


# # # peace on earth--- goodwill to men--- 



gamma phi beta 

december, 1972



The author, Cindy Pyzel, (right) holds the silver tray awarded to Alpha Gamma chapter for outstanding contributions to THE CRESCENT. Pictured with her, from the left, are Dawn Cassinelli, winner of the individual CRESCENT award, and Judy White, chapter president.



# IT'S THE LITTLE THINGS THAT COUNT

BY CINDY PYZEL,  
Nevada

In this complex day and age, people try to look very hard for easy answers. When one asks the question, "What is it that makes your chapter so good?", people tend to answer right back with "It's because our president is such an active person," or with, "Well, we've got a bunch of really good-looking girls this year," or even, "We've won a lot of trophies recently." But these responses are too shallow to really reply to the question—the true answer lies much deeper.

An active president is a blessing—she will keep a chapter right up to date on what's going on with the "Outside World," and this will help keep the chapter involved in more than itself. In order to grow, a chapter must look to those other than itself. But this is not a total answer to the question.

A group of attractive girls is an asset to any house's prestige. But here again, a chapter needs more than pretty faces and cute figures to get to the top.

Even winning competitions cannot put a chapter in the Number One spot. Although in order to win trophies, a house must put up a united front, too often winning a trophy is the result of the efforts of a group of girls within the house—very seldom does the entire house put its undivided attention to winning. But is this really so?

As I was saying above, these answers are too shallow to account for a chapter's success. What is needed to achieve *anything* is a truly united effort. A girl cannot go on campus representing a house unless she has the support and the encouragement of the group she is from. Without that support, she is an isolated player making insignificant noises; with that support, she is a leader and her words carry real weight. Pretty girls are hollow shells unless they have goodness and concern, and a feeling of unity among them. What good is it to have a house full of beauty contest winners, if each of those winners is wrapped up only in herself? True beauty in this instance comes from a desire to help others and share one's self—true beauty is sisterhood. This sisterhood expresses itself in a feeling of pride, not in individuals, but also in the chapter as an entity, as a whole. Even if only a few girls put out the "blood, sweat, and tears" to win a competition, a good chapter will take pride in winning and giving its support, knowing that such a win reflects on the entire house, and that it is really the house, and not just the few workers, that wins.

My point is that without the support of the "Little People"—those sisters who never made Phi Beta Kappa, or Spurs, or the Dean's List; those whose only activity is Gamma Phi Beta—a chapter cannot exist. It is those girls who have the time and the love to lavish their concern on the house that make it what it is. These are the girls who go out and support their "team", who sit in front and cheer to let their sisters know they are loved. These are the girls who stay after and help the chairmen clean up and wash dishes. These are the willing hands that extend to all sisters, to enclose them in an unbreakable bond of friendship, love and sisterhood. It is the bond of sisterhood that they forge that enables the chapter to carry on. To belittle this vital force is to mock the very thing that gives a chapter life.

What makes a chapter great is sisterhood. That sisterhood must be strong within itself in order to affect others—it must be made of the love, concern, and respect of each of the girls for each other. Without that love, a chapter doesn't exist—it is only as the feeling of sisterhood grow and deepen that a chapter will become great, and none of it can happen without the total involvement of *all* the members.

You see, it's the little things that count.



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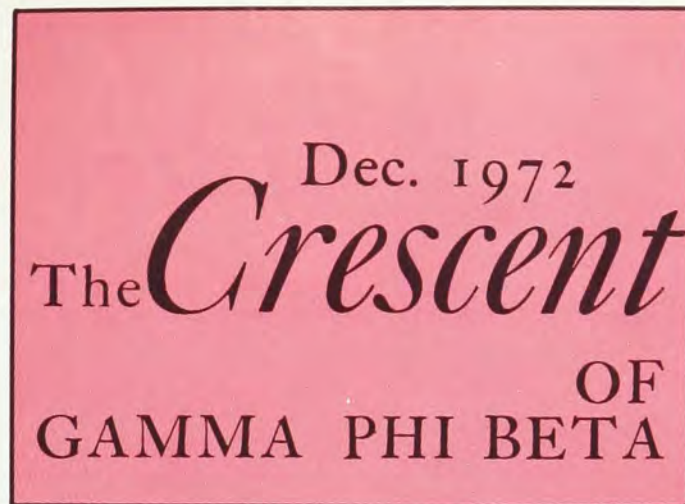
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By the Light of the Crescent Moon

**THE CRESCENT** is published quarterly, in March, May, September and December, by the Gamma Phi Beta Sorority, 630 Green Bay Road, Kenilworth, Illinois 60043. Printed by the George Banta Company, Inc., Menasha, Wisconsin 54952. Second class postage paid at Kenilworth, Illinois, and at additional mailing offices. Printed in the U.S.A.

**POSTMASTER:** Please send notice of undeliverable copies on Form 3579 to Gamma Phi Beta, Box 186, Kenilworth, Illinois 60043.



# The Joy of Toys at Christmas

BY GERALDINE EPP SMITH

Is there a toy on your Christmas shopping list? Chances are good that there is. So, here with some timely advice on shopping is a top-notch toy buyer, Barbara Allen Jensen (Oklahoma State University '59). Barbara and her husband, Louis, head Small World Toys in Tulsa.

Envious friends and acquaintances look upon Barbara's job as a fun thing. And in many respects it is. There's lots of pleasure and excitement to visiting the toy markets of Europe and the United States . . . to seeing all the new things. But, as Barbara quickly points out, "when you are seriously involved in finding the very best toys to meet our firm's strict standards, it can be very frustrating. Each time I look for a toy I have the following criteria in mind:

1. Is it safe?
2. Is it sturdy enough to withstand rough play?
3. Will it contribute to a child's growing experience?
4. Is it appropriate to the age group for which it is intended?
5. Is the design, color and finish aesthetically pleasing?
6. Is it fun to play with?
7. Will it stimulate play in the child or will he just sit back and watch?
8. Does it suggest a variety of play situations?

If parents, relatives and friends would make similar judgements, Barbara is convinced there would be far fewer tragic accidents and children would enjoy their toys more, too. "My heartfelt advice," she adds, "is to buy fewer toys for the child—using your head as well as your heart."

With toy safety a matter of continuing concern not only to parents and teachers but toy manufacturers and retailers as well, THE CRESCENT queried Barbara for safety guidelines. These are among those she made:

Check construction methods. Wooden toys for younger children should be fastened with screws instead of nails. Stuffed toys should have sewed seams; stapling is taboo. Animal eyes should be tightly secured, not just glued on.

Check on materials. If a toy is of plastic, can it be dropped on a hard surface without shattering? Is lead free paint used? Tents, tunnels, sleeping bags—anything that covers a child—must be flame proof. Stuffed toys should be made of non-allergic materials.

If the toy were thrown at another child, could it cause serious injury? Are any sharp protrusions adequately covered?

Do not buy electrical toys—ovens, mud sets, etc.—for young children. When older children are permitted such



DESPITE THE FACT SHE'S ALL GROWN UP, Barbara Allen Jensen continues to live in Toyland. She shops the markets of the world for Small World Toys, Tulsa, Okla.



toys, make sure they read and follow the instructions carefully. An adult should supervise such play until thoroughly convinced the child understands the toy.

Do not buy "a toy to grow in to." This, Barbara says, is a very common mistake and one of the major causes of serious accidents. Always select age-grouped toys. And know the child's capabilities. He may be advanced in some areas, but only average in others.

Two other things are cited to prevent mishaps. In families with several children, it is important that the more sophisticated toys of older children be kept away from younger sisters and brothers. Too, it's necessary for parents to check on broken toys that might cause harm. These should be repaired or discarded as the situation warrants. Toy durability is, of course, a relative thing. A mother expects a child's riding tractor to last a long time; she doesn't expect long life out of little balsa wood planes given for party favors.

"People must just learn to be better toy shoppers," says our expert. "There are safe, good quality toys available in every price range."

Citing studies made by the toy trade magazines, Barbara points out that the huge majority of purchases are emotionally oriented (impulse buying). "Too often," she complains, "toys are purchased on the demand of a child who has been skillfully manipulated by television advertisers. Many times when I ask about a toy in the market, the salesman doesn't talk about its quality. Rather he talks about the massive TV campaign the company is planning around it."

"The choice is up to the parents," Barbara concludes. "If they submit to the child's TV induced wishes, then manufacturers will continue to produce shoddy, low value and sometimes even dangerous toys. However, if they logically select toys to fill their own children's individual needs, toy manufacturers will be forced to pay attention. The most effective protest you can make against bad toys is by your selection of good toys."

What constitutes a good toy? According to the philosophy stated in the Passport-style catalog of Small World Toys, it is one that "stimulates creativity, participation, imagination and an appreciation of quality and aesthetics." A poor toy erodes these concepts.

Small World Toys is an outgrowth of Louis Jensen's primary business interest—the manufacturing of tank mixers. As president of Jensen International, he travels the world extensively. Each trip brought him in contact with toys. There were two young daughters (Lynn, now 12, and Traci Anne, 8) waiting at home for him—and his surprise packages.

Impressed by the creativity and the quality of the toys he saw and bought abroad, Louis decided to start importing limited items. Then Barbara got involved and Small World Toys was born. The annual collection now includes quality American toys as well as imports.

Samples of all toys featured in the passport catalog have been played with by the Jensen girls or the children of friends before they are purchased for stock. "Play-testing is important if we are to truly serve children," Barbara explains.

One of the delights of the colorful catalog is to read its many child-made comments to the items featured. For ex-

ample, a 7-year-old girl says of a Greek dog pull-toy: "Kids like to watch his spring tail go boing . . . boing . . . boing."

A 9-year-old boy, having studied some little cars designed for 5-7 year olds, remarks: "I think these cars are good because they look like real cars. They almost make you wish you were a kid." (Requests for catalogues may be made to Box 45182, Tulsa, Okla. 74145.)

## SHOPPING WORLD TOY MARKETS IS FUN, BUT . . . !

(Excerpts from Barbara's Trip Journal, circa February, 1972)

"Plane bumpier than a bus on a bad highway. Landed at Frankfurt and drove to Nuremberg. Found the last room in town. Charming antiques but the plumbing is antique, too. Saw the exhibition halls—how will I ever see it all!

"Toy industry is huge in Europe. Buyers demand and get high quality, beautiful toys. Constant questions about American T.V. toys. They can't imagine that people really would buy them.

"Dreamed last night about the loafers I left at home. Can I walk another 20 miles tomorrow and live on coffee and sandwiches for another day? Louis actually suggested that we go for a walk after we got back to the hotel. Need another suitcase for my notes, samples and literature. My left arm is going to be longer than my right. Raining again and again. Doesn't the sun ever shine?

"Plane hit by lightning near Paris. Perfectly safe, but it gave everyone a good start, even the stewardesses. The sun was out for 15 minutes! Tried to go to the Van Gogh exhibition which has run since December but the line was three blocks long, four abreast. I'm very disappointed. Last saw Paris in the Spring. Why are the toy shows in February in the RAIN? Our favorite Paris restaurant is closed; the owner is on the Riviera. Wish I was too. French exhibition bit smaller than German, but intend to see it all.

"Lost umbrella, no cabs, got soaked. Stood under the Eiffel Tower in the rain. I love Paris even when it's drowning me. Pressing my nose against the cab window, I can catch glimpses of shop windows as we fly by. No time to waste shopping for me. I swear I've seen a million dolls. My very favorites don't think they will import to U.S. because we don't appreciate them. I am really furious! Europeans think we are governed by T.V. Showed our catalog and said we also sold good American toys that are never seen on T.V. So there!

"Sent postcards today. Bought out several card stands with lots of bowing and Merci Merci's.

"Home to U.S.A. today. Landed after two tries in heavy snow storm. New York shimmers in ermine blanket. God bless America. Tulsa at last. Can't believe I've only been gone 10 days. Got to get to work on all these notes and get ready for U.S. Toy Fairs. I'm determined to keep finding good U.S. toys as well as European."

In business two years, Small World Toys now numbers customers in 50 states. "One of the satisfactions of my job," Barbara says, "has been getting acquainted with people long distance through the wonderful notes and letters I receive."

Despite a busy business, Barbara manages time for her other interests and talents. As a very active member of the Tulsa alumnae group, she has served as A.R.C. chairman. Just recently she headed the Gamma Phi Beta Talent Auction Bazaar, an annual event. She's also president of the Denwood Estates Homeowners Association. Interior design and watercolor painting are other major interests.



# IT'S ALL GREEK TO ME

The Greek world approved good works, and applauds its organizations' worthwhile endeavors to make a better life for humanity. However, it would be fun to read again of even one goldfish swallowing!

The Operation Brass Tacks article "What's New on Campus," by Mary Margaret Garrard, Kappa Alpha Theta, asked, "Whatever happened to those carefree college kids?" The article continues, "The new student is a serious soul."

Perhaps all the college fun is not over for a copy of the Kappa Delta *Angelos* carried a cover picture of rushees entering their house at the University of Wyoming, and the sign over the door said, "K. D. Good Times."

Young Greeks are in places of achievement. Cajsa Jane Nordstrom, Alpha Delta Pi alumnae, was recently elected to the University of Vermont Board of Trustees. At twenty-three she is the youngest member and the first woman elected by the alumni self-perpetuating board.

David A. Plawecki, Theta Xi of General Motors Institute, is the youngest Michigan state senator. He is twenty-three.

Jane Evans Sheer, a Pi Beta Phi from Tennessee, at twenty-five, is president of I Miller Shoes. Believe it or not, she credits her experiences as pledge trainer as preparation for the post.

Betsy Johnson, Alpha Xi Delta, only eight years out of Syracuse University, is a top designer for Alley Cat Fashions. Her teenage designs brought a Cody award to her.

The members of the Pi Beta Phi chapter at the University of Southern California may be all queens! Last year eight of their number were crowned fraternity sweethearts, and nine others were princesses.

No generation gap exists between alumnae and undergraduates of Alpha Gamma Delta at Central State University, Edmond, Okla. In 1966 the alumnae started an "Alum Chum" program. According to both groups the program has served its purpose well.

The Lambda Chi Alpha chapter at the University of Maine brought together collegiate and alumni members for the initiation ceremony of its 1000th member. Robert MacMannis was the member so honored.

Recent Chi Omega graduates of Ball State should be good cooks for their alumnae presented them with copies of "Cooking for Two" at a luncheon in their honor.

The Delta Chi chapter at Dickinson is promoting campus friendships by inviting other houses on the campus to send guests to each Delta Chi social function. To Delta Chi's pleasure, other chapters on campus are doing the same thing.

The Key of Kappa Kappa Gamma has a department "Kappas Abroad." The magazine calls it a Kappa communicator department, and members who are living abroad are urged to send their names and addresses so other Kappas living in the same country can get in touch with them. This works much as the TransISTER Service of Gamma Phi Beta.

Frank R. Dawson, Jr., Missouri '75, is a fifth generation

member of Phi Gamma Delta. This is in addition to his three Phi Gam uncles.

At a time when some fraternity chapters are considering going coeducational, collegiate members of Sigma Chi have rejected the idea of admitting women.

The College Park (Maryland) Panhellenic Association has a cake baking project. The birthday cakes are baked, decorated, and delivered to the wounded servicemen at Walter Reed Hospital in Washington, D.C.

Kappa Kappa Gamma alumnae of Fort Wayne, Indiana sold nearly 1000 geranium plants at a local bazaar. To the delight of shoppers, the colors ran from shades of palest pink to brilliant red. Proceeds went to Kappa philanthropies.

Mrs. Alice K. Moeller, Beta housemother at the University of Mississippi, finds time from her duties to translate material into Braille for blind students. Mrs. Moeller has been doing this since 1956 when she found that blind students were being turned away from many colleges because there were no textbooks available. She enrolled in a class in Braille-writing, learned to use the Braille producing machine, and since then has assisted many handicapped students. She has translated textbooks on law, history, English, French, and math—on all levels from elementary school through college. One of her most extensive efforts is the "History of Louisiana" in six volumes.

Roy D. Hickman, president of Rotary International, is the third member of Pi Kappa Alpha to hold that office. Rotary has 14,700 clubs in 159 countries with 700,000 members.

How's this for a slanted story? The members of fraternities which were founded at Miami University, when on that campus, wear their badges at what they call the "Alpha slant." Founded there were Beta Theta Pi, Phi Delta Theta, and Sigma—these three are the Miami Triad. Other groups were founded at Miami later: Delta Zeta, Phi Kappa Tau, and Delta Sigma Epsilon, which merged with Delta Zeta in 1955.

Panhellenic at the University of Mississippi has a program of "Panhellenic Secret Pals." Each sorority draws a secret sorority pal, and for a month does nice things in secret for that chapter. Then the secret pals are revealed and names drawn again.

A St. Bernard puppy has been acquired as a mascot by the Beta house at Iowa State. His name is a long one, but has been shortened to Kai. He goes along on serenades, attends intramural events, and sleeps on the front porch to be ready to greet visitors.

The envy of any chapter could well be a woman who has served on the corporation board for fifty years! Phi Mu has just that in Lavern Wedd Riley at Baker University in Kansas. She also has served Phi Mu as a national officer.

Who says the Greek system is dead? *The Bulletin of IRAC* says, "The Greek-letter system—consists of more than 20,000 chapters."

DOROTHY WARD MARTIN, *Missouri*



As Haley's Comet, visible only every seventy-five years, swept across the skies of 1910, it seemed to illuminate a host of problems. Although corporations were rolling up profits and wages were high, militant labor staged more than 2,093 strikes and lockouts in six months. Some campaigns seemed even more radical than labor's six-day work week: woman suffrage, birth control, advancement for colored people, progressive education, prohibition. A million socialists were demanding the overthrow of capitalism; the over-crowding of slum streets and tenements was a favorite subject for *The New Republic* and *The Masses*.

Journalist Ida Tarbell posed the question of the decade: "Is woman making a man of herself?" "Who cares?", one housewife said. "I am suffering enough now and am really too busy to bother with the suffrage movement at all!" Actress May Irwin said: "I have more rights now than I can properly attend to!" Still, in the emancipated mood of 1910, the suffrage movement gained national impetus. In Seattle that year the suffragists celebrated local victory with a mass rally in the Opera House. A successful feminist parade started exactly on time in 1912. It swung past the MARTHA Washington Arch (as it was known to zealots), and up Fifth Avenue, 15,000 strong. Three years later, the ladies' parade of 40,000 included a large contingent from the Men's League for Woman Suffrage. When

women's swimming team appeared in men's streamlined swim suits.

All was not lost. Children of working mothers went to day nurseries in 1915, where the tots were taught cooking to keep them off relief rolls in later life. The Mann Act, making it illegal to transport women across a state line for immoral purposes, was the result of the White Slave furor. Women growing up in that era were taught to avoid crowds lest a little old lady jab them with a needle and spirit them away to Buenos Aires and a fate worse than death. And, the new female demanded, and eventually got, the right to vote and to hold political office.

### The New Freedom

There must have been times when Woodrow Wilson would gladly have traded jobs with the militant woman. Elected in both 1912 (after ten stormy days and forty-six ballots) and 1916, President Wilson represented the great majority with his "New Freedom." His was a tenure that saw the enactment of the Income Tax, when a married man making \$20,000 found that he owed Washington \$160.00 of it. It was a period that saw the introduction of the Montessori school in America, the opening of the Panama Canal, and the sinking of the Titanic. A voice was transmitted by wireless telephone from Virginia to Honolulu; Jim Thorpe

# 1910-1919 Nostalgia

BY MARY KAY DORMAN KABLER



word spread that their state had gone for suffrage in 1912, the ladies in Pittsburg, Kansas gathered around a great community bonfire and threw their bonnets into the flames. (Too late a studious bridge engineer designed the up-lift bra in 1914!)

A crew of Greenwich Village bohemian women advocated free love and attacked the double standard, and a few militants called for an end to "humiliating sex." For self-defense ladies were taught the uses of the furred umbrella and the stiletto hatpin. Tipplers firmly planted their dainty high-buttoned shoes on brass bar rails; Blanche Scott became the first woman pilot; and a Milwaukee

\* "Nostalgia" is the fifth of a series of articles depicting the history of the world and the history of Gamma Phi Beta and fraternity world. Each article describes a decade, spanning the years from Gamma Phi Beta's founding in 1874 through our Centennial celebration in 1974.

won acclaim as the world's greatest athlete at the 1913 Olympics in Sweden; and the Whitman's Sampler looked the same as it does today. Morton offered salt that poured when it rained; a painter named Hitler was a private in the German army; and Amundson discovered the South Pole. Came the revolution, and the Bolsheviks ruled Russia. The Boy Scouts, the Girl Scouts, and the Camp Fire Girls vied with the 4 H Clubs for members. Rotary held its first luncheon, the Federal Reserve Bank was established, and mother and father were each given a day of their own. The Irish Home Rule bill was passed; the Alaskan Railway started; and China became a republic. The English House of Hanover changed their family name to Windsor; Wallis Warfield came out in society; and the Prince of Wales was in the Royal Navy. Mrs. Taft, who originated the idea, planted the first Japanese cherry tree in Potomac Park; and the Child Labor Law was passed, hailed as "the greatest ethical advance made by this nation in any decade."



## Nostalgia (cont.)

Respectable America must have had a secret yearning for the frank and impudent, for in 1911 Irving Berlin's "Alexander's Ragtime Band" caused a revolution in dance manners, and brought in the kangaroo dip, the bunny hug and the grizzly bear. Musicians jazzed up old standbys, and "Nearer My God to Thee" became "Nero, My Dog, Has Fleas." While Louis Armstrong played second cornet in King Oliver's band, Berlin wrote ragtime hits: "Everybody's Doin' It Now," "Play a Simple Melody," "Araby," "I Love a Piano," "Mandy," and "You Cannot Make Your Shimmy Shake on Tea."

Darlings of the dance craze were Vernon and Irene Castle. Their Castle walk and the fox trot replaced the turkey trot. In the rush to be just like the Castles even John D. Rockefeller, Jr. took tango lessons from them. In Denver thousands tangoed in the streets on the last night of the Elks Jamboree, and women secretly envied or openly imitated Irene's daring bobbed hair and her slim, uncorseted silhouette. Ballroom teachers learned the latest steps at the Dancing Master's Convention in 1917, while the Pope firmly declared that ragtime had to stop.

### The Great White Way

Three dozen Broadway marquees blazed with show titles: the Shuberts were staging extravagant productions; George M. Cohan was writing, producing and starring in comedies. Florenz Ziegfeld glorified the American girl in a rich potpourri of lavish costumes and sets. He offered Eddie Cantor in blackface, Fanny Brice singing "Rose of Washington Square," or Will Rogers drawling his way through a monologue. W. C. Fields was a juggler when Ziegfeld hired him; he brought Leon Errol, Ed Wynn and Bert Williams from burlesque; and Marion Davies, Ann Pennington and Marilyn Miller were among his stars.

Laurette Taylor starred in "Peg 'O My Heart"; Bessie Smith introduced "A Good Man Is Hard to Find"; W. C. Handy wrote "Memphis Blues." People sang "Waiting for the Robert E. Lee," "Paper Doll," "Since Maggie Dooley Learned the Hooley, Hooley," "The Sweetheart of Sigma Chi," and the "Missouri Waltz." Sports in white flannels and blazers hung around the ice cream parlor and whistled "If You Talk In Your Sleep Don't Mention My Name." While Al Jolson sang jazz, church-goers embraced the new hymns "In the Garden," "Brighten the Corner Where You Are," and "Somewhere a Voice is Calling."

Movies became the fifth largest industry in the land, outstripped only by railroads, textiles, iron and steel, and oil. The auto industry chugged along in sixth place. By 1914 there were over 50 movie companies around Los Angeles, and some 25 million people a day laughed at the antics of Charlie Chaplin or the Keystone Kops. A sturdy young actress named Pearl White made 20 installments of "The Perils of Pauline," and weekly was saved in the nick of time by her manly step-brother and suitor, Harry. Outsized sets made Mary Pickford, who earned ten thousand a week, look even smaller than she really was.

D. W. Griffith's three hour saga of the Civil War, "The

Birth of a Nation" was shown in 1915, and riots broke out in the North, negro demonstrators marched on the Boston State House, and prominent negro and white leaders protested its racist theme.

In the funnies Harold Teen and his girl friend, Lillums Lovewell gathered at the Sugar Bowl, while Walt Wallet and his friends of "Gasoline Alley" peered into their gas tanks. Buster Brown was the Charlie Brown of his day, but where Charlie is a loser, Buster was a scheming little rascal full of tricks. With his blond Dutch-boy bob and his pugnosed dog, Tige, he was not just a media comic. Three Buster Browns and their dogs traveled the country promoting Buster Brown shoes. His prissy little sister, Mary Jane, was responsible for the little girl's dress shoes of three generations.

Being outdoors became known as "recreation," a self-improvement project to be pursued rather like a religion. So many tourists hit the trail that Congress set up a National Park Service in 1916, and imposed rigid new limits on hunting. People who had looked upon snow as something to shovel headed outside for a frolic on sleds, skates or skis, prompting Dartmouth College to hold the first collegiate ice carnival in 1911. St. Paul held the biggest snow festival of all in 1916-17 when over 200,000 turned out to prove that the city fathers were right to provide a dozen man-made snow slides at city intersections.

### Over There

In 1914 the Austrian Archduke Ferdinand was killed in Sarajevo, and within five weeks Europe was at war. Gone was the bright lilt of "When You Wore a Tulip"; already it was "There's a Long, Long Trail A-Winding," and "I Didn't Raise My Boy to Be a Soldier." In 1914 the first contingent of half-a-million Canadians sailed from Quebec to the front.

The United States had not fought a major war in over fifty years. General John J. Pershing had pointed up the inadequacy of our defense in 1916 when he and 6,000 cavalry lost Pancho Villa at the Mexican Border. The Army had a grand total of 208,034 men; the air service counted 55 rickety planes, and 130 pilots. After Congress declared war on Germany in 1917 nearly ten million men, filled with patriotic fervor, went to their local voting places to sign up for the draft. Probably the best-known recruiting poster shows a keen-eyed Uncle Sam, pointing his finger and saying: "I want YOU for the U.S. Army." The original painting, by James Montgomery Flagg, is preserved in the Smithsonian Institution. Draftees drilled with broom sticks, while cavalry captains tried to teach riding on barrels mounted on sticks.

Sgt. Alvin York was the most celebrated doughboy; Capt. Eddie Rickenbacker shot down 26 planes in only seven months; and Floyd Gibbons became the first newspaper correspondent to be decorated for bravery under fire. But the greatest American hero was Black Jack Pershing. Strong-willed and 200-percent American, he held the U.S. troops together in a single effective army at places like Ypres, Amiens, Chateau Thierry, and Meuse-Argonne.

### Over Here

A male-dominated country was soon confronted with



women auto mechanics, street car conductors, and ice "men." Some were even paid male wages in keeping with the feminist slogan of that day, "Equal Pay for Equal Work." Under the title of "Fannies" Englishwomen ran first-aid stations in France; society matrons trained hundreds of women ambulance drivers; over 11,000 women enlisted in the Navy as yeoman clerks.

Gamma Phi Beta Charlotte Kellogg, Eta, was the only woman on the Committee for Belgian Relief, and through her efforts Gamma Phi Beta was authorized to collect funds for Belgian children by putting milk bottles in theft-proof wooden stands in public places. Despite the influenza epidemic, which kept people at home, thousands of dollars were collected. A Gamma Phi was appointed to head the Women's Bureau of the Red Cross. Another was head of a Red Cross nursing unit for a Roumanian hospital, and was decorated by Queen Marie. Some 35 Gamma Phis went to Europe to do essential work. And, at home, collegians and alumnae folded bandages, taught firemen to knit "woolies" for the boys, and bought Liberty Bonds from celebrities at the over-subscribed rallies.

Children filled books with 25 cent Liberty stamps ("Lick a Stamp and Lick the Kaiser"), but had a bad moment in 1917 when the exchange of Christmas gifts was almost abolished by federal edict. At the last moment toy manufacturers came to the rescue and convinced the government that such gifts as air rifles and model cannons were responsible for making American boys the best soldiers in the world.

There were wheatless, meatless and porkless days. Coal was conserved on heatless Monday, and motorists observed gasless Sunday by hitching the team to the front bumper. The manufacture of liquor was suspended, much to the delight of the prohibitionists. Housewives and children saved tons of peach pits, which were burned to make charcoal filters for gas masks. Families cleaned out book shelves to give the troops reading matter.

Paunchy businessmen, harking to the faint possibility of a genuine call to arms, subjected themselves to the "Daily Dozen" system of fitness exercises devised by Yale's football coach. Women marched off for afternoons of calisthenics, rifle practice and drill. And every kid in the country played that new Twentieth Century game, "Trench Warfare."

In a burst of anti-German hatred the name of German measles was changed to "liberty measles," hamburger to "liberty steak," and even dachshunds became "liberty pups." In Cincinnati pretzels were banned from lunch counters. Symphony conductors avoided works by Mozart and Beethoven. Some states outlawed the teaching of German, and books by Germans were pulled from library shelves. Rumors flew: "enemy agents were flashing instruction to German U-boats from our coast"; "horses destined for the front had been infected with bacteria"; "Red Cross bandages had been poisoned by spies!"

Because of, or in spite of, the home front shooting stopped at 11 o'clock the morning of November 11, 1918, and the Armistice was a reality.

### The Brave New World

And when Johnny came marching home he marched into a

world where women showed their ankles, and Bull Dog Mack trucks looked much as they do today. A convention of educators condemned foundation grants as "menacing to academic freedom," and nearly four million Model T Fords rattled around the country. (If it seemed pokey you tossed a few camphor balls in the tank to pep it up, or fed it a cheap solution of kerosene and old candle ends). Johnny came marching home to find an estimated million cases of drug addiction in his land; and to find that the largest cotton-growing country in the world had become the greatest user of silk—he could SEE the silk stockings, couldn't he? And he marched into a nation that was weary of war, tumult and change—a nation that rejected the League of Nations, and let foreign powers whittle away at Wilson's Fourteen Points for a "peace without victory." Still, his self-satisfied countrymen had to agree that the U.S. had achieved its goal to "make the world safe for democracy"!

Gamma Phi Beta pledges surely sang "Oh, How I Hate to Get Up In the Morning"; and their sisters heard and used the new term "Cafe Society," patronized one of the 2,000 beauty parlors, and thrilled when Wilson won the Nobel Peace Prize in 1919. They polished their cut glass wedding gifts with Scott Tissue Towels ("Use Like a Blotter"), ate Grape-Nuts for brain and nerves and took Sunshine boxed cookies to feeds. They were modern women, and when a *Century Magazine* series attacked the fraternity system, they went right ahead and founded eleven new chapters from Omicron right through the Greek alphabet to Alpha Alpha at the University of Toronto. International at last!

They approved life subscriptions to THE CRESCENT, authorized the first visiting delegate, and agreed to hold summer conventions. The Sorority Council became the Grand Council; our coat-of-arms was designed by an Eta member; the Endowment Fund was established; and a Central Office proposed.

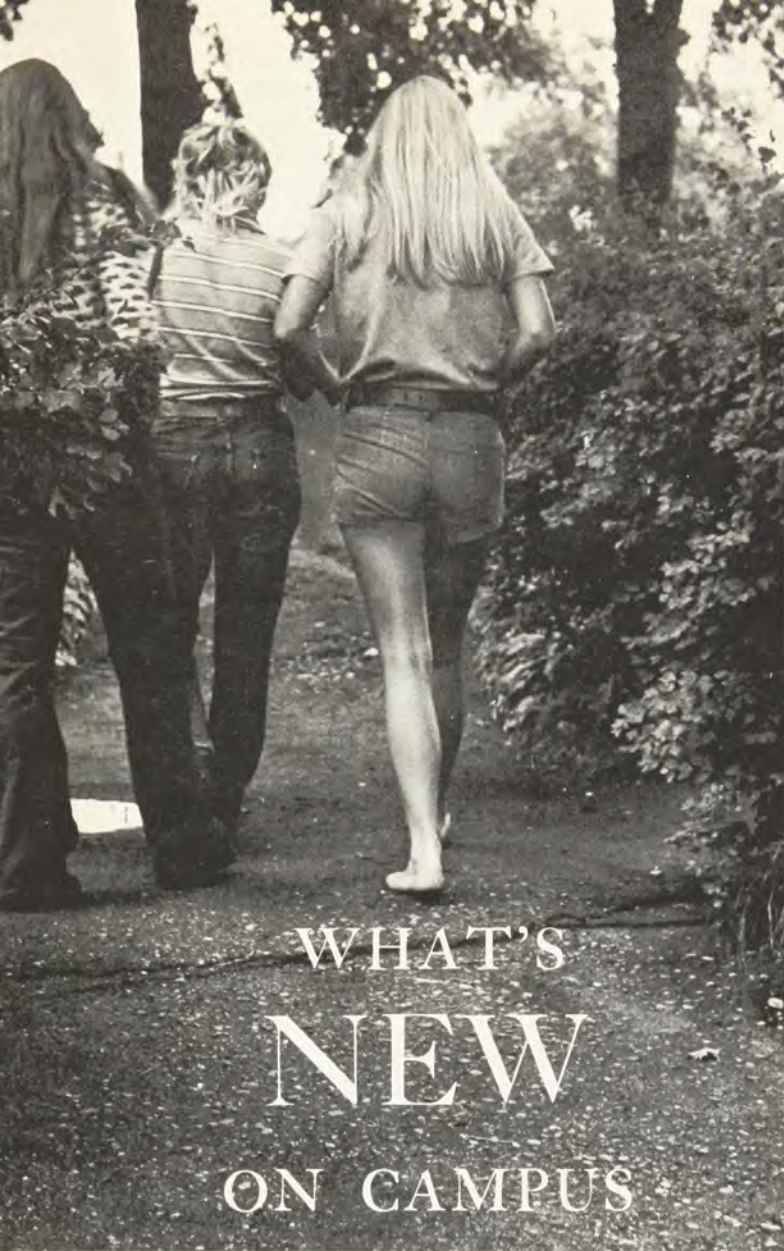
Margaret and Jessie Wilson, both members of Zeta chapter, were the first sorority women in the White House. In 1913 there was a 140-pound cake when Jessie became Mrs. Francis Sayre. The groom was a Harvard graduate who served as Assistant Secretary of State, and later as U.S. High Commissioner in the Philippines. The Marine Band entertained the government dignitaries, diplomats, officers, friends and the seven Gamma Phi Betas who made up the guest list. The "elegant collation" was served in the State Dining Room.

In 1913 the chairman of NPC summoned the ladies of Greek journalism to their first session concurrent with that of NPC. The editors agreed that the term "frat" should be struck from acceptable campus language. In five years anyone who said "frat" for fraternity was one who was obviously out of it!

Gamma Phi Betas were a part of their countries; they were emancipated women, they had the vote and they intended to use it. And they must have agreed wholeheartedly with the anonymous author in the *Atlantic Monthly* who admitted to being middle-aged and wrote: "We must advance along the road where the new generation is leading us, or we must travel alone—and backwards". The stage was set for "Flaming Youth"!

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# WHAT'S NEW ON CAMPUS

(Third Article of Three)

BY MARY MARGARET GARRARD



## OPERATION BRASS TACKS

"What's New on Campus" is one of a series of articles prepared for sorority magazines by the Operation Brass Tacks Committee of the National Panhellenic Editors' Conference. Members of the committee are: Marilyn Simpson Ford, Pi Beta Phi; Mary Margaret Kern Garrard, Kappa Alpha Theta; Florence Hood Miner, Delta Zeta; Caralee Strock Stanard, Alpha Delta Pi; Ann Hall, Alpha Chi Omega, chairman. The Operation Brass Tacks Committee is constantly looking for material for its program and welcomes submission of manuscripts or ideas for manuscripts.

Permission to use "What's New on Campus" in full or in part in other publications must be obtained from the committee. If reprints of the article are desired, contact the committee for prices.

Address: National Panhellenic Editors' Conference, 3445 N. Washington Blvd., Indianapolis, Indiana 46205.

The first article in this series dealt with the new approach and the new patterns in universities. The second dealt with the new organization and the new freedom. This third and final article tells of the new student and new developments for fraternity.

### Down With Frivolity

"Whatever happend to those carefree college kids?"

Title of an article in the University of Pennsylvania *Gazette*.

The old grad who looks forward to Homecoming hoopla, the beautiful coed who has dreamed since high school of being a campus queen, the parents who look forward to attending commencement and seeing their child graduate—all these and many others (including those who have been out of college only a few years) are in for a rude shock.

The new student is a serious soul.

First, Homecoming. The year 1970 saw the last election of a Homecoming queen at the University of Colorado. The University of Iowa reports that the Homecoming bonfire and queen contest have been "cast aside." Through snafus and lack of interest both the Homecoming Queen and Miss UT spots at the University of Tennessee remained unfilled in 1970. The 1970 Ball State Homecoming was boycotted.

Also on the way out are fraternity and dorm Homecoming displays, as at Washington University, St. Louis. Instead, at Arizona State one sorority constructed a display for CODAC (Community Organization for Drug Control) and gave the money collected to further the fight against drug abuse in Phoenix. At Indiana University, money customarily used on displays was contributed to such projects as Head Start.

Then, queens. There are many fewer queens on campus than in the past. At Emory University the traditional Miss Emory contest has been dropped. The University of Oklahoma now only prints the picture of one Yearbook Sweetheart instead of several. One campus reports that the Engineering Queen and the ROTC Queen are no more.

On the other hand, some fraternity queens remain and Northwestern reports that after a two-year absence, 1970 saw the return of the traditional May Week along with a May Queen, Greek Sing and Honors Day. Lawrence also reports that, though they have discontinued the yearbook, the Greek Spring Dance has been re-established. The picture is also mixed for traditional Greek functions such as Sigma Chi Derby Day, the Sigma Delta Chi Blanket Hop, etc. Some places they continue; other places they are poorly attended or dropped.

As for commencement, on large campuses students, impatient with official fanfare, stay home. They also say it takes too long; it's easier to have their diplomas mailed. Such phrases as these are tossed about: Commencement shouldn't be a "spectacular" with the world like it is . . . There's too much worn rhetoric . . . It should relate to, not bore the undergraduate. On one small campus the school magazine said, "Those who do attend the ceremonies say they do so only to please their parents. It's their reward for paying the bill."



Even caps and gowns are suspect. DePauw seniors took an initial vote in 1970 to dispense with them and give the rental money mainly to mental health, though there was a reversal on this at the last minute. Ohio Wesleyan students wrestled with the same problem in 1969, but they, too, ended up in traditional garb.

At least one school has also done away with class presidents, and in some instances students have been turning down bids to Phi Beta Kappa, Mortar Board, other honor groups as not being democratic and/or (there's that word again) "relevant."

## Dress

"The youth of today are living in a period of stress . . . clothing and dress habits are a silent language . . . the young adults are experimenting not only with different ideas, ideals and thought trends but also different arrangements of their personal appearance."

—From a student research paper on Modes of Dress Among College Students.

Do clothes make the man, as the older generation has been wont to say?

Definitely not say the younger generation, and to prove their disdain for the whole idea may pack off to college with only three pair of Levis and four workshirts in one bag. (One junior student insists that this is all she *needs*.)

The year-round student "uniform" for both sexes are pants and slacks. Summer may mean jeans, workshirt or a knit tank top, sandals and a lightweight jacket. Winter, replace the sandals with heavy boots, add a Navy pea coat or a bush jacket, a wool scarf and a warm military hat. Sometimes the uniform is just as inexpensive as it looks coming out of second hand stores or Army surplus; other times items are picked up at boutiques for a fancy price.

The main thing is that, though originally this style of dress meant hippie, this is no longer true. Some students aver they dress as they do for comfort; to others it represents freedom from constraint and "being told what to do"; or, as one student said, the reason he wears bright colors is, "I relate to colors."

One young coed, who came with several others upon invitation to a church service to speak on her personal religious convictions, was dressed in her Sunday best, but also had this to say, "You know, we thought long and hard this morning about wearing comfortable clothes. That is, we wanted to come in a loose shirt and bluejeans and loafers. We didn't because we felt we would offend. But we want to ask you now why you can't accept us as human beings and not worry about whether we have on stockings and heels and an expensive dress?"

Hair styles are another bone of contention between the old and the young. However, the young point out that college yearbooks of yesteryear show mustaches, sideburns, long flowing locks—and even granny glasses. Indeed, history shows a seesawing back and forth between long hair and short every few generations. Once again it is the connotation given to long hair—not the hair itself (providing

it is kept clean)—which causes the 1971 problem. Says one businessman, "Unfortunately somehow we still associate long hair with left-wing radicals." In rebuttal an anthropologist points out, "If one tries to judge a student's attitude by his appearance, one would be wrong almost half the time."

## Dating Habits

"If the current trend continues the funny old way mom and dad did things—with two-by-two pairing off through a procession of rituals—may soon be as dead as the 20-year-old corsages middle-aged women keep pressed in their memory books."

—Jane Gregory, in a *Chicago Sun-Times* feature.

"I go out, but I don't like being taken out," is the way one college student puts it. Which is another way of saying that on many campuses formal dating is almost a thing of the past. At one school campus dances have all but been discontinued because of lack of interest. Says one coed, "Informality and individuality are the key words for social life. More group activity has taken its place—wing parties, movies on and off campus, skating, camping, biking and talking over coffee are popular, but not necessarily in pairs. In turn, relationships seem stronger and more encompassing."

Students no longer dress up for dates (one school reports that the special room reserved previously for formal dresses is now empty). It's no longer necessary or "in" to ask for a date early; a 15-minute notice is enough. Presumably the Saturday night blues suffered by girls without dates in the past have evaporated. The boy doesn't plan or pay for the evening; both plan it together and the girl pays her share. Expensive evenings for the most part are regarded as splashy and wasteful of both time and money. All in all, the old dating "rituals" are regarded as artificial.

The emphasis is on getting together in group activity as people, and on being accepted for yourself, not for who you are, what you own, or what you wear. So sensitive are present antennae that one boy says that if a girl tells him she's busy when he asks her out it can only mean she doesn't appreciate him as a person.

If, on the other hand, there are some lonely and shy people on campus still wanting and needing to date in the old pattern (and some think there are) they haven't been heard from in a long time.

## Social Action

"The students are idealistic and enthusiastic; they are working hard to make the world a better place for all to live in."

—Betty H. Neely, dean of women and associate dean of students, University of California at Berkeley.

Student activism is operating more quietly than it did, but it is still there.

Sensing that there are results to be gained by working



## What's New (cont.)

through traditional channels—state legislatures and the courts—Public Interest Research Groups are springing up financed by student fees of one or two dollars tacked onto tuition. For example, campuses in Minnesota are supporting MPIRG—the Minnesota Public Interest Research Group with an initial budget of \$212,000, a full-time professional staff of 10-15 lawyers and scientists, and a commitment to investigate consumerism, environmental pollution and the like. Similar activities are off the ground in Connecticut, Ohio and Oregon.

Besides giving money, students are giving of themselves. A report issued June 1971 by the Student Volunteer Corps at Purdue credited some 350 volunteers as giving 50,000 man hours during 1970-1971 to local charitable agencies, or, figured another way, about \$75,000 worth of services (calculated at \$1.50 per hour) with an overhead of only \$864. Funded with a \$1,000 kitty by some 20 student and faculty groups, the report also specified where the \$864 went: to purchase books and teaching aids for tutors; books and badges for Boy Scout troops; a ping-pong table for a community center, a football for use of retarded children.

Other campuses report maximum student support for Red Cross Blood Drives, Campus Chest, the instigation of clean-up campaigns. Nearly all mention the prevalence of some form of student tutoring of the underprivileged or handicapped; also student work and entertainment at veterans' hospitals, old people's homes, children's hospitals and the like.

Community agencies normally welcome such efforts. The Brookings Community Action Program has South Dakota State students in its Big Brother-Big Sister Program in which the young people help fill gaps in homes where a parent substitute is needed . . . Sometimes students also receive credit for outside work. At the University of California at Irvine this is the case as students serve as interns in various social agencies, including law enforcement, justice, mental health . . . Other services use special student skills for the needy. At the University of Virginia a consulting service made up of students in law, architecture, business and medicine will offer free assistance in these fields to low income families in the area as well as students.

Taking notice of the intense community involvement of Emory University students, the *Atlanta (Ga.) Journal-Constitution* some time ago printed a feature article about their programs and commented: "Never before in the history of Metropolitan Atlanta have institutions of higher learning in the area taken such a concentrated interest in the broad scope of things that affect the lives of the people who reside beyond their campuses . . . It represents a genuine desire to do something for somebody else."

On-campus there is also concern. At Louisiana State University a 31-member Council on Campus Minorities, which includes students among its number, will serve as an action group to find ways to respond to particular interests of minority students and to encourage their greater participation in university life.

With all this, is it any wonder that students have been

turning away from the more traditional forms of campus activities, those that the older graduates remember?

### Search For Meaning

"Students are making their own norms as they go along and this ambivalence to established values is painful and difficult."

—Barbara Cook, associate dean of women at Purdue University.

Even with all their social commitment, are students finding the meaning in life they seek? As one writer points out, in former days students responded to campus stress in more light-hearted ways (no matter how reprehensible they may seem now) that became part of the American college tradition: cheering football teams, playing poker, getting drunk on Saturday night, playing practical jokes. Students today are more apt to be irritable and annoyed about it all, like the student in a class discussing business practices who was asked how he would go about pricing a supposedly new product—a new toothpaste. He said he wouldn't price it. When the professor replied saying, "Come now; how would you price it?" the student exploded, "I wouldn't price it, I tell you, because the world doesn't need another damned toothpaste."

Given this kind of frustration—since no doubt the world will go on marketing new toothpastes whether the young think they are needed or not, and the insecure footing given by norms groped for but not invented yet—students are also looking backward toward security or another sort, causing two additional trends on campus. One, toward Jesus and religion. The other, toward nostalgia and "the good old days."

Besides the many fragmented and independent groups in the Jesus movement, there are a number of important interdenominational religious youth groups attracting a large campus following. The biggest is the Campus Crusade for Christ. Another is the Inter-Varsity Christian Fellowship. In addition, increasing numbers of students are signing up for courses in religion. However, Dr. Norman Pittenger, American-born theologian who teaches at England's Cambridge University, writing in *Theology Today*, pinpoints student concern as clearly drawing a distinction between the institutional church in which students take little interest, and the quest for a personal relationship with God, in which they are passionately concerned.

Students also are caught up currently in nostalgia for the good old days—for them the 1950's—which seem to provide a reassuring security among familiar memories. This is bringing back rock 'n' roll and twist parties; Howdy Doody, Hopalong Cassidy and The Lone Ranger; and the songs of the 50's, like Blue Moon, Silhouette, Little Darlin'.

Does this mean students are beginning to retreat into private beings once again? With the national press calling the freshman class of 1970-71 the "quietest in years," also "subdued," many wonder what kind of a campus they will go on to create.     » » »



## Public Relations

Kids don't see the need for better paid teachers but parents do. Concerned parents know the best possible pay usually attracts the best qualified people to supervise their children's learning activities.

Some taxpayers can't see the need for modern instructional materials and new curricular subjects but educators do. They know such updated programs can vitally affect the aspirational level and ego gratification of young pupils.

Now communications is recognized as the key commodity for any large-scale business or organization. Not the least of these are the nation's educational institutions. Today most school districts support the need for a public relations expert to keep citizens informed and enlightened regarding their programs and activities. One such expert is Joan Berchtold Richmond (Penn State '48). Last year the Newtown Square *Leader* termed Joan "one of the most able communicators of any school district in the Commonwealth" (Pennsylvania).

In an editorial entitled "Congratulations, Mrs. Richmond," the *Leader* said: "Educational information in depth has to reach standards higher than mere publicity. The public has a right to know what's happening to its educational tax dollar. Mrs. Richmond has met that challenge with the largest flow of public and institutional information of any district around. The *Leader* is pleased to cooperate in delivering the message—and we're glad her successes have been noted in other quarters."

The latter remark was in reference to a citation Joan received for the quality of her School News publication, presented by the Florida State University. As director of public relations for the Marple-Newtown School District, she also received numerous awards for her work from the Pennsylvania School Boards Association.

With such a commendable record in the M-N district, it's no wonder that Joan found immediate acceptance in the Abington Heights district when her husband's job transferred them from their near Philadelphia home to Clark's Green, Pa. Too, it's her splendid record that caused THE CRESCENT to turn to Joan for its Career Corner.

### What Is Public Relations?

Public relations is a complex profession, world-wide in scope and applicable to industry, business, professional organizations, fund-raising, etc. It's a profession that certainly lends itself to women. And, as pointed out, it's an especially effective tool in the realm of education. So we'll look at a public relations career via the educational system—and Joan's eyes.

As a school district PR director, Joan has the responsi-

bility for disseminating all internal and external information. This embraces the planning and coordinating of the entire communications program and responsibility for all school district publications. A multi-faceted job, it encompasses:

1. Press, radio and television contacts and coverage.
2. Preparation of press releases (gather facts, write and submit information to proper parties in the news media.
3. Photographic coverage to supplement press reports. (Joan utilizes a Polaroid 230 for black and white pictures and a Minolta for 35 mm color.)
4. Preparation of all school district publications as directed by the superintendent of schools. Examples of such work include teacher recruiting brochures; school newspapers; pupil personnel service publications; alumni news pieces; school board tax brochures; special pieces for American Education Week; dedication of new buildings, etc.
5. Make community-school contacts with professional and business clubs and organizations; arrange for school-community seminars.
6. Establish and direct a "Speakers' Bureau" from which local organizations may procure pertinent program material. Revise programs annually.
7. Post may necessitate serving as executive secretary for the Alumni Association, or some comparable capacity.
8. Attendance at all School Board and other administrative level meetings (principals, curriculum councils, department chairmen, etc.) to gather pertinent information for distribution to school personnel and the public.



Joan Berchtold Richmond discusses a new public relations program for the Abington Heights School district with Dr. John W. Holbert, superintendent.

Scranton Times Photo—Butler



## Challenging Careers (cont.)

9. Organization of building representatives for the public relations program.
10. Preparation, photo work and production for audio-visual presentations.

This is but a skeleton outline of what a school district PR program might include. Over and above are very special promotional projects. For example, in the past year Joan has worked on two booklets designed to stimulate community interest and support for unique happenings.

Joan is totally self-sufficient in her work. She not only does her own research and writing, she does her finished typing and duplicating. She also handles much of her own photography. This may or may not be a necessity. But the smaller the school district and its budget, the more one must qualify as a "jack-of-all-trades."

### What Sort of Education?

While Joan graduated with a B.A., anyone contemplating a career in public relations would do well to consider a degree in journalism. (Having established herself in education, Joan recently earned a teaching certificate, too.)

Also pertinent to a public relations job is knowledge of photography, illustrative art techniques, make-up and printing. It is desirable when working with printed material in any way to have experience in proofreading and at least some understanding of paper stocks and type face varieties. The latter not only affect printing costs but the quality and appearance of the finished product.

A creative mind, of course, is a prime pre-requisite if one is to become a top notch PR person. Particularly is this true when one must deal with the media. The press is so saturated with incoming PR materials that it often takes something special or extra to make one's presentation stand out.

But above all this, one must build and maintain a reputation for honesty and sincerity. One must also be able to dispense the "bad news" as well as the "good." Any PR person who wedges a credibility gap between herself and either the members of the organization she represents or the members of the press or public will soon find her effectiveness gone—her job, too.

Having dedicated ten years of her journalistic career to the field of education, Joan has developed her own special philosophy about education. She explains it this way:

"The profession deals not only with teaching others the personal pleasures and achievements which come as a result of knowledge. It must also teach human relationships, attitudes and abilities necessary to live and grow and produce in a fast-paced world which insists—'tell it like it is.'"

"Since my personal relationships with education have been in public information relating school programs to communities, perhaps I am more inclined to suggest that it will finally become the role of the teacher, the administrator, the parent himself, to educate each individual child so that he desires to educate himself to the best of his abilities.

"If each of us in the field of education will work to inspire further study, inquiry, integrity, individualism and development of human values, then our methods, with God's help, will teach the children of today to have direction and purpose for tomorrow.

"Perhaps one of our most fundamental freedoms is—the freedom to teach. Whether we are actively involved in education or, more simply, if we are parents who believe with most Americans that the boys and girls of today hold tomorrow in the palms of their hands, we must succeed."

### Joan, Careerist, Wife and Mother

Prior to her appointments in the school district arena, Joan served as a public information assistant at both the Wilkes Barre Commonwealth Campus of Pennsylvania State University and the Continuing Education Offices of that same university. Previously she was Woman's Program Director for Radio Station WORK in York, Pa.

Writing on a 9 to 5 basis is not enough for energetic Joan. Her published works run the gamut—from children's verse in *Child Life Magazine* to poetry in *Family Circle Magazine*—from articles for *American Baby* to those in *School Safety*, *Grade Teacher* and the *Pennsylvania School Journal*.

Many Gamma Phi Betas will recall her name on the masthead of THE CRESCENT. She served our international magazine as alumnae editor in 1967-68.

In a professional way, too, Joan finds time for extra hours at her typewriter. She's currently serving a second term as secretary-treasurer of the Pennsylvania School Public Relations Association. She's also a member of that group's national body and has served as its official reporter at conventions.

Long active in Gamma Phi Beta alumnae activities (around Philadelphia, Scranton and Wilkes Barre), Joan also has lent her talents to the activities of many other organizations. These include the League of Women Voters and the Riddle Memorial Hospital Auxiliary. In years past she's chairmanned important money-raising drives. Examples include the United Fund and the Heart Fund.

Joan's special interest in education has been strongly underscored by her desire to see her own children receive the best education possible. She has two daughters, Catherine (18) and Patricia (16). Cathie is a freshman at Boston College, majoring in music and art. Patti is a junior at Abington Heights High School. She is currently serving on a teacher-student curriculum development committee working in the field of Social Studies. She's also been appointed to a Title I federally funded program which will utilize members of the faculty, staff, community and student body to develop all phases of the district's projected Middle School curriculum. In this respect, Patti will be helping to make news for her mother to report.

Heading up the family household is Clayton A. Richmond, Jr., vice president of Suburban Oil Services, Inc., a Texaco products/Gulf TBA distributor. Luckily Clayton's firm was not a victim of Pennsylvania's recent devastating floods. But neighbors were. So he's been a participant in efforts to help Wyoming Valley to get back on its feet.

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## **Cancer Research**

There's a great day coming, by-and-by, by-and-by. A day when newscasters will jubilantly proclaim that a cure for cancer has been found. Whoever may be the "Dr. Salk" or "Dr. Pasteur" of this historic medical breakthrough, one thing is sure—dedicated research scientists and laboratory technicians will have backed his (her) efforts every tedious step along the way.

One of these may well turn out to be Janet Butel Graham (Kansas State '63). Janet, who received her Ph.D. from Baylor College of Medicine in 1966, now serves that Houston, Texas, institution as an assistant professor in the department of virology. As a basic research scientist of virology, she is currently engaged in cancer research, studying a virus which causes tumors in hamsters. She also supervises a laboratory which is staffed by post-doctoral fellows, graduate students and technicians.

Queried by *THE CRESCENT*, Janet was quick to point out the pros and cons for any Gamma Phi Betas considering careers as research scientists or laboratory technicians—particularly in the field of virology. Stressing its rewarding aspects, she said: "It's a very exciting and challenging field with important implications in many types of human disease, including cancer."

And the opportunities in the field are boundless. Various areas of virology exist to appeal to different interests (cancer, cell regulation, epidemiology, genetics, etc.). "It is in the use of viruses as tools to probe the inner workings of cells that brings us closer to understanding life processes at the molecular level," she explained.

Janet also pointed out that such work need not confine one to the laboratory itself. It can open doors to teaching medical and graduate students; to training post-doctoral fellows; and to attending national, even international conferences.

Because this is a competitive, fast-moving field, Janet cited these drawbacks: 1) it's currently difficult for a research scientist to obtain grant support; 2) one must constantly strive to keep current with new literature; 3) since virus research requires elaborate and expensive equipment and facilities, one cannot find work just anywhere—particularly in smaller cities and towns; and 4) one cannot retire for a few years and then expect to resume this career.

To get to basics, a Ph.D., preferably with one to three additional years of post-doctoral training, is essential if one is to have freedom to direct one's own research. A master's degree, Janet emphasised, is of very little value. Most holding one are limited to the role of technician.

But, she urged, young women should consider careers as technicians in research laboratories. "Alert, dependable



**Dr. Janet Butel smiles up from her microscope where she is studying cancer cells developed in hamsters.**

technicians are absolutely indispensable in the running of a laboratory and women are excellent in this capacity."

A bachelor's degree is desirable for technicians, though not an absolute requirement. A major in either biology (especially microbiology) or chemistry would be good.

She sees as desirable personality traits these: patience; attentiveness to detail; ability to take pressure at a fast pace; adeptness with one's hands; and ability to work harmoniously with other people. As a researcher, one also must possess enormous inner drive.

One final, absolute requirement: if married, an understanding husband.

And she's lucky enough to have one—David Y. Graham, a physician. Though she's known in private life as Mrs. Graham, the mother of Kathleen (age 5) and David (age 3), Janet uses her maiden name professionally. So she publishes and is known in her field as Dr. Butel.





Barbara Burns Hiscok (right) welcomes Myra Vedder Foxworthy to the Panhellenic Luncheon at Gamma Phi Beta's International Convention. Mrs. Foxworthy, an Alpha Gamma Delta, is chairman of the National Panhellenic Conference.

## FUTURE SOUNDINGS IN PANHELLENIC

*In a speech to the Gamma Phi Beta Convention last June, Mrs. Foxworthy emphasized the need to change standard rushing procedures if sororities are to pledge incoming freshman. Below is an excerpt of her talk.*

What is she like, this recent high school graduate, this young woman of the soaring seventies? What are her needs, based on her background of experiences? What forces will influence her thinking and her behavior in the next few months or the next few years? What are her interests and her goals in life?

The experts tell us that she is healthier, larger and perhaps smarter than the graduates of 10 years ago. She matured more rapidly, almost 2 years earlier than her counterpart of a generation past. She will probably vote in the Presidential election this November . . . the first time any newly graduated high school student has ever had that responsibility and privilege in America. More than any other generation before her she has been introduced at her young age to the problems of pollution, overpopulation, drug abuse, consumer protection, school desegregation and women's rights.

What are her goals? Taking a look at last year's freshmen might give us a clue. The American Council on Education in a study on freshman students in all types of institutions listed the following objectives as being the six most important to the 1971 crop of freshmen: 1) developing a meaningful philosophy of life, 2) helping others in difficulty, 3) having friends with different backgrounds, 4) raising a family, 5) having an active social life, and 6) becoming an authority in her chosen field.

Another American Council on Education survey deals with the characteristics of the average entering student. She will be 18 and white. Neither parent will have gone beyond high school. The occupation of the parent will be business or skilled labor and they will make between \$10,000 and \$20,000 a year in income. She will finance her college education with some outside work combined with family aid. She will get her degree in business, education, a health field, fine arts, or the social sciences.

As fraternity women what is *our* goal as it relates to this young woman? First of all we would hope that we could

convey to her the realities of self-fulfillment through group associations, such as those found in sororities and fraternities. In this regard our task would be the same as the colleges and universities themselves face today—recruitment. For never before has there been such a flurry of activity in this field as now. With 500,000 places available for entering freshmen, it is already estimated that 150,000 will remain vacant this fall. So, like our higher education institutions, recruitment becomes our byword.

The young woman who will be entering college this fall isn't Greek oriented. Quite the opposite. Her parents probably didn't attend college. She, herself, may have to supplement what allowance her parents give her with an outside job. She's going to college in order to make a better living and to gain understanding about the world she lives in. Her knowledge of sororities may range from slight to almost nothing at all. And, yet, she and those like her are making up the bulk of our new students. Furthermore, she could profit the most from membership and we would certainly be the richer for having her on our rolls.

How are we going to approach this type of young woman? With formal presentation teas for high school seniors only? With tedious and elaborate rush weeks? With lengthily and prank-filled pledgeships? NEVER! Are we going to be able to impress her with our panhellenic cooperative spirit if we feel we must remove our pins and badges or membership when we gather together to entertain her? I think not. Instead we must appeal to her with the heart of fraternity. Exhibit by our very actions those founding ideals which we all cherish. We can no longer give only lip service to our purposes. We must live them—altruism, friendship, a striving for and appreciation of excellence. The Fraternity idea was a mature one when first conceived. It has remained so, for it demands of its participants a certain amount of self-discipline and a large amount of selfless dedication to something besides oneself.

Now is the time to look forward, to heed the soundings of the future and to begin preparations for the development of a vigorous and innovative program of cooperative recruitment so that our sororities and fraternities can continue to serve the needs of young women on our campuses for many years to come.

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## YOUR CONVENTION CHAIRMAN

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# H-e-e-e-re's Joan!

She's a psychiatric nurse; she's an expert at cooking for crowds; she's a banjo dropout; she's been the big wheel in a myriad community projects around Kansas City. She's Joan Lewis McCoy (Ohio State '55), your Centennial Convention chairman.

Joan, who graduated with a B.S. degree in nursing, was secretary of her class at Ohio State University and a member of Torch nursing honorary. After graduation, she remained at the University to be a supervisor and instructor at the Psychiatric Institute on the campus. Later she moved to Cincinnati where she worked for the Department of Health and Hygiene. After eight years, husband Bob was transferred to the Folger Coffee division of Procter and Gamble where he is a manager of operation planning and economic research and the family now lives in Overland Park, Kansas, a suburb of Kansas City.

The monumental task of being chairman of the most important Gamma Phi Beta happening since its founding goes without saying. Joan was chosen to do the job because she's had big jobs before and has always done them in a big way.

Her sisters in the Greater Kansas City alumnae chapter know well Joan's

reputation for good organization and supervision, but, because of her great sense of humor, they more often tend to praise the delicious broccoli casserole she can whip up, at a moment's notice, for 100 persons (and, she has for the Gamma Phis) as one of her greatest accomplishments.

She has held various positions on the Kansas City alumnae board and has served on the Alpha Delta house corporation board. For two years, Joan was the chairman of the annual Antique and Arts show in Kansas City, considered by antique buffs to be one of the best shows of its kind in the midwest. One of those years the attendance record of 5,200 people was established. At another Antique and Arts show, Joan's job was much smaller: she simply prepared lunch for 1,500 people. Last September, Joan served as the show's adviser.

Besides her Gamma Phi Beta work, Joan finds time to contribute to her community in other ways. She has served on the PTA board of Briarwood school, the women's board of Rolling Hills church and the board of her local women's club. She considers her hardest job to date being den mother for her son's den—nine overactive wrestlers. Joan feels her psychiatric nursing ca-

reer prepared her for everything but being a den mother. She plays the piano and organ and sings in the church choir. She is a "banjo dropout" but still claims it's her favorite kind of music. She enjoys bridge, too, and we hope that during the next year and a half she will find some time to play.

Last April Joan and her husband traveled through five European countries while he was on coffee business. In June, it was Gamma Phi Beta business that took her to the international Convention in Minneapolis. Her family enjoyed a week of sailing in Arkansas last summer and visiting family in Ohio. While her husband and children fished and rode in Colorado, Joan worked on her Convention notebook.

How does Joan feel about her new responsibility?

"The Centennial celebration will be a combined effort of many ages of alumnae representing as many chapters as we have represented in our Greater Kansas City alumnae group. This is true of all of our Kansas City efforts and certainly should be true of a Centennial meeting. Kansas City alumnae are delighted to have a challenge like this and it is my pleasure and an honor to work with these women."—JUDY HUBBARD WHITE, *Kansas State '62*



# WHO CARES!



Mary Jane Hipp Mithos

Gamma Phi Beta cares. Philanthropy is not a new idea to Gamma Phi Betas. Service to individuals, community and country by members, chapters and the International Sorority has been continuous since our founding. It has increased in emphasis and scope beyond mere committees, beyond even an International Philanthropy Board, to the creation in 1959 of a separate corporation to concentrate solely on the philanthropic interests of Gamma Phi Beta. This body could receive tax deductible gifts, stimulate the voluntary giving of members and friends and undertake a total program of educational and charitable activities. This tangible expression of the love and purpose found within our sisterhood and extended to the world around us is the Gamma Phi Beta Foundation.

The Foundation has moved carefully but steadily from infancy to adolescence. Earlier this year the original structure was changed to provide a more efficient and less costly administration. The Board of Directors now consists of 8 members, 7 of whom are members of Grand Council, and one director at large appointed by the others. Because they are members of Grand Council, these directors may take the initiative to promote the activities of the Foundation within the Sorority, establish fund raising plans, and bring the thinking of the membership to the policy making sessions. As Foundation directors, however, these officers are committed to guide and direct Foundation operations in

## FELLOWSHIP AND

### GRADUATE FELLOWSHIPS

#### Lindsey Barbee Fellowship \$2,000

Established in honor of Lindsey Barbee, long time editor of THE CRESCENT and International Grand President 1919-1924. This fellowship is granted biennially for graduate study in the field of education and will be offered for study during the 1974-75 academic year.

#### Centennial Fellowship \$1,000

An annual fellowship is being offered for each of five years prior to the Centennial of Gamma Phi Beta in 1974 for graduate study in the field of the applicant's choice.

These fellowships are open to graduating seniors and alumnae members of Gamma Phi Beta. Applicants are considered on the basis of character, academic record, promise of future achievement and financial need. Applicants must fur-

nish transcripts of college or university work, statement of graduate study plans and financial resources; also letters of commendation from three persons who have a knowledge of the applicant's academic and personal history.

Completed applications, including transcripts and letters, must be filed *not later than March 15, 1973.*

### UNDERGRADUATE SCHOLARSHIPS

#### Irma Latzer Gamble Scholarship \$250

Established through the gift of Marion Kaeser Piper (Illinois '37) in memory of her aunt, a charter member of Omicron chapter. The scholarship is open to juniors and seniors in college. Participation in sorority and campus activities and financial need of applicant are considered.

Completed applications must be filed *not later than May 1, 1973.*



# WE CARE!

accordance with its own articles of incorporation and Federal tax laws. The director at large as Executive Vice President coordinates the work of the various committees and acts as liaison between the Foundation and the Sorority membership. It is the directors' intent that committee membership continue to include specialists in the various fields covered by committee responsibilities.

Historically, Gamma Phi Beta's philanthropy has centered on camping for underprivileged children and to a lesser degree scholarships and loans to women students. Several years ago a membership survey indicated that while the camping program should be continued, emphasis on scholarships should be increased. About this time the Foundation was designated by Grand Council as the recipient of the major portion of Centennial Fund gifts, and in anticipation of the Centennial celebration, a Founders Scholarship Fund was established. It was hoped that a large enough nucleus will accumulate to provide annual scholarships in honor of the four founders from income. Provisions were made, however, for donors to designate the area of use of their individual gifts is desired.

Currently, and through the Centennial celebration, Foundation support is being given to camping and scholarships. Our own Gamma Phi Beta camps give memorable summers to campers and counselors in Colorado and British Columbia. Campships to local camps provide camping

experience for girls in other areas. Our present scholarship and loan program is described below. The possibilities for Foundation grants are endless and limited only by the funds available.

During these early years, the Sorority itself has contributed from members dues and fees and investment income to the work of the Foundation. In the past 10 years over half of the total given to camping and scholarships has come from this source. Income tax regulations now make it imperative that the Sorority retain most of its income for its own operations, thus making the Foundation dependent on voluntary contributions.

Over a century and a half ago a French statesman, Alexis de Tocqueville, said that the distinguishing characteristic of America was not so much the tradition of free government or free enterprise as it was our tradition of voluntary action.

Our opportunity to continue this pattern is here through our Foundation—not because we have to, but because we want to—because we care!

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MARY JANE HIPP MISTHOS  
*Executive Vice President*  
*Gamma Phi Beta Foundation*

## SCHOLARSHIP PROGRAM

### FINANCIAL ASSISTANCE

#### Grants-in-aid

Grants-in-aid are monies available to members of Gamma Phi Beta who face emergency financial need. Application for such grants may be made by a member to the Foundation on behalf of a member, by a chapter adviser or an officer of an affiliated house corporation board. Grants are awarded under circumstances of accident, illness, sudden unemployment in the family—a financial emergency that might force a girl to withdraw from college.

#### Revolving Loan Fund

The Foundation maintains a Revolving Loan Fund of \$12,000 which provides loans up to \$600 for girls in their junior and senior years, and in special cases for graduate study. Loans are made without interest while the recipient is in school; if repayment is not made within that time, interest at five per cent is charged annually.

### Attention: All Applicants

Application forms and further information for all fellowships, scholarships, grants-in-aid and loans are available from:

Miss Mary T. McCurley, scholarships chairman  
Gamma Phi Beta Foundation  
Box 186, 630 Green Bay Road  
Kenilworth, Illinois 60043

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**Will Founders Scholarships join this list by 1974?**  
**Can we give more help to undergraduates as education costs continue to rise? We can if we care enough to support the Foundation generously. Please mail your check today. Foundation gifts are tax deductible.**

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# We Honor Our Scholars

Last summer, after all the scholarship reports had been received and compiled, Gamma Phi Beta presented "A" Awards, gold coats-of-arms appropriately engraved, to 23 members of 16 chapters for perfect academic achievement during 1970-71.

Gamma Phi Beta is proud to honor these young women.

Eileen Day (Alpha '71): Phi Beta Kappa; junior Women's honorary treasurer; Senior Women's Honorary, *Who's Who in American Colleges and Universities*; member of the executive council of Campus Chest, Winter Weekend and Greek Weekend; Syracuse University Orientation Committee; Campus Chest Queen '68; Alpha chapter vice president, standards chairman and alternate delegate to 1970 Convention; most activities and highest grade point average in the senior class; winner of the 1972 Centennial Fellowship for graduate work. Eileen is presently doing work toward her master's degree in art history at the University of Chicago, where she will be married this month to Sean O'Brien, a second-year medical student. She plans to earn her Ph.D. degree and teach at the college level.

Joan Myers (Gamma Beta '72): Phi Beta Kappa; Scholarship Award at Temple University; Math Club, Intramurals, Orientation Program leader, chapter membership chairman, and vice president. Joan is currently doing graduate work and research in special education.

Candy Stevens (Gamma Beta '72): Graduated *summa cum laude*, Phi Beta Kappa, Pi Lambda Sigma, French Cultural Counselor's Award for achievement in language; Residential Life Commission Award, Women's Student Government. Candy has received a research assistantship to attend the School of International Service of American University in Washington, D.C., where she is preparing for a career in government or international business. She is a second-time winner of the "A" Award.

Susan Metcalf Canning (Beta Epsilon '71): Phi Beta Kappa; graduated *cum laude*; member of the Junior Women's Honorary and Classics Honorary; President's Host-Hostess Committee; Beta Epsilon chapter ritual chairman and corresponding secretary. Susan is married and taking graduate courses at Florida State University preparing for a teaching career.

Anne Ferguson (Alpha Theta '72): Graduated *magna cum laude*; Phi Beta Kappa, German Society president; Dean's List; Judo Club. Anne is presently doing research for the Development Department at Vanderbilt University. She plans to get her Ph.D. degree in comparative literature and work for the federal government.

Patsy Oliver (Beta Psi '72): Mortar Board; *Who's Who in American Colleges and Universities*; President's Honor Roll; Dean's List; Top Ten Freshmen; Top Twenty Seniors; debate; Board of Student Publications secretary; Student Union Activities Board; Education Student Council president; Honorary Education Association; Women's Stu-

dent Legislative Board; Beta Psi chapter assistant scholarship chairman, parliamentarian, Outstanding Senior and scholarship award '72. Patsy is now a graduate assistant in English at Purdue University, teaching freshman composition and working on her M.A. degree.

Mona Karns Osmus (Beta Omicron '74): Active in campus Panhellenic, Mona is married and continuing her education at Southwestern State College in Weatherford, Oklahoma, where she is majoring in business education.

Susan Loger (Beta Chi '73): *Spurs* editor; Phi Kappa Phi; Sigma Alpha Eta vice president; represented Wichita State University at the National American Speech and Hearing Convention in Chicago; Beta Chi chapter philanthropy chairman and scholarship chairman; recipient of the Helen Gard Award for outstanding contributions in the Sorority and on campus. Susan plans a medical career with emphasis on handicapped children.

Marcia Cain (Alpha Theta and Alpha Zeta '74): Alpha Lambda Delta; Greek representative on yearbook staff; Greek Week Committee; Alpha Theta pledge class president; assistant treasurer; Alpha Zeta assistant rush chairman. Marcia plans to do corporate personnel work and attend law school at a later date.

Christine Miller (Alpha Eta '74): Dean's List, Mary Lyon Dibble Award for scholarship; Red Cross and Student Y work with handicapped and disadvantaged children; Operation Crossroads Africa; Campus Chest; chapter CRESCENT Correspondent and scholarship chairman. Christine is preparing for a career in elementary education and child development.

Dolores Main Bing (Gamma Upsilon '70): Mortar Board; Mu Phi Epsilon, professional music sorority president and recipient of Outstanding Senior Award; Pi Kappa Lambda; Phi Kappa Phi; Drake University orchestra and chamber ensemble; assistant principal cellist in Des Moines Symphony; winner of the Young Artist's Competition and soloist with the Drake orchestra; awarded the NDEA Fellowship for three years of graduate study at the University of Southern California; awarded teaching assistantship in chamber music; member of the USC string quartet; principal cellist in USC Orchestra and chamber orchestra; received master of music degree in February, 1972. Dolores, and her new husband, are presently employed as members of the San Antonio, Texas, Symphony. She plans to continue her symphony work and become associated with a college faculty.

We also congratulate Molly Johnson (Alpha '71), Wendy Levin (Alpha '71), Karen Lloyd (Gamma Beta '71), Karen Osborn (Beta Epsilon '71), Mare Streff (Epsilon '72), Leslie Hamlett (Alpha Xi '71), Elizabeth Jones (Beta Omicron '71), Patricia Gillispie (Alpha Delta '73), Wendy Marmont (Theta '71), Patsy Ellingsen (Lambda '71) and Penelope Peterson (Omega '71).





**Ginger Franco**  
Winchester Scholarship



**Eileen D. Day**  
Centennial Fellowship



**Katherine Snow**  
Irma Latzer Gamble Scholarship



**Susan West**  
Lindsay Barbee Fellowship

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## FOUNDATION SCHOLARSHIP PROGRAM

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**Susan Whittington West** (Lindsay Barbee Fellow) graduated from Pennsylvania State University in 1959, where she was a member of Alpha Upsilon chapter. Since then she has continued her studies at the College of William and Mary and Arizona State University where she received her M.A. degree. She is currently a student in counseling psychology and education at the University of Southern California. She expects to receive her Ph.D. in 1973 and to work in California. "A particular interest will be in working with teachers and social workers in training for human relations skills, especially in dealing with disadvantaged children." Susan has served as secretary, assistant and writer in the political world of Washington, D.C., and, more recently, as a counselor in a juvenile home. She has two children: a son and a daughter.

**Eileen Delaplaine Day** (Centennial Fellow) is a 1971 graduate of Syracuse University where she was a member of Alpha chapter. During her college career she served her Sorority, campus and community in many ways. (See page 18. Eileen's complete resume is listed first among "A" award winners.)

**Katherine Snow** (Irma Latzer Gamble Scholar) is a senior at McGill University, where she has served as president

and chapter programs chairman of Alpha Tau chapter. She's an outstanding lady athlete and plays on the intercollegiate basketball team. She also plays volleyball and hockey and has been a waterfront director at several camps. In addition, she has a high academic record.

**Ginger Franco** (Kathryn Herbert Winchester Scholar) is a junior at the University of Arizona where she has served Alpha Epsilon chapter as pledge class standards chairman and assistant treasurer. On the basis of "good citizenship" and academic achievement, she has received scholarships and has worked during the college year and summer vacations to finance her education. In a gracious letter of gratitude to Mr. and Mrs. John Winchester, who provide this scholarship annually, Ginger said: "I know I am speaking for past recipients of this award, as well as myself, in expressing the admiration I have for your generosity in helping members of Gamma Phi Beta to further their educational and social experiences while in college. Miss Mary T. McCurley (scholarship chairman on the Gamma Phi Beta Foundation Board) wrote of your interest in helping others to benefit from relationships in the sorority house. Thank you for allowing me to enjoy similar experiences to those of Mrs. Winchester in her relations with members of the sorority. I am deeply honored."



# COME & LAUGH WITH US

By JOYCE PRUESSNER,  
Kansas

What's going through my mind now that I'm again in the midst of cumbersome books, sorority parties and midnight jaunts to Joe's 24-hour bakery? Camp ended long ago, but whenever I swing in the park, or macrame, or someone mentions the Pacific, I'm back at Sechelt sniffing the piney salt air, refereeing a jacks tournament and reading "How the Elephant Got His Trunk" to a crew of sleepy-eyed, freckle-faced kids.

Sure, I could always tell you how there are cakes and cookies in the kitchen for the ravenous counselors, or how the rocking ocean puts you to sleep every night and wakes you in the morning. But I won't . . . I don't really need to. Just look at the faces in the pictures and you'll always look away feeling that kids got to be the happiest people throughout the world, no matter what their backgrounds. Forget about the cake and the rolling ocean, and think about the 108 warm little kids hugging your waist, and forever saying how beautiful you are (no matter what you look like), and giving you more good-night kisses than you'll ever get again!

As a counselor you will go on beach and mountain hikes, nurse mosquito bites and splinters, play charades, square dance, make puppets out of newspapers, batik, go swimming every day, build camp fires, roast hot dogs and somores, dress up in costumes, lead exercises, braid hair and dry homesick tears.

The little girl in you will yearn to be age 10 again—flat-chested and all legs (getting bruised and scraped every time you turn around!). Yes, you'll go without makeup for six weeks, and you'll think a lot and breathe in clean fresh air. Perhaps you'll leave camp feeling like a different person, or maybe still the same girl with just a bit more understanding of what it's like to be a little person with grown-up problems. The miracle of it all is that these kids still possess the beautiful ability to laugh.

So, if you love people, especially children, please come to camp and laugh with them.      D D D

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## *Yes, I Want to Work in One of Our Camps Next Summer*

Mail to Mrs. E. Bruce Adams, 410 St. Andrews Place, Soap Lake WA 98851

Name ..... Chapter ..... Age .....

Address .....  
(Home: street, city, state, zip) (College: street, city, state, zip)

Marital Status and dependents .....

Counseling experience .....

Camp experience .....

Waterfront experience .....

Special interests .....

Names of three persons who may be used as references.

..... Address .....

..... Address .....

..... Address .....

I am most interested in serving as (check one or more):

- ☐ Counselor at the Colorado Camp (transportation and expenses paid) Date: July 31-August 20
- ☐ Counselor at the Vancouver Camp (transportation and expenses paid) Dates: June 29-August 16
- ☐ Camp Director at Vancouver (Salary, from \$500, dependent on experience) Date: June 29-August 16
- ☐ Waterfront Director at Vancouver (Salary: \$200 for the full camp period) Date: June 29-August 16

An accompanying personal letter and small photograph are required.





Peggy Tryon and Betty Ford loved entertaining the campers.



Happy counselors in Vancouver are, from left (seated): Cathy Prince and Betty Ford (Γ Φ) and Nancy Rutherford (B Ψ); (standing): Eve Butchart and Barbara Ramsey (A A), Peggy Tryon (A K), Kathi McNutt (A I), Beth Byers (B M), Sue Butcher (Γ Δ) and Joyce Pruessner (Σ).



Photographs by Joyce Pruessner





Grace Smith Jeffery



Jane Larson Long

## GRAND COUNCIL APPOINTMENTS

**Betty Jo Riggs Hutchinson** (Idaho), the new collegiate director in Province XII, is always climbing a higher mountain. Pledged at Xi chapter, she quit school after her freshman year to marry husband Don who, she says, has had the longest pledgeship in Tau Kappa Epsilon.

A lady of many hobbies, Betty Jo says her most avid one is mountain climbing. She and her husband are members of Mountaineers and together they have led the Alpine Hiking class of 110 students, aged 15 to 64, both men and women. They have completed the basic course and are currently working on their intermediate rank. They have scaled Mt. St. Helens, Mt. Baker and Mt. Ranier. Last summer, in three trips, they reached the top of Mt. Olympus.

During her alumnae years, Betty Jo has worked with the Moscow alumnae chapter and has served as president of both the Northern Virginia and Memphis alumnae chapters. She has been standards adviser to Gamma Alpha at Memphis State and alumnae adviser to Gamma Epsilon at the University of the Pacific and to Alpha Xi at Southern Methodist. She was a delegate to the 1958 Province Conference, to the 1960 International Convention and chairman of the 1970 Province XII Conference.

Husband Don is an executive with Weyerhaeuser Company and they have four daughters: Debbie 19, Resa 17, Marilyn 13 and Lee Ann 10.

Betty Jo says she thoroughly enjoys working with the collegians because it helps her keep up with the times in raising her daughters. "When new things pop up," she says, "I raise one eyebrow one-half inch while others raise theirs two!"

One of her fondest memories is arriving in Pocatello in a raging snow storm, for a routine visit to Beta Iota, to find 20 girls from the chapter waiting to greet her with a huge banner that read "Welcome, Mrs. Hutchinson." The girls had arrived to meet a 10:10 A.M. plane, when she actually arrived, on schedule, at 10:10 P.M.

**Jane Whitlock Larson Long** (Miami—Ohio) is the new art-loving alumnae director in Province XI. Majoring in graphics, she received her degree in fine arts from Miami University in 1954. While a member of Beta Epsilon chap-

ter, she designed the scrapbook which won the first place award at the 1954 Convention. On campus she was president of Orchesis, active on the Women's Council and was a member of the WAA Board.

Upon graduation, Jane worked for seven years as an art director in New York City. After moving to Denver, she married Martin Long in 1962. Martin was a member of Sigma Nu fraternity at the University of Wyoming and they have three children: Martha 9, Scott 7 and John 3.

In the Denver alumnae chapter, Jane has served as president of the junior associate group, magazine chairman, rush adviser to Theta chapter at the University of Denver, member of the house corporation board, camp board and was chairman of the Art Mart in 1969 and 1972. She is still serving as chapter adviser to Theta.

In the community, Jane has served as chairman of Opportunity School Mother's Group, worked with the Blue Birds and was the Central Denver area chairman for the educational TV station's membership campaign. She teaches Sunday school at St. Mark's Episcopal church. And, after all these activities, she still finds time to work as a free lance artist in Denver!

**Grace Smith Jeffery** (Nebraska) will service Province V as alumnae director for the next biennium.

A 1946 graduate of the University of Nebraska where she was a member of Pi chapter, Grace has been a long time resident of Platteville, Wisconsin. She was chairman of the installation of Gamma Omega chapter at the University of Wisconsin, Platteville, in 1969 and has served them as alumnae adviser. She has also been president of the Platteville alumnae.

In the community, Grace is a member of BN chapter of PEO and is a past president of that group.

Married to W. B. Jeffery, they have three daughters: Laurie Jeffery Bell; Robin, a freshman of the University of Wisconsin, La Crosse; and Mary, a freshman at Platteville high school.

When she wants to get away from it all, Grace can be found on the golf course, at the bowling alley or at the bridge table.



## BOOKS BY GAMMA PHI BETAS

**TRIANGLE: THE BETRAYED WIFE** by Evelyn Miller Berger (Nelson-Hall Publishers, 325 West Jackson Blvd., Chicago, IL 60606—\$7.95) is a warm, witty and compassionate book about faltering marriages and betrayed husbands and wives. Dr. Berger, a California psychologist and marriage counselor of wide experience, offers practical advice on how to cope with the problems of a marriage on the rocks.

The first step, Dr. Berger suggests, is for the wife to regain her emotional stability and poise. Once calm has been restored, the betrayed wife may take steps, which are spelled out, to help her save her marriage.

Dr. Berger, who is an exceptionally skilled writer, offers counsel by means of case histories from her own files. There is much dialogue, which adds realism and interest to her study. The wives you meet weep, laugh, rage, scoff, plead and thirst for revenge. But they all have one thing in common: they were betrayed.

A light, sometimes humorous, sometimes sad, study of marital difficulties, this book will be a guideline to prevent disaster and a helpful aid to those whose marriages have failed.

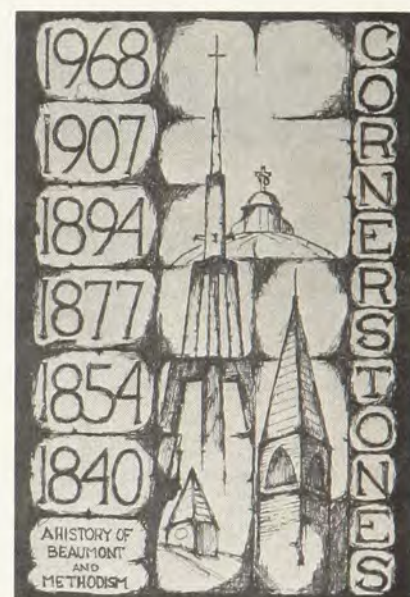
Dr. Berger is a member of Mu chapter at Stanford University.



**CORNERSTONES** by Rose Dieu Crenshaw (First Methodist Historical Fund, 2460 Pecos, Beaumont, TX 77702—\$5.85) is the tale of a riverbank town, twinborn with its first church. It is a documented history of early Texas pioneers as they lived through the tyrannical Mexican colony, the battle for the Republic, the trying days of statehood and the tears of the Confederacy. It is essentially the tale of the growth of the Beaumont Methodism as it unfolded against the backdrop of the varying early images of an old river town—a stable county seat; a circuit of farming regions; a thriving lumber town; a rice farming center and an oil industry metropolis.

The book gets its name from the authors' description of a dozen cornerstone layings, both of public buildings and five major church groups. And, says John Wesley Hardt, in the Foreword, "Like the laying of a cornerstone, the writing of a history is filled with symbolic and dramatic meaning."

Mrs. Crenshaw is a member of Gamma Nu chapter at Lamar State College at Beaumont.



**DUST ON THEIR PETTICOATS** by Janice Poole Daniel (Thomas Gilcrease Institute of American History and Art, R. R. 6, Tulsa Oklahoma 74106—\$1.25) is a beautifully illustrated, succinctly told account of the pioneer women who migrated westward from 1836 to 1869. In this painstakingly researched booklet, the author tells the story of 14 women, what they said, why they went, how they felt and what happened along the trails of the remarkable adventure westward.

"In those days," says Mrs. Daniel, "women rode horseback, bounced on wagon seats—and walked. As these pioneer women walked, their shoes, their skirts, their petticoats trailed dust across half a continent."

All information contained in this account was gleaned from diaries, journals, letters and authenticated documents written by the pioneer women themselves.

Mrs. Daniel is a member of Sigma chapter at the University of Kansas.







Casey Eike

Sigma Chapter at the University of Kansas has had an especially busy year as Gamma Phis have been involved in all types of campus events from student government to big-sister organizations. One girl though, in particular, Casey Eike, stands out as a girl who has given of her time and herself to the university, the community, and even the nation.

A native of Kansas City, Casey entered K.U. in 1968. Since then, she has held positions on the Steering Committee of the National Urban Coalition, the Board of Directors of K.U.'s Commission on the Status of Women, chairwoman of the Spring Symposium of the Commission on the Status of Women, featuring Virginia Allan; Gamma Phi Beta house officer, Outstanding Senior Woman, the Dean's Honor Roll, National Student Register, K.U.'s honors program in English, K.U.'s Innovative Student award, the Counsel for Undersecretary of Labor Silverman, and Mortar Board.

She has been a member of such organizations as the National Organization for Women; Women's Equity Action League; Tau Sigma, honorary dance fraternity; University Orientation Committee; CWENS—honorary member; and participated in: the 50th Anniversary Conference of the Women's Bureau, U.S. Department of Labor, 1970; Women's Equity Action League National Convention, 1970; National Organization for Women National Convention, 1970; Interstate Association of Commissions on the Status of Women National Convention, 1971; the American Association of University Women National Convention, 1971; and KANU weekly radio program, "Feminine Perspective."

Yet with all of these activities, there are three which are

# Colossal Collegians on Campus

probably the most important. During the 1971-72 year, Casey served as the national president of the Intercollegiate Association of Women Students. Last spring, she appeared in K.U.'s yearbook as one of the select *ten* to be honored as a Hilltopper, an honor bestowed upon especially active Kansas students. Perhaps the most significant honor came to her just recently when she was asked to be on the Interamerican Conference on Women, held September 20-29, 1972. The Conference is sponsored by the State Department, and it is the first time that anyone as young as Casey has been asked to take part.

What does this busy girl do in her spare time? A member of Tau Sigma dance fraternity, Casey enjoys expression-communication through the medium of dance. Casey is currently working as an assistant to the Dean of Women, here at K.U. Sigma Chapter has enjoyed sharing the excitement of her activities; she's definitely a Gamma Phi to be proud of!—PAM DIEHL, *Sigma*

## EPSILON'S DYNAMIC DUO

The Dynamic Duo lives again—this time in the guise of two Epsilons from Northwestern University. Seniors Roseanna Albini, chapter president, and Laurel Veith, house president, make quite a team as their individual and combined activities create campus energy that can only be described as electric.

Rosie Albini, in addition to leading the Epsilon spirit this year and continuing her journalism studies, serves on Northwestern's Wildcat Council and is a member of the Leland Forum. Past chairmanships found her heading the Student Drug Council of the Faculty Relations Committee, and the Big Sister-Big Brother Activity Committee.

Laurel Veith, a Spanish major with ambitions for a teaching career, is certainly qualified for her goal with her membership in Mortar Board. In the past, she served Wildcat Council as secretary and was a member of the Student Advisory Council. Laurel acted as co-chairman of Northwestern's annual May Sing committee for Honors Day, and she, herself, was chosen as a member of the May Court.

Combined, Rosie and Laurel double their impact on life at Northwestern. The duo served together on Wildcat Council and a recently formed organization known as Northwestern Young Alumni Council. Last summer's Con-



vention saw the two Epsilons as delegate and alternate—and to make the duo even more complete Rosie and Laurel were roommates for two years.

Epsilon's duo is optimistic about the continuance of the sorority system, especially at Northwestern. Laurel feels that "the Greek system offers a unique life style on the N.U. campus. Greeks at Northwestern no longer fit the 'socialite' image; we are active people, concerned with our

school and our community." Rosie adds that "a sorority gives you a base from which to branch out" through various friends and contacts, into a myriad of campus activities.

This year at Northwestern holds even greater opportunities for Rosie and Laurel to continue their activities on campus. More power to the dynamic duo!—CHISTINE KNOWLES, *Northwestern*

## *What They're Thinking*

### **Ode to a Grecian Mirror**

One CRESCENT Correspondent, upon reflection, asks: "Why write to THE CRESCENT?" To answer this, I had to start at the beginning. Why did I join Gamma Phi Beta? Because it offered a wealth of opportunities for growing and for developing a sensitive awareness of people. The next question was: "How do I take advantage of these opportunities?" The answer: Communicate!

Man's eternal goal is to know thyself. Isolated from people, I cannot know myself. People are great sounding boards: my friends listen to me; I share myself; I grow. I listen to my friends; they share themselves; they grow.

Enter, THE CRESCENT, joining hundreds of people and offering them a medium for communication. What are other Gamma Phis doing? What are other Gamma Phis thinking?

The tremendous opportunities and possibilities all exist here. . . .—VICKI FORD for Alpha Eta, Ohio Wesleyan University.

### **Gathered in His Name**

After a fun-filled summer, the Gamma Phis at Oklahoma State University were ready for school and its many activities. But to slow the fast pace down a bit, they are setting aside a time one night a week for a sharing time. During this time we will praise the Lord through poems, prayer, promises, scriptures, songs and just through our presence.

Many times while attending college, we get so involved in parties, and papers that we forget the presence of Christ in our lives, and the impression we make on others as Gamma Phis and as individuals.

So through this sharing time, we hope to grow and glow together because only through Jesus is anything possible.—RENAE CAMPBELL for Beta Psi at Oklahoma State University.

### **Another Look at the Good Book**

The harmony of soft female voices blending with a classical guitar filled the library at the Beta Upsilon chapter house at Kansas State University one Thursday evening.

This Thursday night meeting of some of the chapter women was not a one night special, but the beginning of a new activity at the house: a weekly fellowship program.

The girls' attire for the evening might seem misleading. One or two girls, ready for bed, were wearing robes and slippers, while others wore blue jeans and tennis shoes. The clothes are informal and so is the entire meeting.

Kristy Clark, organizer of the program, explains why it was started. "Our house was strong in many aspects—scholastic, athletic and organizational, but in one area we were lacking: the spiritual area."

As the number of girls at the meetings increased each week, Kristy felt it had become an excellent learning experience. Some girls were unaware of what the Bible has to offer.

The togetherness is exemplified by the sharing part of the meeting. After the spiritual folk songs, the girls may share a problem or something beautiful or bad that has happened to them. The group looks to the Bible for answers to the problem. A Bible study for each week is usually planned. Some topics examined are love, sex, marriage, faith and effective prayer. Each meeting closes with prayer and a renewal of the bond between sisters and God.—CATHY CLAYDON for Beta Upsilon at Kansas State University.

### **A Fireside Lights the Way**

Do you ever find that no matter how much you like and admire your sisters in Gamma Phi, there are days when you cannot get along with them? Everything they say irritates you and you wish everyone would leave you alone. Most of us have occasional days like that, but when it gets to the point when every day with your sisters is an irritation, something needs to be done.

Imagine our feelings here at Omicron when we found the irritation penetrating the whole house. Factions are always present in a house of 55 girls. It's inevitable. But conflicting factions do not make for a united house. Finally we knew we had to do something to get feelings out in the open.

We decided to reinstate an old house tradition that had not been used for several years—the Fireside.

All of the members met together after dinner one night to discuss the problems that pervaded the house. At first people were reluctant to say anything. Then, someone asked if anyone would object to going around the room and hearing from everyone. No one objected, and soon the discussion was rolling. People pointed out both good and bad things in the house, and many gave constructive criticism to help solve some of the problems.

Did it help? It's really too soon to know for sure, but there are promising signs. We had retaliation on the pledges for their walkout, and it was the first activity we have really enjoyed as sisters for a long time.

We all have these problems from time to time, and hopefully I have shown you one possible solution. It never hurts to try.—NANCY LANDFRIED for Omicron at the University of Illinois.



## *What They're Doing*

### **A Fund-raising Coffeehouse**

Alpha Beta sponsored a fund-raising project one Thursday evening last April with a folk sing-along, headed by the "Tuesday Club," a folk group from Fargo. Chapter members visited each Greek-letter house on the University of North Dakota campus to explain the project and its aims: the benefits would go to camps for underprivileged children. Tickets were sold at fifty cents each.

On Thursday night the chapter room was cleaned and rearranged; popcorn and soy beans were set out for the guests; the group arrived and the Gamma Phis were all set.

The singing was terrific and the crowd grew. Eventually, there were about 200 people and it was fun for everyone.

It was a great success for the Gamma Phis. We sent \$100 to the Gamma Phi Beta camps.—GAYLE HANSEN for Alpha Beta at the University of North Dakota.



**BETA PSI.** When they revived the Homecoming Parade at Oklahoma State University, The Gamma Phis and the Delta Tau Deltas walked off with first place trophy.

### **Sharing in a Small Campus House**

Vanderbilt's Greek system is somewhat out of the ordinary. Only six members of each sorority and fraternity live in the houses. These six are usually seniors and almost always officers. The system has merit in that the chapter has the advantage of having living facilities in the house and officers can be at the center of things, while there are still not enough girls in the house to form a clique or to isolate themselves from the rest of the campus.



**CHI.** The flappers of the 20's practice their award-winning skit for the Interfraternity Sing at Oregon State University.



And, they dress up like their mothers used to do as they sing the songs of the 40's.



**ALPHA BETA.** An audience of Gamma Phis and guests of North Dakota State University listen raptly to "The Tuesday Club," a folk group in Fargo.



The six house girls form, in many ways, their own small group. They dine together every night in a formal meal presided over by the housemother. They study together; they work together; but, most of all, they have fun together. They have even started a house girls' diary to pass down to posterity the funny details and anecdotes—experiences like singing the funny songs Joanne learned at Convention; playing mother to the chapter parrot, Jill; choosing a name for Suzanne's turtle; sharing a common pin-up of a well-known Olympic swimmer; or even sharing Joy's boyfriend for an evening of miniature golf. Now, that is real togetherness!

We, at Alpha Theta, like our unique system for it unites our members as sisters in Gamma Phi Beta.—CONNIE REYNOLDS for Alpha Theta at Vanderbilt University.

### **A Progressive Dinner with the Alumnae**

Joining with our alumnae, Gamma Omega chapter sponsored its traditional rush progressive dinner in September. Everyone first met at the chapter house for a short get-acquainted session and then set out for Mrs. Jones' house for punch, potato chips and dip. Our second stop was at Mrs. Frank Burg's home where hot dogs, apple punch, baked beans and relishes were served. Our final stop was at Mrs. Helker's where we had watermelon on the patio.

This semester we decided to have our progressive dinner informal, instead of semi-formal as it has been in the past. It was highly successful.—LAURIE HIPENBECKER for Gamma Omega at Wisconsin State University at Platteville.

### **A Warm Hello from Canada**

The Alpha Kappa chapter says "hi" to our American sisters. We have been thriving during the past year despite the fact that we live in the north and have to put up with sub-Arctic conditions.

Rush with its whirlwind of songs and skits yielded a hearty bunch. They soon learned the power of Gamma Phi Beta in the song competitions at the Panhellenic semi-formal dance, coming out exhausted but happy, with lyrics forever branded in their minds.

In the summer Peggy Tryon spent two months at the Gamma Phi Beta camp in British Columbia. Along with the western suntan of the ocean life, unknown to us Manitobans, she felt a genuine warmth being with Sorority sisters. Coveting her traditional camp sweatshirt, Peggy said that it was a chance in a million to meet people from so many places. She realized the meaning of wall-to-wall, or should I say, coast-to-coast Gamma Phi Beta.—LESLIE PITCHFORD for Alpha Kappa at the University of Manitoba.

### **Revival of Homecoming Festivities**

Homecoming is becoming a dying art at many colleges and universities, but the Beta Psi chapter of Gamma Phi Beta joined with the men of Delta Tau Delta to restore the tradition of the homecoming parade at Oklahoma State university in November, 1971.

Planning began in early fall as the joint committee settled on what would best represent the theme of "Days Gone By . . ." as well as promote spirit for the game with

Kansas State. The product was two pods, similar to floats in the Rose Bowl parade, joined by an arch representing time. The arch was topped by a four foot replica of the Cowboy mascot, Pistol Pete, riding a purple KSU Wildcat. The back float showed the Oklahoma Agricultural and Mechanical College days with a replica of Old Central, the first building erected after the 1891 founding. Another Old Central rested on the front section, but its background was a three-dimensional map of the northern hemisphere to show OSU's growth to world-wide importance through overseas extension work. Three smaller pods distributed around the lead pod depicted other currently important areas for OSU, such as the new multi-million dollar Sera-tean Center for the performing arts, engineering, home economics, athletics, agriculture and business.

The Delt's engineering ability and the Gamma Phi's willingness to glue paper pomps to chicken wire resulted in the prize-winning float for the AAA division. But more than the trophy, the two groups learned important lessons in cooperation and the organization necessary for such a large project. Their pride of achievement was reinforced the next day by a front page color picture in the *Daily Oklahoman* and television coverage by Oklahoma City television stations.—KAREN BOYD for Beta Psi at Oklahoma State University.

### **Greek Week 1971**

All 31 Greek houses on the Colorado State University campus participated in the second annual "Greek Week" in the fall of '71. Opening night exchange dinners started off the celebration and by the end of the week, every fraternity and sorority had been visited by two representatives from each house. On Saturday, all Greeks participated in the 15-mile Walk for Mankind. With blistered feet and stiff muscles, the Gamma Phis had the greatest percentage of their house out walking. Sunday was a tiger breakfast and sports day, and Monday nearly 3,000 Greeks met at the student center for dessert and the awards ceremonies. The Gamma Phis won several individual events and Tau chapter won the award and trophy for the best spirit and enthusiasm.—NANCY QUARLES for Tau at Colorado State University.

### **The Roaring Twenties and the Fighting Forties**

Last year members of Chi chapter at Oregon State University wowed their audience at Interfraternity Sing with a Women's Lib theme in song and dance. They started with sister suffragettes campaigning for women's right; and continued by depicting the Roaring Twenties with their rendition of the Charleston. In the 1940 decade they dressed in mid-calf skirts, bobby socks and saddle shoes to sing some of their mothers' favorites, "Chattanooga Choo Choo" and "Sentimental Journey." Their finale was a happy rendition of "You've Come a Long Way Baby." Complete with colorful era costumes, props and dance, they placed first in the novelty division.

Winning isn't the main aim of our group. The fun we get out of it is the biggest reward, and when the house pulls together, it makes us closer as sisters and proud to be Gamma Phis.—SUE GARRETT for Chi at Oregon State University.



# Pace-setters

## Margaret Painter Perry

It's "the real thing" that counts the most with most people today. Not so with Margaret Painter Perry (Southern California '48). One of her most prized possessions is a plaque featuring a "genuine, imitation" sabre tooth "cat" tooth. It was presented to her by the Museum Alliance of the Los Angeles County Museum of Natural History.

An award that's only been given a few, Peggy received her *Smilodon Californicus* fang for work in preparing study kits on plants that Indians used for food, medicine and fabric. A gourmet cook and an avid camper, it was natural that when this study project was scheduled she be the one to do it.

She was well known around the museum for her work as a lecturer and guide to grammar school students visiting the various halls.

Her honor-winning kits, already in use, cover such plants as yucca, buckeyes, mesquite, pinyon nuts, chia, oak (acorns), lichen and cattails. For each, Peggy executed pen and ink drawings. These were supplemented by plastic boxed samples of the plant and slides showing how it grows. Included with each kit are study scripts for teachers and pupils.

And so California youngsters are learning that "if it was a root or bulb, Indians boil it . . . sometimes with strange results. If it was a nut they ground it, boiled it into a gruel-like mixture or baked it in the form of bread or patty."

"Acorns, a main food stuff of California Indians, could be ground and a mush similar to poi was made," Peggy explains more specifically. "Buckeyes were ground like acorns for food . . . in addition they were used to poison fish so they could be easily caught to supplement diets."

Indians in central and southern California were the basis of the plant study by this Monterey Park housewife who majored in international relations and political science. She is currently at work on more slides for the kits—slides that will demonstrate how the plants

look at different times of the year, and also those on items that would not fit into the small plastic boxes.

Married to John T. Perry, an engineer, Peggy and her husband frequently pack their Siamese kitten, Petulus, into their camper and they take off for the mountains or seashore.

A collector of cookbooks and, as already noted, a gourmet cook, Peggy submitted the "Progress Recipe of the Month" in March, 1971. It was thus she came to know Rosemary Krieger Goetting (University of Oklahoma '42). Rosemary, feature editor of *Progress* newspapers, sent along the material for this story to *THE CRESCENT*.



Louise Marston is the pride of Madison, Wisconsin.

## Louise Marston

Miss Louise Marston (Wisconsin '29), society editor of the *Wisconsin State Journal*, has been chosen winner of the first annual "Woman of the Year" award presented by the Madison Alumnae Panhellenic. She was cited for her contribution to civic affairs in Madison as well as her continuing support of helpful sorority programs.

Pansy, as Louise is affectionately



A "genuine, imitation" Sabre Tooth cat's tooth on a plaque honors Margaret Painter Perry for her development of check-out kits on Indian plant life. Her Siamese kitten, Petulia, looks it over.



called by her friends, is an experience to know. Her filing cabinet memory, her pleasant disposition and her sense of humor are unequalled. Pansy is effervescent. She never turns off, but she turns people on.

A widely acclaimed journalist for 35 years, Pansy is a Gamma Phi Beta right down to the marrow of her bones. When Gamma chapter or Madison alumnae need her, she rises to the call with elegance and eloquence. While she was alumnae rush chairman in the days of receiving lines, she delighted rushees by mentioning something about themselves or their families. For the rushee, it was a welcome feeling in the aseptic atmosphere of a large university and the confusion of rush week. They never forgot her, or the Gamma Phis.

As a society editor, Pansy is unbiased in reporting all sorority functions and in honoring people in her daily column. But, you can be sure she gives the Gamma Phis "plenty of ink" any time she can.

Pansy is definitely a people person. Her good friends range from prize fighters and pro football players to priests, industrial tycoons, movie stars and just plain people. Because of the demands of her profession, she leads a very busy social life. But, she finds time to belong to a number of organizations: Madison alumnae chapter of Gamma Phi Beta; Theta Sigma Phi, journalism honorary; Chapter V of P.E.O.; National Press Club, Washington, D.C. Press Club and the Madison Press Club. And, she is an avid sports fan.

Pansy delights in being on the banquet circuit. She estimates that she has lectured at least 2,000 times to clubs and organizations since 1940. She rolls her audience in the aisles with her hilarious commentary on the ridiculous experiences she seems to attract during her travels throughout the world. Poking fun at herself and human nature, the laughter and joy she has brought to thousands of people would be reason enough to choose her "Woman of the Year."

We salute Louise Marston, Woman of the Year; Louise Marston, society editor; Louise Marston, Gamma Phi Beta; and, most important, Pansy, a true and constant friend.—PATTIE NEILSON MOEN, *Wisconsin '48*



Beatrice Hill Wittenberg presented this oil portrait of herself, her honorary membership certificate and her diamond Grand President's badge to Beta Alpha chapter.

## Beatrice Hill Wittenberg

There was an air of expectancy at Beta Alpha for several days before the chapter's annual corporation board meeting. Everyone felt that something was afoot but none knew what. It was an evening long to be remembered.

Most of the chapter members attended along with the special guests who were invited. They were: Mrs. H. E. Wittenberg (Stanford) and Mrs. Gerald Arnold (Colorado State), former Grand Presidents; Mrs. Lewis Hindley (Stanford), former alternate National Panhellenic Conference delegate; Mrs. Arch Clawson (West Virginia) and Mrs. Robert Campbell (Wisconsin), former alumnae directors in Province XIV; Mrs. Richard Naulty (Southern California), former collegiate director and member of the Beta Alpha corporation board; Mrs. Russell Page (Iowa), former Director of Finance; Mrs. Bruce Steele (Nevada), assistant to the Collegiate Vice President; Mrs. Daiu Sturgess, president of Alpha Iota; Mrs. Doll Leisy (Oregon State), president of Gamma Eta; Mrs. Kendall Foster (Southern California), president of Delta Delta and Mrs. Donald Murray (Denver), province collegiate director.

After an elegantly appointed dinner, Mrs. June Meader (Stanford), corporation board president, addressed the gathering and told of an unpublicized happening which had occurred at Beta Alpha some years before, an event

which had become part of Gamma Phi Beta history and a very special part of Beta Alpha history.

It all began when Beta Alpha requested permission from Grand Council to make Beatrice Hill Wittenberg an honorary member of the University of Southern California chapter of Gamma Phi Beta, not only because her chapter, Mu at Stanford University, was no longer active, but because of her outstanding "beyond-the-call" service as rush advisor to Beta Alpha.

The special request was granted by the Grand Council and JoAnn Clark, one of the chapter members, designed and hand-lettered a special membership certificate which was presented to Mrs. Wittenberg by Mary Earle Skewes at a Monday night dinner in the spring of 1965.

Now in 1972, because it was a "first" in Gamma Phi history, Mrs. Wittenberg thought Beta Alpha would like to have the certificate as a memento for its chapter room. Along with the certificate, Mrs. Wittenberg gave Beta Alpha a lovely oil portrait of herself so "that future generations of Beta Alphas might know what the person named on the special membership certificate looked like."

Mrs. Wittenberg spoke informally about the many interesting facets of her work with Beta Alpha and on the Grand Council. At the conclusion of her talk, she presented her diamond-studded Grand President's badge to the chapter to be worn by the president each year. The gifts were accepted by Beta Alpha president, Alcy Grimes, who is the first to wear the badge.

It was truly an exciting and memorable evening for all members of the chapter. Here was a lady who loved Gamma Phi Beta so much that when her own chapter dissolved, she decided to devote her time to Beta Alpha. It has been deeply appreciated by the girls. Mrs. Wittenberg's presentations revealed a deep pride in belonging to the Sorority, the many rewards and personal satisfaction she has experienced as she continues to be an active alumna. It was so well done that her feelings permeated every corner of the room, touching each active and guest with the meaning of sisterhood and its importance in their lives. Once again she has served Beta Alpha well.—CAROLYN KOLTS, *Southern California*





SEATTLE: Fifty-year members honored in Seattle are, from left: Carole Wakefield Orne, Dorothy Haggett Lister, Lois McBride Dehn (former Grand President and Lambda '16), Rachel Niblock Witter, Bernice Kennedy Ahrens and Geraldine Moore Coughlin (Lambda '21).



TERRE HAUTE, Committee members for the annual Gamma Phi Beta benefit scholarship style show are, from the left: Cindy Howes, Marilyn Kleinschmidt Byers, Phyllis Sloan Percy, Carole Fowler Herriott and Betty Ahlmeyer Quick.

## OUR ACTIVE ALUMNAE

SEATTLE: Ann Hilen Wright (Washington '56) happily displays copies of the Seattle cookbook, "Specialties of the House." (See advertisement on page 35.)



The PORTLAND, OREGON alumnae chapter was ready to fold a year ago. Instead of giving up, they decided to recycle themselves. Highlights of their revitalized program of speakers and field trips were: a two-hour tour of the Port of Portland followed by lunch on board a floating restaurant; programs on motivation in the 70's; the state of the economy; and turn-of-the century Portland.

*The Contemporary Woman* was the theme of HOUSTON'S daytime group. The Contemporary Woman Becomes Informed in Politics; . . . Appreciates Her Home; . . . Enjoys Life; . . . Shares a Merry Christmas. Houston also has an evening group, a bridge group, and a mothers club.

FLAGSTAFF had a "Kidnap Breakfast" for Beta Omega collegians. At 5:00 A.M. alumnae went to the chapter house and kidnapped the girls and took them in their pajamas to a local restaurant. In the spring, alumnae honored outstanding students with a "Smarty Party."

*Awareness* was the theme of Denver's associate group. Topics included: community awareness; sister awareness; cultural awareness; and drug awareness.

In ALBUQUERQUE wildlife, vegetation and public picnic areas in the Sandia Mountains were discussed by a Forest Ranger.

Interior decoration was a popular program topic. SUMMIT AREA, N.J. alumnae visited a department store for a needlepoint demonstration. CHICAGO WEST SUBURBAN and GLEN ELLYN chapters shared in interior decoration seminar at a department store. SACRAMENTO

VALLEY, California alumnae visited a contemporary furniture store, and TERRE HAUTE, Indiana alumnae enjoyed an antique night program. BALBOA HARBOR, California chapter visited a department store for an exhibit of British furniture and a brunch complete with eggs Benedict!

Ecology was featured in programs at RICHARDSON-PLANO, Texas; CINCINNATI, Ohio; and MILWAUKEE, Wisconsin.

GREATER KANSAS CITY has three groups: evening, afternoon, and junior. Each group has its own philanthropy and fund-raising projects.

Karate and self protection techniques were demonstrated at meetings in LINCOLN, Nebraska; FORT WORTH, Texas; INDIANAPOLIS, Indiana; and MILWAUKEE, Wisconsin.

*Reaching Out* was the theme for the COLUMBUS, Ohio alumnae chapter. Their May meeting was a luncheon and tour of the Ohio Historical Museum.

Five groups are active in OKLAHOMA CITY: evening, luncheon, junior, brunch, and bridge. The brunch group entertained the mothers of the new pledges of all Oklahoma chapters.

DES MOINES, Iowa opens its year and enriches its treasury with a dues-paying luncheon.

Highlight of the year in BARTLESVILLE, Oklahoma was a "50 Party" given as a surprise for Puilla Hill Hodges (Oklahoma), a 50-year member. Invitations were sent to Gamma Phis with whom Puilla had been associated in the





(Right) FLAGSTAFF. Alumnæ enjoy a dessert party at the Beta Omega chapter house at Northern Arizona University.



ALBUQUERQUE. At their Founders Day dinner Albuquerque alumnæ honored these three members who were named to the International Merit Roll: Rowena Bass McGann (Missouri), Louise Naylor Jory (Denver) and Helen Thompson Heath (Denver).

past fifty years. Bartlesville alumnæ chapter made a donation to the International Scholarship Fund in her honor, and other alumnæ and friends honored her by sending two girls to Girl Scout camp. Bartlesville also honors a Patron of the Year. This year it was Mrs. William Ware, mother of Tina Ware (Oklahoma).

STATE COLLEGE, Pennsylvania said goodbye to Elizabeth Creelman Doggett (Penn State), a founder of Alpha Upsilon chapter, who is leaving the community.

SOUTH BAY alumnæ held their first meeting of the year below deck during a 20-mile cruise of the Los Angeles harbor. In February foreign exchange students from local high schools spoke about their native countries.

PASADENA alumnæ enjoyed a guided tour of the Pasadena Art Museum followed by a luncheon served by the Museum Auxiliary.

"Man in Space" was astronomer Dr. Clarence Cleminshaw's topic as he spoke to the Los Angeles chapter. Constance Roach Pheley (Washington-St. Louis) reminisced with Dr. Cleminshaw about the early days of the Griffith Observatory, which her late husband helped establish. Another interesting Los Angeles program was given by a representative of the Braille Institute.

INDIANAPOLIS has an "Out to Lunch Bunch" group that meets once a month for lunch, and tries a different restaurant each time. The evening group heard about "Good News of Bad News" from a television newsman.

The CLEVELAND chapter visited the Garden Center

of Greater Cleveland and the Cleveland Museum of Art.

SAN FERNANDO CRESCENT Correspondent Beverly Smith Gosnell (Washington) has the last word:

"This year LET'S DO IT . . . Let's ALL get together . . . for sharing . . . for caring."

JOANNE SALLEE KERNITZ, *Wittenberg Alumnæ Assistant Editor*

*Our theme: LET'S DO IT . . .*

*Birds do it,  
Flys do it,  
Even Gamma Phis can do it,  
Let's do it,  
Let's get together . . .*

*for friendship, for fun, for learning, for listening,  
for sharing, for caring. What is an alumnæ chapter?  
It's friends, activities, accomplishments . . . women  
of all ages, from many states with a unique com-  
mon bond found in no other club or group in  
the world, a belief in and love for their sorority.  
—San Fernando Valley Alumnæ Chapter*



# IN MEMORIAM

## ALPHA

Helen Buchman Applequest  
Lucia Sedgwick Bruce  
Helen Johnson Folmsbee  
Mary Jane Munro Ness  
Mildred Faulkner Rice  
Edna Munger Sherry

## BETA

Ruth Kelsey Diel  
Carol Jenks Farr  
Elna Morris Godfrey  
Frances Petit Macoughtry  
Mildred Maloney  
Emily Turnbull Mendelssohn  
Elizabeth Rider Symons

## GAMMA

Margot Woodson Fisher  
Phoebe Flentye Gustafson  
Elizabeth Perry Lafferty  
Mary Margaret Harris Murphy

## EPSILON

Betty Brydon Beecher

## ZETA

Antoinette Davis Crocker

## ETA

Persis Edwards Hazen

Julia Dixon Heise  
Harriet Haraszthy Hunt

## THETA

Ruth Zirkle Kauth  
Nina Churcher Thomas

## MU

Helen Lewis Dudley  
Mary White Lane

## NU

Peggy Myll Hedrick

## OMICRON

Marjorie Refior Hobbs

## PI

Mary Hardy Weber

## RHO

Beatrice Vetter Coder  
Rosiland Fisher

## UPSILON

Beulah May Bennett Hicks

## PSI

Jacque Paula Tiller Biddinger

## OMEGA

Mildred Browne Bolstad  
Clella Nazor Pettigrew

## ALPHA BETA

Marjorie Lebacken Myrhe

## ALPHA DELTA

Annie Lee Daniel Frazier

## ALPHA ZETA

Mary Helen Cockrum Parrott

## ALPHA ETA

Ruth Augsburgberger

## ALPHA THETA

Josephine Cooper Taylor

## ALPHA XI

Lois Thompson McCulloch

## ALPHA OMICRON

Lorraine Swanson Cortright

## BETA EPSILON

Barbara Jean Tuttle

## BETA MU

Helen Jean Allen

## BETA TAU

Mary Frances Payne Wall

## GAMMA BETA

Virginia Myers

## CORRECTION

In the September issue of *THE CRESCENT* the name of Jeanette Louthan Rogers was erroneously listed, and her name was included in the Memorial Service at Convention. An officer of the Sorority had given us this information, which we assumed to be correct. Mrs. Rogers, a Beta Kappa alumna, is living in Mesa, Arizona, and sincere apologies are extended to her and her family.

## STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

(Act of October 23, 1962: Section 4369, Title 39, U.S.C.)

1. Date of filing: October 1, 1972
2. Title of publication: *THE CRESCENT* of Gamma Phi Beta
3. Frequency of issue: Quarterly—March, May, September, December
4. Location of known office of publication: 630 Green Bay Road, Kenilworth, IL 60043
5. Location of business offices: Gamma Beta Sorority, 630 Green Bay Road, Kenilworth, IL 60043
6. Names and addresses of publisher, editor and managing editor:  
Publisher: Gamma Phi Beta Sorority, 630 Green Bay Road, Kenilworth, IL 60043  
Editor: Mrs. Robert W. Haverfield, 507 Medavista Drive, Columbia, MO 65201  
Managing Editor: Miss Eleanor J. Sieg, 630 Green Bay Road, Kenilworth, IL 60043
7. Owner: Gamma Phi Beta Sorority, 630 Green Bay Road, Kenilworth, IL 60043
8. Known bondholders, mortgagees and other security holders: None
10. Nonprofit mailers: The purpose, function and nonprofit status of this organization and its exempt status for Federal income tax purposes have not changed during preceding 12 months.
11. Extent and nature of circulation: (a) average number of copies each issue during preceding 12 months; and (b) actual number of copies of single issue published nearest to filing date:

Total no. copies printed (net press run):	(a) 48,550	(b) 49,000
Paid Circulation		
Sales through dealers, carriers, street vendors:	(a) none	(b) none
Mail subscriptions:	(a) 47,809	(b) 48,374
Total paid circulation	(a) 47,809	(b) 48,374
Free distribution by mail:	(a) 326	(b) 274
Total distribution:	(a) 48,135	(b) 48,648
Office use, leftover, unaccounted:	(a) 415	(b) 354
Total:	(a) 48,550	(b) 49,000

I certify that the statements made by me above are correct and complete.

(Signed) Eleanor J. Sieg  
Executive Secretary-Treasurer





Wanda Browning Falk, Elpha Epsilon charter member, reads her original poem, after receiving the Golden Crescent award.

We stand with sudden tightening throat,  
While scornful cynics have but sneers.  
They can't imagine why all this fuss,  
In our eyes a hint of tears.

The scoffer notes, "so, it's a pin,  
Just a skinny sliver of gold."  
The mocker adds, with wicked grin,  
"Proof positive you're growing old!"

Shall I murmur pleasant "Thank you, Dears"  
And calmly, sweetly bow out?  
No! Perhaps we learn in fifty years  
What pin-wearing is about.

Let me explain it, if I may  
In my own peculiar way.

There are those who view a crescent moon,  
Shining high there in the sky.  
They speak of nature's wonderment,  
I say, "The moon of Gamma Phi!"

Fine banquets have come; corsages too  
To raise our spirits high.  
I still show quaint prejudice  
For carnations pink of Gamma Phi.

Do I turn suddenly in a crowd  
'Mid laughter, cheers and noisy band?  
No one spoke my name aloud,  
But no stranger that, who clasped my hand.

Whatever chore I undertake,  
Whatever task I pursue,  
Somehow! Somewhere! stands a Gamma Phi  
Willing to see me through.

Illness and sadness came to stay,  
Sorrow lingered at the door.  
Who gave comfort in every way?  
My little sister of days of yore.

Choose we must; that is our code.  
May your paths lead to exalted skies,  
Gratefully, I travel a friendly road  
Dotted often with Gamma Phis.

WANDA BROWNING FALK, *Arizona '22*

# Married?

# Moved?

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As another **HOLIDAY** season rolls around, we once again wish you good **FORTUNE**, a touch of **GLAMOUR** and just enough **VARIETY** to add some spice to your **LIFE**. May you, just for a day, forget your **GOOD HOUSEKEEPING**, which is a **WOMAN'S DAY**, and join the **FAMILY CIRCLE** to decorate your **HOUSE BEAUTIFUL** with **CHRISTMAS IDEALS**. May the angels above (the best **HARPER'S**) look down benignly on every **ESQUIRE**, **PLAYBOY**, **MADAMOISELLE**, **CHATELAINE** and all **PARENTS**. Whether you are a **COSMOPOLITAN NEW YORKER**, a **SUCCESSFUL FARMER**, cruising the **ATLANTIC** or traveling the **ARIZONA HIGHWAYS**, your **EDITOR AND PUBLISHER** want to take this **TIME** for **BROADCASTING** our **MAD**, mad, mad, wish for **ad VENTURE** and peace.

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Mrs. Edgar Romo, Jr.  
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## Bibs for Gamma Phi Babies

Mothers and grandmothers won't be able to pass this one up. The Boston alumnae are selling heavy white terry cloth baby bibs printed in brown. Each bib shows a happy, chubby baby perched on a crescent moon. In its hand the baby holds a tiny pink carnation, hand-embroidered by the alumnae. Two styles are available. One reads "My Mommy is a Gamma Phi"; the other: "My Grandma is a Gamma Phi." Price: \$1.70, postage paid. Proceeds will go to scholarships and charity. Send order to:

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## Go-fer Gamma Phi Buttons

This one is a natural for Rush! The Mankato, Minnesota, alumnae have a large quantity of lapel buttons for sale. And, in this day of button-wearing, you'll have fun with these. The one and one-quarter inch metal buttons are carnation pink printed with a brown gopher (Minnesota is the gopher state, you know!) holding a pennant with the Greek letters for Gamma Phi. The

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If your alumnae chapter is selling articles, for whatever money-making purpose, we'll be happy to give you free advertising space in this column in each issue. Just send us all the pertinent information and wait for the orders to come in. All articles offered for sale must be approved by the Grand Council of Gamma Phi Beta.

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# By the light of the Crescent Moon

Almost two thousand years ago an angel of the Lord, according to St. Luke, appeared before the shepherds in the field and said, "Be not afraid; for behold, I bring you good news of a great joy which will come to all people."

In these days when the news is so often dismal, if not catastrophic, we'd like to devote this page to the happy happenings that have been reported to us from around the world. It seems only fitting and proper in this season of good will and holiday cheer.

## A Revival of Tradition at Berkeley

On October 1 the *San Francisco Examiner and Chronicle* reported on the sudden return to group living on the University of California campus. The dormitories, long operating below capacity, have long waiting lists. A men's living unit recently serenaded a women's group—a tradition long ignored on the UC campus. The number of girls rushing for sororites has doubled in the past two years and fraternity rush is experiencing a steady upswing.

"Although it's not a reversion to the past," says Alceste Pappas, 27-year-old director of UC's residential programs, "there certainly is a new kind of interest in the traditional, but with a new flavor."

## Kudos for Epsilon at Northwestern

Last May Gamma Phi Beta Central Office received a glowing letter from Max M. Serota of the Philip Martin Renner Memorial Club. It reads in part: "Our organization is dedicated to work for the elimination of kidney diseases, and donates all monies received to the Michael Reese Hospital in Chicago for kidney research."

"On May 6, 1972, our club sponsored its annual Tag Day to raise money toward these ends. We contacted a number of fraternities and sororities to aid us. The Gamma Phi Beta Sorority, through the fine efforts of Roseanna Albini and Midge Brooks, answered our call for aid and volunteered a good portion of their members who aggressively solicited contributions at designated locations. Through their efforts, our Tag Day was a huge success and over \$6,000 was collected for the hospital."

"Because too often our youth are misunderstood, when, in reality, they are contributing more to the cause of peace, equality and a better world than any generation that preceded them, we hope that this letter may, in some way, convey our thanks and give us the opportunity to honor the Gamma Phi Beta Sorority."

Our hearty congratulations to Epsilon for adding to the stature of Gamma Phi Beta.

## Helen Berg Kline, Distinguished Baconian

Last May Bacone College, Muskogee, Oklahoma, presented "Distinguished Baconian" citations to nine alumnae who were placed on the Recognition Honor Roll by the

board of trustees. Among the recipients was Helen Berg Kline (Oklahoma), a long-time teacher in the state. Helen is former international scholarship chairman and, for several years, led Gamma Phi Beta's tours to Europe and around the world.

## Frontierland in Ames

Last May 15, after much sweat, toil and tears, Frontierland, a new play area for Ames, Iowa, children, was opened to the public. The entire project was conceived, designed and constructed by members of the Triangle fraternity at Iowa State University, with a big assist from the women of Omega chapter of Gamma Phi Beta.

Frontierland, which has been underway since December, 1970, is located in a wooded area on the northeast side of town. The architecture and engineering students of the fraternity did much of the behind-the-scenes planning and the Gamma Phis added the artistic touches. The play area boasts a log fort with two blockhouses, a gold mine, an Indian teepee and a covered wagon made of pipe.

On Grand Opening Day in May, a large crowd of youngsters romped through the area on an arrowhead hunt, enjoyed lemonade and cookies and listened to the dedication of the project to the people of Ames by Triangle and Gamma Phi Beta.

The *Triangle Review* reported, "The service project was valuable in several ways. The children of Ames received an unusual place to play; the image of the fraternity in the eyes of the public was increased and the experience gained in planning and executing a major operation from scratch was a boon to the chapter."

## Presidential Citation to Mildred Roth

Mildred Hayes Roth (Stanford '11), chairman of the board of directors of the Association of Auxiliaries of the Children's Hospital of Stanford, has been honored by the dedication of a new inpatient unit at the hospital as the "Mildred Hayes Roth Auxiliaries Pavillion." She received a commendation certificate from President Richard M. Nixon for her fifty continuous years of service to the hospital. The certificate honors those who have rendered "exceptional service to others, in the finest American tradition."

## And, a Merry Christmas to You

May all of you, our loyal readers, have the happiest Yuletide ever. May you enjoy peace, contentment and the *joie de vivre* that comes from the giving of yourself. Thank you for being with us through the years and we'll look forward to hearing from you in 1973—and seeing you in 1974 at our Centennial Convention in Kansas City.

B. L. H.





Every Gamma Phi  
would love one  
under her tree!



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