



*presents*

# New Jersey GEMS

**1978-79 Women's Pro Basketball League Season**



# Introducing Your New Jersey Gems

Jo-Ellen  
**BISTROMOWITZ**  
*Montclair  
State*

Denise  
**BURDICK**  
*Immaculata*

Pam  
**CERRUTI**  
*Seton Hall  
University*

Kathy  
**FITZGERALD**  
*William  
Paterson*

Ethel  
**HOLEVAS**  
*William  
Paterson*

Tanya  
**JOHNSON**  
*Ferris  
State*

Randi  
**BURDICK**  
*Montclair  
State*

Jean  
**GIARRUSSO**  
*New  
Hampshire*

Sharon  
**MANNING**  
*Queens  
College*

Peggy  
**CANNING**  
*Jersey City  
State*

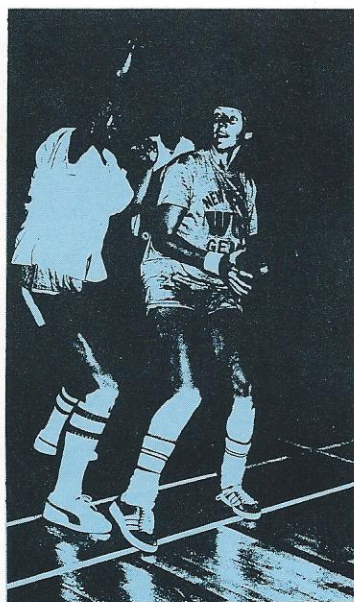
Sue  
**MARTIN**  
*Immaculata*

Karen  
**GREEN**  
*University  
of Vermont*

Mary Jean  
**HAYEK**  
*Montclair  
State*

Wanda  
**SZEREMETA**  
*Montclair  
State*

Gail  
**TATTERSON**  
*Salisbury  
State*



Former St. Peter's College basketball coaching great Don Kennedy, a candidate for College Basketball's Hall of Fame, will serve as general manager and head coach of the New Jersey Gems of the Women's Pro Basketball League.

Kennedy has coached high school and college basketball for more than 40 years. He took over the basketball program at St. Peter's College in 1950 and when he retired in 1973, he had amassed an enviable record of 326-194, a mark that ranked him among the country's top major college coaches in winning percentage.

Speed, discipline and a multitude of fundamental skills had been Peacock trademarks during the Kennedy years that led to five National Invitational Tournament bids.

His remarkable skills as a basketball coach came to the forefront in the quarter-finals of the 1968 NIT when his fast-breaking Peacocks blitzed highly-ranked Duke, 100-71, to advance to the semi-finals of the coveted post-season tourney.

Considered one of the best fundamentalists in the game and a long-time disciple of the fast-break offense, Kennedy elevated St. Peter's from the ranks of the basketball unknowns to a major college power. In 1958, Kennedy was honored as the Catholic College Coach of the Year.

In addition to the five NIT bids, his Peacocks won or shared the Met Conference championship in three of the league's four years of existence.



## WHY THE WOMEN'S PROFESSIONAL BASKETBALL LEAGUE?

The thought of girls in athletics is not quite as disturbing to society these days as it was in the past. The traditional list of household heroes such as Babe Ruth, Bruce Jenner, Arnold Palmer and Jimmy Connors has grown to include newcomers Chris Evert, Billie Jean King and Nadia Comaneci.

It is startling to realize that in the 1970s, girls' athletics has grown more than 433 per cent nationwide. Never in the history of the American educational system has any program multiplied by such proportions.

Numerous factors have contributed to this growth.

First, expanded media coverage has encouraged a more favorable attitude toward participation of women in athletics. Newspaper space and TV time slots that were once solely used to cover boys' athletics are now being used to cover girls' interscholastic competition. The once sacred pep rally for the boys' basketball team is used to bring school recognition to girls as well.

Second, many major colleges and universities are now giving women the opportunity to continue their athletic pursuits by offering scholarships and financial aid on the basis of athletic ability. Ten years ago, this practice was unheard of.

Finally, and most important of all, consider what the schools themselves have done since 1970 to promote girls sports. They deserve the credit for the "boom" in girls' sports. School districts not only provided and funded programs, but they also found qualified coaches for these programs. New athletic facilities have been constructed in many school districts to meet the needs of the expanding sports programs.

In 1970 there were fewer than 15,000 high school interscholastic programs for girls. Within five years this number quadrupled to more than 60,000. Since the inception of Title IX in 1972, girls' interscholastic athletics has increased remarkably.

Today there are more than 3,100,000 members on the high school level alone. In addition, on the college and university level, there are 882 schools conducting an organized intercollegiate level basketball program for over 17,000 female players. The A.A.U. program has hundreds of female basketball teams and coaches throughout the United States. In all there is a total participation in excess of four million.

With such a tremendous "feeder" system it is only logical that the nation should have a professional basketball league for women.

WOMEN'S PRO BASKETBALL IS ON THE MOVE!!



*In Action*



### NEW JERSEY GEMS HOME SCHEDULE

#### DECEMBER

Sunday	17	CHICAGO	(8 p.m.)
Saturday	23	DAYTON	(8 p.m.)
Saturday	30	MINNESOTA	(1 p.m.)

#### JANUARY

Friday	12	MILWAUKEE	(8 p.m.)
Sunday	14	NEW YORK	(2 p.m.)
Saturday	20	IOWA	(8 p.m.)

#### FEBRUARY

Friday	2	HOUSTON	(8 p.m.)
Sunday	4	CHICAGO	(7 p.m.)
Sunday	18	IOWA	(2 p.m.)
Sunday	25	NEW YORK	(2 p.m.)

#### MARCH

Friday	2	HOUSTON	(8 p.m.)
Sunday	4	DAYTON	(2 p.m.)
Friday	9	HOUSTON	(8 p.m.)
Sunday	18	MINNESOTA	(2 p.m.)
Friday	23	DAYTON	(8 p.m.)
Friday	30	MILWAUKEE	(8 p.m.)

#### APRIL

Wednesday	4	NEW YORK	(8 p.m.)
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**See Women's Pro Basketball**

**at the**

**new multi-million dollar**

**THOMAS DUNN  
SPORTS CENTER**

**Routes 1 & 9 and Pearl Street  
Elizabeth**

*Home of the New Jersey Gems*



# Order Your Tickets Now!

CHOOSE FROM A VARIETY OF PLANS

## \$6.00 SEASON TICKET PLANS

	Regular 17-game Cost	Discount Price	You Save
1 — 4 for the price of 3	\$408.00	\$306.00	\$102.00
2 — 2 tickets	\$204.00	\$160.00	\$ 44.00
3 — 1 ticket	\$102.00	\$ 85.00	\$ 17.00

## \$5.00 SEASON TICKET PLANS

	Regular 17-game Cost	Discount Price	You Save
1 — 4 for the price of 3	\$340.00	\$255.00	\$ 85.00
2 — 2 tickets	\$170.00	\$140.00	\$ 30.00
3 — 1 ticket	\$ 85.00	\$ 75.00	\$ 10.00

**MINI PACKAGE** (first five games) Five \$6.00 tickets for \$30.00  
or Five \$5.00 tickets for \$25.00

### SINGLE GAME TICKET PRICES

Reserved — \$6.00 and \$5.00

General Admission — \$3.00 (available day of game only)

For information about tickets and GROUP RATES call (201) 861-6802 or write New Jersey Gems, One Marine Plaza, North Bergen, NJ 07047

CLIP AND MAIL TODAY

## NEW JERSEY GEMS SEASON TICKET APPLICATIONS

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ BUSINESS PHONE \_\_\_\_\_

I would like to purchase the following tickets:

☐ SEASON PLAN    ☐ MINI PACK

Please send me:

\_\_\_\_\_ @ \$ \_\_\_\_\_ Total \$ \_\_\_\_\_  
No. of Tickets                      Price  
Handling Charge                      \$ 1.00  
Total Amount Enclosed \$ \_\_\_\_\_

Make Checks Payable to: **NEW JERSEY GEMS**  
One Marine Plaza  
North Bergen, N.J. 07047

SIGNED \_\_\_\_\_  
(Charge to major credit cards through Chargeit)  
(201) 332-6360    (212) 239-7177

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*Support*

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**THEY'RE FAST**

**THEY'RE EXCITING**

**THEY'RE WINNERS**

*They're Your New Jersey Gems*