private homes, and even tours are not satisfactory, because we average 550 guests at each Benefit.

The Benefit Luncheon each March at a Beverly Hills hotel has proved to be the most successful format. It combines a top fashion designer showing Spring fashions with the presence of an Honored Guest. We establish a Scholarship Fund in the name of each Guest of Honor. Our Honored Guests have included the following luminaries: Pat Nixon, Edith Head, Betty Ford, Nancy Reagan, Dolores Hope, David L. Wolper, Sylvia Fine Kaye, John Ritter, Sharon Gless, Ann Miller, Gayle Wilson, Sophia Loren, Shirley Jones, Nobel Laureate George Olah, Elaine Leventhal, Marilyn Zumberge, and Diane Keaton. Each event requires a large, hard working Committee and dedicated Co-chairpersons, so several years ago we decided to limit the Ways and Means Chairmanship to a one year term, rather than the customary two years.

Appreciation From Our Student Scholarship Winners To Our Donors

Every Fall, we entertain all of our scholarship winners and all of our living donors at a luncheon at Town and Gown Hall. Three student speakers, usually seniors or graduate students, recount the value to them of the Town and Gown scholarships they have received. Each Spring, all of the scholarship winners are invited to a general Town and Gown monthly meeting for our Members to meet them. Again, the successful format includes three students speaking of their appreciation to Town and Gown. These luncheons often spark interest among potential donors to start new endowed Scholarship Funds.

Of Particular Note

Looking over this list of Town and Gown Scholarship Funds, Carl and I were surprised and gratified to find that so many of our donors have these attributes: donors without children who are willing to leave their life savings to educate other people's children; donors who have been teachers or staff members at USC and have given back some of what they earned working at USC; and donors who were self-made, having had no chance to attend college themselves. All of the donors have wanted to provide opportunities to future USC students, and we are very grateful to them all.

More Scholarship Funds Prepared by Holly Lamb, Executive, Scholarship Finance

Carolyn's legacy of growth in scholarship endowments continued after her demise in April, 1993, with the creation of the following additional Town and Gown Scholarship Funds:

The Mitsuyoshi Okano Scholarship Fund was created in July, 1993, with a gift of \$50,000 from Mr. Okano, the President of The Suruga Bank, Ltd. Dr. and Mrs. Notomi interested their friend, Mr. Okano and his wife, Marie, in starting this scholarship, which is for a student of Business.

The Leona W. Robb Scholarship Fund was created in 1993 by our Life Member with a gift of \$50,000, subject to a Life Income Trust.

The **Dr. Evelyn Thompson Kieffer Scholarship Fund** was established by our Life Member in January, 1994, with a gift of \$100,000, subject to a Life Income Trust.

The Shirley Jones Scholarship Fund was established in March, 1994, when Shirley was the Honored Guest at our Benefit Luncheon.

The Carolyn C. Franklin Scholarship Funds were augmented by a gift of \$100,000 from Dr. Carl M. Franklin in March, 1994.

The Morris S. Smith Scholarship Fund was established in June, 1994, by a donation of \$100,000 from the Morris S. Smith Foundation. Mr. Smith was a real estate investor in Burbank, who was grateful for Dr. Franklin's legal advice.

The **Katharine J. Richman Scholarship Fund** was created in December, 1994, by our Life Member with a donation of \$50,000, subject to a Life Income Trust.

The **Dr.** George and Judith Olah Scholarship Fund was established in March, 1995, when George, the first Nobel Prize Winner from USC, along with his wife Judy, was the Honored Guest at our Benefit Luncheon.

The John and Lila Peschong Scholarship Fund was created in March, 1995, by a donation of \$50,000 from the Morris S. Smith Foundation. "Jack" Peschong was honored by the Trustees of the Smith Foundation for his work as Mr. Smith's stock broker, which greatly benefitted USC.

The May and Yoshi Honkawa Scholarship Fund was started in April, 1995, with their gift of property to USC which will provide \$25,000 to this Fund when it is sold. This scholarship is for a student in the USC School of Public Administration Health Policy and Management Program.

The Marjorie M. Bailey Scholarship Fund was created by a bequest of \$1,052,012 in June, 1995, subject to a Life Income Trust for her niece, Betty Jean Holton. These scholarships will be for students in the USC School of Music.

The Leslie and Helen Willyard Scholarship Fund was started in August, 1995, with a \$20,000 bequest from the Willyard Trust. Mr. Willyard had attended USC, and he was the father of Jo Ann Conley, USC '60, who was President of Town and Gown 1984-1986.

The Elaine Leventhal Scholarship Fund was established and the James and Marilyn Zumberge Scholarship Fund was added to in March, 1996, when Elaine and Marilyn were the Honored Guests at our Benefit Luncheon.

The fourth Carolyn C. Franklin Scholarship Fund was established in September, 1996, on the 43rd anniversary of Carolyn's and Carl's coming to USC, by a gift of \$200,000 from Carl. This scholarship will go to a student in English, which was Carolyn's major at Denison University.

The Grace Smyth Rusling Scholarship Fund was started in September, 1996, by Dr. Diane R. Becket, her daughter and a long-time Town and Gown Member, with a gift of \$5,000 toward a full endowment of \$50,000.

The Mercedes and Gene Glenn Scholarship Fund and the Rose and Charles Sparks Scholarship Fund were established in February, 1997, by a designation of \$50,000 by Mrs. Glenn in her Living Trust. At her death, \$25,000 will go to each Fund for scholarships for undergraduates. Rose and Charles Sparks are the parents of Mrs. Glenn.

The Mary Ryan Scholarship Fund was created as a memorial to Mrs. Ryan, who died in February, 1997, by a gift of \$25,000 from the Morris S. Smith Foundation. Mrs. Ryan was the long-time secretary of Dr. Carl M. Franklin.

The Jack Newton Ignacious Hall Scholarship Fund was established in March, 1997, when Diane Keaton was the Honored Guest at our Benefit Luncheon, in memory of her father, who was a Civil Engineering graduate of USC.

The Helen Smetz Scholarship Fund was started in May, 1997, with a gift of \$16,675 toward a full \$50,000 endowment.

The **Jeannette Garver Scholarship Fund** was created in September, 1997, with a bequest of \$10,000. It is being added to by her niece, Joan Kennedy.

The Steven B. and Kathryn B. Sample Scholarship Fund was started in September, 1997, by a gift of \$50,000 from the Morris S. Smith Foundation to honor President and Mrs. Sample in their seventh year of fine service to USC.

In addition to the establishment of these new Town and Gown Scholarship Funds, particular mention should be made of the magnificent gifts from the Kenneth T. and Eileen L. Norris Foundation to augment the Eileen Norris Scholarship Fund: \$100,000 in 1993 and 1994, and \$125,000 in 1995, 1996, and 1997. We give tremendous thanks to Mrs. Harlyne Norris, widow of Kenneth T. Norris, Jr. and Chairman of the Board of the Norris Foundation, for this wonderful support of the Town and Gown Scholarship Program.

* * *

Starting Additional Scholarship Funds

Town and Gown continues to encourage its Members and others to donate to Town and Gown to provide scholarship assistance to USC students. We need to help more students. USC tuition for the 1997-98 academic year will be \$676 per unit or \$20,078 per year for an average undergraduate course load. We want to help students to meet these costs so they can get a great USC education. In particular, we would like each Town and Gown Member and friend to consider establishing an endowed Scholarship Fund of \$50,000, whether with a one-time gift, a series of gifts, or a bequest. Thank you.

The Town and Gown Benefit Luncheon - March 10, 1994 Dedicated to Carolyn Craig Franklin

On March 10, 1994, Town and Gown held its annual Benefit Luncheon to raise funds for scholarships, with the theme, "Memories, 1904-1994," in recognition that Town and Gown was ninety years old. Eloise Siskel, President of Town and Gown, and the Town and Gown Board, dedicated the Benefit Luncheon to Carolyn Franklin, in honor of their friendship with her and her outstanding service to Town and Gown, including her achievements in raising scholarship funds. Eloise read the following tribute to Carolyn:

Today we dedicate our Benefit Luncheon, "Memories 1904-1994," to Carolyn Franklin. Carolyn passed away peacefully on April 1, 1993, while on a vacation cruise with her husband Carl, USC Vice President Emeritus. We shall always remember her with love, respect, gratitude, and joy as a warm, caring, compassionate, dedicated person of great empathy, and a positive force in many lives.

Carolyn received her Bachelor's Degree from Denison University in 1941 and her Master's Degree from Simmons College in 1942. In 1943, Carolyn volunteered to join the Navy WAVES. It was here she met and married Carl, her lifetime teammate and supporter. She was stationed as a communications officer in San Francisco, where she participated in sending the terms of surrender by the Japanese to General MacArthur at the end of World War II.

Through the years, Carolyn was active in many organizations at USC, serving on most major committees as Chair or Co-Chair. Carolyn served as President of Town and Gown (1980-82), and as Faculty Wives President (1970-72).

A quiet but enthusiastic fund raiser, Carolyn was a driving force behind many great achievements for the University and Town and Gown. She worked effectively on behalf of Town and Gown's Scholarship Program and helped to build its endowment from \$175,000 to over \$12 million today. Carolyn

also donated funds to establish two Town and Gown Scholarship endowments. In 1987, Carolyn was honored by the USC Law School with the establishment of the Carolyn Craig Franklin Chair in Law.

Carolyn and Carl were a unique team. Carolyn was Carl's active partner in his tremendous fund raising achievements for USC. Indeed, when their team effort over the years is added up, they have raised over \$100 million for the University of Southern California. Carl is continuing to build on this monumental work that the two of them pursued so diligently.

Carolyn's greatest love was her family. She is survived by her husband, Carl; brother, Joseph Craig; her children, Craig, Sterling, Larry, and Priscilla; and her ten grandchildren.

To quote Dean Bice's closing remarks at Carolyn's Memorial Service in April, 1993, "Universities go on forever, and Carolyn's name will always be closely associated with USC. Her achievements will enrich the lives of faculty and students in the decades, indeed the centuries, that lie ahead."

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Following her tribute, Eloise presented a plaque to Carl Franklin in memory of Carolyn, which said:

TOWN AND GOWN UNIVERSITY OF SOUTHERN CALIFORNIA

* * *

In Loving Memory of CAROLYN CRAIG FRANKLIN 1919-1993

* * *

Recognizes

Her Untiring Effort and Driving Force Behind The Town and Gown Scholarship Program And Fund Raising For The University



Carolyn and Carl Franklin

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