

## No 'housework' for gal reporter-lib spokesman

Sexual differences should be ignored in the communications field, a women's lib advocate declared at the 31st anniversary luncheon of the Publicity Club of Chicago.

Kathy Rand, public relations chairwoman for the National Organization for Women (NOW), 1957 E. 73rd st. urged more jobs for women in the press and publicity fields and a new approach to the way females are "covered" by the media.

"The next person you hire should be a woman and at a good salary. She can do this work as well as a man. And please don't suggest that your women employes make the coffee, water plants, and clean the ash trays," Mrs. Rand told an audience of both male and female communicators at the LaSalle hotel.

The speaker claimed a victory for NOW in finally forcing the Chicago daily newspapers to desegregate their want ads. She said the fight took three years of letter writing, conferences, picketing and the filing of charges with the government on the denial of equal employment opportunities.

"Chicago is the last big city to de-segregate its want ads," declared Ms. Rand. "When it finally happened, the Tribune ran an announcement but made no mention of the part NOW played."

The way the women's organization is covered by the press came under attack in the talk. A straight release announcing an event NOW considers having important news value will be ignored. A release on something silly such as a bra burning will bring large numbers of reporters and photographers.

"The media is only interested in cutsey little things about the woman's liberation movement," Ms. Rand added.

Some guidelines for writers of news stories and releases were suggested by Ms. Rand:

"Females under 16 should be called girls, those 16-21, young women, and over 21, women. The terms—gals and ladies—are offensive.

"Women should be given the title 'Ms.' and not Miss or Mrs. Editors claim it is

important to the reader to know if a woman is married, but we ask why this is not equally important in the case of a man. Eventually, we would like to have women referred to by last names but for now, we ask for the use of 'Ms.'

"We prefer the use of business people and Congress people to businessmen and Congressmen, and the expression, human beings, rather than mankind.

"The use of certain words in connection with one sex should be eliminated," continued Ms. Rand who gave a string of examples. No men are 'vivacious,' only women. The 'worried businessman' versus the 'harried housewife.' Then, there are 'the henpecked man' and 'the dominated woman.' Men complain, women nag. Men get angry, women, hysterical. Men are courageous as compared to 'a tough little woman.'

"We need to de-emphasize the differences in the sexes," the speaker declared. "If you ask 10 people what the word 'feminine' means, you will get 10 different answers. Many women feel it is a negative term."

A man told Ms. Rand that

a feminine woman is nice but he wouldn't want to marry one because she would be incompetent to handle all the problems that come up around the house.

"People are always asking me if I am not afraid I will lose my femininity working for woman's lib. I certainly hope so."

Asked who is going to do all the housework as more wives join the movement and take jobs, Ms. Rand opined that the day will come when professional teams will handle this kind of cleaning work. It will be within the price range of most families because there will be such a large demand for it, she said.

The speaker concluded with a plea for more volunteers in the women's liberation movement. NOW's telephone number is 324-3067.

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**PROFESSIONAL ENGINEER**-turned-homemaker Mrs. Arch Ward, right, joins speaker Kathy Rand of the National Organization for Women as they are served by Mrs. William Wermes at Hoffman Estates Woman's Club Reciprocity Day. Sympathetic with NOW's goals, Mrs. Ward prefers having but one boss these days and thinks "marriage is great."

## NOW Speaker In Elgin

Kathy Rand, Midwest Regional Director of the National Organization for Women, chair person of the public relations comm. for Chicago Chapter of N.O.W., will speak at St. Mary Auditorium, 103 S. Gifford St., Elgin on Wednesday evening at 8 p.m.

Ms. Rand, holds a bachelor degree from Michigan State University, also is a writer for

Supermarket Institute.

The program will be in three parts:

1) Talk by Ms. Kathy Rand.

2) Debate by Ms. Rand and Rev. Richard R. Kramer, associate pastor of St. Mary Church, Elgin.

3) Questions from the floor, and general discussion.

Everyone is invited.



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Panels and discussion on problems

# Women's Rights conference to search for guidelines

A Governor's Conference on Women's Rights (GCWR) will take place Tuesday, Wednesday and Thursday at the Loop YMCA, 37 S. Wabash, Chicago.

A pamphlet sent this past week to several Southern Illinois women's groups from the office of Shirley Starr, conference coordinator, announces:

"Women's rights? Your rights! You've got ideas. Let's listen and talk. Come any time or all the time. Open discussion follows each panel. Results - Recommendations to the Governor. Free day care provided.

The opening session at 10 a.m. Tuesday will begin with welcomes from Paul J. Wisner, director of the Governor's Office of Human Resources, and from Gov. Richard B. Ogilvie.

At 10:30 a.m. a panel on Women and Employment will begin with Mariam Ringo, Illinois Committee on the Status of Women, as moderator. Panelists are Maria Alonso, Governor's Manpower Office; Clara Day, Teamster's Union Local 743; John Paisios, president John Paisios & Associates; Bernice

Perry, Council for Community Service in Metropolitan Chicago and David S. Ritner, United Airlines.

After lunch-break the panel will concern themselves at 2 p.m. with Women in Business, moderated by Mary Houghton, Hyde Park Bank & Trust Co. Panelists are Vrenetta Howell Varrett, Chicago Economic Development Corp.; Susan E. Davis, Spokeswoman; Anne Rodger, Village Maid Service Inc.; and Mildred Wyatt, Wyatt Communication.

At 3 p.m., Day Care will be discussed by Sylvia Cotton, Day Care Crisis Council, moderator; Arnlia Y. Boswell, University of Chicago and member of the President's Commission on Population; Judy McDonald, NOW; Ginger Mack, National Welfare Rights Organization; Martha de Torres Riley, Aspira; and Addie Wyatt, Amalgamated Meat Cutters & Butcher Workmen's Union, AFL-CIO.

Wednesday's 10 a.m. panel will be Women and the Media with Lois Wille, Chicago Daily

News, moderator; Sherry Goodman, WTTW; Rosemarie Guley, WLS; Mary Jane Hayes, CBS-TV; Nina Herrmann, CBS-TV; Patricia Moore, Chicago Daily News; Nancy Townsend, FootCone & Belding.

At 11 a.m. will be a panel on "The Women's Movement: What It Means" with Mary Ann Lupa, NOW as moderator, and panelists Heather Booth, Chicago Women's Liberation Union; Carol Hochfelder, Illinois Women's Political Caucus; Jo Ann Nieman, NOW; Kathy Rand NOW; and Connie Seals, Chicago Urban League.

And at 1:30 p.m., moderator Miriam A. Sheldon, University of Illinois - Urbana-Champaign, will lead a discussion on Women and Education with panelists Pauline Bart, University Illinois, Circle Campus, Lenora Cartright, U. of I. Circle Campus; Elizabeth Kasper, Western Illinois University; Kathleen McCourt, National Opinion Research Center; and June Soch, Northeastern Illinois University.

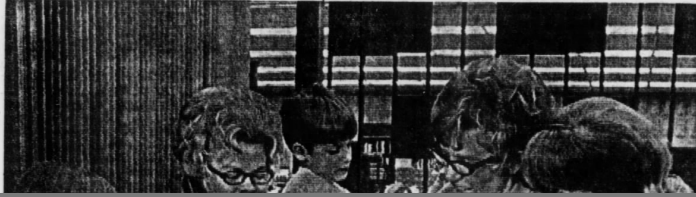
Thursday's 10 a.m. session will begin on The Non-Paid Working

Woman with moderator Maya Friedler, housewife, moderator; and panelist Miriam Cruz, National Conference of Puerto Rican Women; Pat Koval, author; Ruby Mabry, Community Health Center of Englewood; Joyce Schragger, housewife; Marjorie Church Wood, Voluntary Action Center.

At 11 a.m. the panel on The Psychology of Being a Woman will be heard with Ann Seiden psychiatrist, moderator; Ellen Asterman, Alternatives, Inc.; Pauline Bart, U. of I. Circle Campus; John Bateman, psychiatrist; Ross Conner, Northwestern University; and Bertha Swindall, Homes for Children.

The final panel will be on Women and the Law with Linda Hershman, Commerce Commission of Illinois and moderator; and panelists Edward J. Copeland, Foss, Schuman & Drake; Renee Hanover, Women's Law Center; Judy Louquist, Jacobs, Gore, Burns & Sugarman; and Ann Lousin, Speaker's Staff, State of Illinois.

A tie-up of presentations will be made at 2:30 p.m., ending the meeting.



## Voters favor passage of ERA

State Representative Cal Skinner, Jr. announced during a reception held by the county chapter of the National Organization for Women July 25, that a poll he conducted recently among his constituency indicates heavy local support for the Equal Rights Amendment.

"Our survey, which was sent to every third registered voter in the 33rd legislative district, indicates that 61 per cent of those responding favor passage of ERA," Skinner said. Ratification of the Equal Rights Amendment is a top priority objective of the National Organization for Women (NOW).

Also on hand to address guests on NOW's goals and evolution was Kathy Rand, midwest regional director for the National Organization for Women. Ms. Rand indicated there are now 17 active NOW chapters in Illinois.

McHenry County Chapter

President Judith Longmeyer said local action programs will follow statistical analysis of a survey now underway. The study is designed to determine those feminist goals which are most important to the women of McHenry County.

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Lifestyle 4 Section 5 Chicago Tribune, Sunday, October 6, 1974



When the Chicago N. O. W. chapter gathers, members, among them Joyce Lieberman (top) and Agnes Kelley, plan the strategy they'll use to accomplish their major projects: job equality, day care, health facilities.



—Times Photo by Bob Hall

## Our status today

Continued from page 1

ment of N.O.W. From her home in Atlanta, Ga., she travels around the country organizing new chapters, "talking to women everywhere."

"We've organized the beauty, health, and participation of women. The message is due to pressing economic issues and commitment to working on them," she says.

MAJOR N. O. W. projects are 1975 reflect women's concrete employment discrimination, the Equal Rights Amendment, rape, and abortion. Through the U. S. Legislative Dept., women are working on problems of day care, health, social, education, school sports, music, and problems of aging.

A significant reflection of these women are today in that 800,000-odd-time business-women comprise 50 percent of N. O. W.'s membership.

"If organizing and getting together in what women have achieved in the last seven years, then community and political action are where we are going next," Lightfoot says. "We will win because we are right."

Are black women going forward at the same pace as white women? That question concerns Nancy Randolph, secretary here of the school of social work at the University of Alabama's Tuscaloosa campus. She is the only black member of a new chapter of N. O. W.

"An alliance of black and white is hard to get together," she says. "Black women have been persecuted by white women as well as by black men. Every time I'm at a N. O. W. meeting, I think of all the black who are at home taking care of the members' children. But the rest of the country, black and white women have problems to work on together."

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There's a feeling of camaraderie about the meetings as the members such as Susan Drey (top left) and Kelly Head, N. O. W.'s Midwest regional director, and Ann Leahy (bottom left), Chicago N. O. W. president, and Agnes Kelley, air their feelings.



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### SPORTSWEAR PLAIDS \$3.57 YD.

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## Learn to organize

By Carol Kleiman

TO SEE how sophisticated leaders of the women's movement have become, and to understand where women are going, enter the doctoral track on the Geneva Street side of Lincoln Park Presbyterian Church, on W. Fullerton Ave. Sessions will appear, smile, and lead you to the two-hour room which are the offices of Student Academy, Inc.

Here members of diverse community groups, including N.O.W., attend regular two-week sessions, from 8 a. m. to 11 p. m., to learn skills and strategies that add up to effective organization.

Staff members are skilled in social and organizational theory, practice, and planning. Each of three-day sessions also are given. In the academy's first year, 100 to 150 women have attended several courses, about one-third from N.O.W.

N.O.W.'s Judy Lightfoot says she did not "graduate" until she had:

- learned to be an organizer, activist, and leader in diverse movements; she's a N.O.W. member and has a generous philosophy which she shares with students.
- learned to be an organizer, activist, and leader in diverse movements; she's a N.O.W. member and has a generous philosophy which she shares with students.

THE BIRTH of the school is an interesting footnote to the women's collective process, she says. "We have possible alternatives to individuals, but with collective struggle we can shape a new society."

"Fierce against women work 24 hours a day and are not willing to let us keep the status quo. We've got to work as hard to take one step forward. We're to assist the most sophisticated government and corporate combination which is designed to keep women where they are."

"But there's room to maneuver."

Free of the academy are based on ability to pay, length of training, and subject matter. A two-week course begins next Sunday.

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# Tomorrow's woman Defining female in the year 2000

Wednesday marks the beginning of the 25 years that will end on Jan. 1, 2000. What will these years mean for women? Here's a preview compiled by Marilyn Preston, a companion article to Tuesday's look back at the quarter century that began in 1950.

By Marilyn Preston

WHILE WOMEN have come a long way, maybe, in the last 25 years, it's that next 25 that has everyone really excited. It'll be Woman in the Year 2000 and anything that the mind can conceive, someone is willing to believe. Predictions run from the bizarre to the baroque, from the most fervent Wonderwoman feminists utopianizing about "freeing women from the tyranny of their biology" to ultraconservative cloudreaders who see the little ladies retreating to home and hearth and forgetting all that liberation nonsense about freedom and dignity.

What will it really be like for women in the next 25 years? Will traditional



Changing woman

marriage survive or will a series of temporary, contractual pairings be the norm? Will women bear children or order them specially made from the baby factory? Will gender and race be forgotten and true sexual equality standard? Will clothes be sprayed on and thrown away? Will toast still burn?

Certainly there are no right or wrong answers, just wishful thinking, trends, opinions, and widely varying speculation about all of this, and the only thread that runs true among the experts is the notion of choice. Women in the year 2000 will have more options, more choices, more opportunities to find themselves going in any direction than any generation before.

Here, to mark the beginning of the next quarter century, is some of the present futuristic thinking on matters of special concern to women:

● On the Status of Women: "In the next 25 years, you will see an end to all sexism," says Chicago's regional National Organization for Women (N.O.W.) director, Kathy Rand, echoing the dream of all feminists. "All sex stereotypes will be gone, and men and women will see each other as individuals and respect them for their own capabilities and talents." Men and women will be truly liberated in the sense that all options will be open—socially, psychologically, legally—and they will be free to fulfill themselves any way they choose.

"All the growing pains of the movement will be over by then," says Chicagoan Marjorie Blau, who helps guide men and women thru those pains in personal growth groups, "and men won't feel threatened any longer by a free, independent, spirited woman. Women will be in touch with their abilities and potential, and they won't be afraid to realize that potential. Women will have more choices in every facet of life—marriage, children, career, leisure—and society will be more willing to accept whatever lifestyle she chooses."

Phyllis Schlafly is one woman who hopes all women will choose a return-to-the-basics lifestyle by the year 2000. The well-known author, lecturer, anti-feminist obstacle to the Equal Rights Amendment from Alton, Ill., insists she's all for equal opportunity for women, but she hopes in the next 25 years women will realize the best place for them is home.

"I hope the women's movement runs out of steam and is shown to be a dead end," she says. "I think, I hope, that in the next 25 years women will be smart enough to realize that home is not a prison and housework not menial and tiresome, as the movement says, but that home and family is the best place for a woman to devote her energies. I think she'll be happier cuddling up to her children than to some old factory machine. I surely don't see women making more progress legally. They already are on top of the world. They have equal jobs, equal pay, equal opportunity; what more could they want?"

● Women and Marriage: The consensus is that, while traditional man-and-wife-'til-death-do-us-part marriage will endure, it will not prosper. Experimentation with trial marriage—or "shacking up," as the nonsociologists among us call it—is on the rise, and men and women will continue to seek out legal and nonlegal, contractual and spiritual alternatives. The zooming divorce rate and growing disillusionment with the permanency of marriage are social trends to be reckoned with, and in the next 25 years, marriage will be increasingly accepted as a temporary state of affairs.

"Serial marriage—a pattern of successive temporary marriages," says futurist Alvin Toffler, author of "Future Shock" "is cut in order for the Age of Transience in which all man's relationships, all his ties with his environment, shrink in duration. It is the natural, the inevitable outgrowth of a social order in which automobiles are rented, dolls traded in, and dresses discarded after one-time use. It is the mainstream marriage pattern of tomorrow."

Of course, not everyone is convinced marriage will survive. Shulamith Firestone, the radical feminist, believes that once women are relieved of the fundamentally oppressive condition of motherhood, the need for marriage will wither away and large groupings of

Continued on 2d Tempo page

## Sexism in advertising —will it ever end?

By Carol Kleiman

**ANY TIME** of the night or day, you can turn on television and learn what to do if your husband yells at you because you can't make good coffee.

Mrs. Olsen of Folger's will show you how, then you can be a good wife and keep a loving husband.

Feeling guilty about that ring around the collar? You don't use Whisk but you should. TV will tell you. But you must be a woman, must feel guilty—and must watch television.

Take feminine hygiene, for instance, and vaginal sprays. Your daughter is going to Europe and hasn't packed her wipes or sprays? If you're any kind of mother, any kind of woman, you'll be sure she takes the right product so she'll smell sweet and beautiful and be attractive to men.

**THESE TELEVISION** commercials are examples of sexism in advertising. They teach women to work for male approval; they cement women into the role of housewife and nothing more; and they constantly stress the importance of women attracting men.

In addition to being sexist, these commercials, cited over and over again in a recent Tribune survey as ads offensive to women, have one other thing in common: They sell the product. They sell it like crazy.

For a long time Mrs. Olsen has been patronizing the housewife whose husband abuses her. The Whisk ad is almost 10 years old. And despite the loud shrieks of feminists and even the Federal Drug Administration, an estimated \$30 million worth of vaginal deodorants are sold each year.

**TELEVISION ISN'T** the only culprit, tho. Continental Airlines and its "we really move our tails for you" commercial, heard also on radio, has made a lot of people fly off the handle, especially stewardesses harassed by male passengers singing the slogan. The stewardesses have sued Continental over the matter. And National Airlines "Fly Me" ads are far less subtle than Continental's.

Billboards display sexism on a grand scale. The Black Velvet scotch ads proclaiming, "You'll love the feel of black velvet" and showing a woman in seductive black velvet, blatantly use sex to sell the product in a way that has little to do with scotch whisky.

**MARILYN MONROE** didn't start it, but magazine ads selling perfume by showing a woman with only her radio on are still prevalent today. A naked woman also sells cameras: "You can get a great tan with an electronic Minolta," the magazine ad says, showing from the rear a woman walking with a man, wearing trousers, of course. "Gentlemen prefer Hanes" is the stocking manufacturers' way of reminding women for whom they dress, and undress. Philip Wylie summed up sexist advertising more than 25 years ago when he said the underlying question seemed to be: "Are you a good lay?"

What do you do to get the manufacturers to change their ads when the ads so clearly sell the product so successfully?

**"I JUST DON'T BUY** the product," says an Arlington Heights housewife-working woman. "The only ads that really offend me are those that show women getting excited about trivia, about whether the floor is waxed right. I mean, how can you dance because you're so happy to have a new broom?"

Not buying is an effective protest because it hits the manufacturer where it hurts—in the pocket-book. But some of the people who've been fighting sexism in advertising for a long time don't think that's enough.

"You've got to write to the advertiser and to the advertising agency if you can find out which that is," says Kathy Rand, a media businesswoman and member of the National Organization for Women (NOW).

**"IT'S A VERY** effective protest, if enough people do it," she says. "People advertise to sell their product, not to offend people."

Rand was active two years ago in a NOW task force investigating sexism. It's dormant now. After her five-year involvement, she has a pragmatic approach to sexist ads. "Initially," she says, "I was very offended. I still am. But in a large respect, these ads do reflect reality. When 50 per cent of all executives are women and 50 per cent of all men do the laundry, ads will reflect that."

"Advertisers won't go out on a limb to set an example," she continues. "When the concrete reality changes, so will the ads. But that doesn't mean we should stop policing them."



## Midwestern feminists of 1970s feted

By Allison Benedikt  
Times staff reporter

When feminist Betty Friedan called upon women to fight for equality in 1970, a politically unengaged 25-year-old showed up at the rally in the Chicago Civic Center and became an activist overnight.

"With our Midwestern values it was harder to defy authority—but we did," said that protester, Chicagoan Kathy Rand.

Rand and other female activists were honored Friday night at the Chicago Athletic Association as part of a two-day event titled "Unfinished Business of the Women's Movement." Paged to the 84th anniversary of the passage of the 19th Amendment to the Constitution that gave women the right to vote, the Veteran Feminists of America presented awards to 90 Midwestern women who were politically active before 1975.

Considered part of the second wave of feminism, these women fought for equal pay, challenged school admission policies, helped push through the Title IX federal law requiring equal treatment by schools of women's sports, and established rape-crisis centers.

The Veteran Feminists of America was created in part to spur young women to activism, and Rand hopes this event will motivate them to exercise their right to vote. Only 34.6 percent of women between the ages of 18 and 24 voted in the 2000 presidential election, according to the U.S. census.

"The rights that we fought for are in danger of being eroded if we don't exercise our right to vote," Rand said.

These rights—religious, reproductive and employment—were the focus of Saturday's seminars at the Chicago Civic Center, 750 S. Halsted St.

There also will be time to reminisce, including a session entitled "How the MidWest was Won," something Portage Park resident Mary-Ann Lupa, twice president of the Chicago chapter of the National Organization for Women in the 1970s, knows a bit about. Lupa recalls "lunchtime actions," when working women would stage protests on lunch breaks, returning to their desks with bosses none the wiser. "We walked right in to [a men's club] at lunchtime, and the men booed and hissed at us," she said.

The women's audacity got them in the newspaper. "My mother called the next day saying, 'if you're going to do this, you've got to look nice,'" Lupa said.

Although they often learned protest techniques from activists on the coasts, the Chicago chapter "had a flair for interesting demonstrations," Lupa said.

These included one in which a group of them dressed as Keystone Kops camped outside Tribune Tower, threatening to arrest the Tribune for printing help-wanted ads segregated by sex.

Until the NOW chapter raised money for a staffed office, members' apartments doubled as central command.

"I would have all my nieces and nephews in my apartment stuffing envelopes, taking messages and licking stamps," Lupa said.

In addition to the awards, there was a tribute to Gene Boyer who died this month. A Wisconsin entrepreneur who helped found NOW, Boyer is credited with instilling financial sense in burgeoning feminist groups. It was Boyer's wish to honor women of the Midwest, said Rand, because "our story hasn't been told."

Neither Rand nor Lupa are as involved in the movement as they once were, but politics can still spur them to action.

"I'm thinking of putting 'Don't Forget to Vote' notes in my beauty shop," Lupa said.