

Gupton A. Vogt

Westminster '31

Oxford cup Roll N° 021

There's only one *Gup!* That nickname for Gupton A. Vogt, *Westminster '31*, has been as distinctive as his long record of Beta service and leadership. Initiated into Alpha Delta chapter by Francis W. Shepardson, Feb. 25, 1928 dedication day of a new chapter house, that ceremony may have inspired Gup's long Beta career and the presidency of the Fraternity.

Gup and his wife Grace underwrote the Finance Section of the new building. And the 1988 Vogt gift of oil portraits of the Beta Founders, *of ever honored memory*. This collection, by Robert Cloyd, Lexington, Ken., depicts the founders at college age as Cloyd perceived them after researching portraits from later stages in their lives.

Born in St. Louis, Aug. 6, 1910, Gup received a Bachelor of Arts from Westminster College in 1931 and an MBA from Harvard in 1933. He spent four years with Brown Shoe Co., then five years with Hess & Culbertson Jewelry Co. World War II meant five years in the Navy, emerging a Lt. commander.

He married Grace Schotten of St. Louis, an alumna of Bennett College in Millbrook, New York, in 1942. After the War, Gup and a partner formed a sales promotion company dealing in premiums, service awards, business gifts and American flags in 1950. By the 1960s, it had become the country's largest distributor of U.S. flags and a major gift importer to the wholesale jewelry trade. He also acquired Ad/Sell Co., a mail advertising and printing company.

Gup has been involved in Beta Alumni Clubs of St. Louis, Los Angeles and San Francisco. He was president of the St. Louis Beta Club, 1947-48, and was its 1967 Honor Guest. A singing cup competition among district chapters at St. Louis Club's annual dinner bears his name; and when its Armstrong Community Leadership Award was retired in 1982, he assumed its sponsorship.

With Frank B. Whitbeck, *Westminster '69*, and Thane J. Olsby, *Westminster '58*, he led Alpha Delta's 1968 centennial, attracting a record turnout. He edited all chapter publications with chapter contributions, raised funds for a new house wing and renovation and prepared a 1985 chapter directory. He has served on the house corporation board since 1970.

He was elected Beta's vice president at the 148th General Convention. At the end of his term, he was elected president at the 151st General Convention, accepting the office just two days before his 80th birthday.

Gup was president of Westminster College Alumni Assn., 1964-66, served on the College board of Trustees since 1966, chairman, 1975-81, and led its successful \$6-million fund drive in 1982. One of ten named Fellows of the Winston Churchill Memorial and Library at Westminster, he was Senior Churchill Fellow, 1987-92.

His interests include photography, travel, piano and swimming. Memberships: St. Peter's Episcopal Church, Big Brother, Rotary, YMCA and St. Louis Christmas Carols. The Vogts have two married sons and three grandchildren.

Robert T. Howard, DePauw '37, Historian