

**The original documents are located in Box 7, folder “10/24/75 - Girl Scouts Convention (1)” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.**

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Sheila

THE WHITE HOUSE

WASHINGTON

October 6, 1975

MEMORANDUM TO: PETER SORUM  
FROM: SUSAN PORTER  
SUBJECT: Action Memo

Mrs. Ford has accepted the following out-of-house invitation:

EVENT: Opening of Triennial Convention

GROUP: Girl Scouts of the U.S.A.

DATE: Sunday, October 26, 1975

TIME: 2:00 p.m.

PLACE: Washington Monument's Sylvan Theatre

CONTACT: Kathleen Ross, Washington Representative for the Girl  
Scouts of the U.S.A.  
462-5252

COMMENTS: Mrs. Ford will attend the opening of the Triennial Convention of the Girl Scouts of the U.S.A. on Sunday, October 26th at the Washington Monument. Several thousand scouts and adult leaders are expected to attend this outdoor ceremony. It should be a very colorful event with flags, torches, the Monument and a large assembly to contribute to a very festive occasion. Mrs. Ford, in her capacity as First Lady, serves as Honorary President of the Girl Scouts of the U.S.A. The President, as you know, serves as Honorary President of the Boy Scouts. Kathleen Ross has the details of the program. If the program turns out to be too long, you may want to work out a time span for Mrs. Ford to drop by.



Although it has not been fully determined, Mrs. Ford is hoping the President will join her. One of the major parts of the program will be a presentation to Mrs. Ford or the President (?) of the Girl Scouts' bicentennial gift to the nation. Were the President to "drop by" it might be appropriate for the gift to be presented to him. The file is attached.

Thank you.

c: BF Staff  
Red Cavaney  
Warren Rustand  
William Nicholson  
Pam Powell  
Rex Scouten  
Staircase



September 30, 1975

MEMORANDUM TO: WILLIAM NICHOLSON

FROM: SUSAN PORTER

Per our conversation, attached is our correspondence with Mrs. Ittman, the National President of the Girl Scouts of America. They will hold their triennial convention in Washington and will have their gala opening ceremony at the Washington Monument on Sunday, October 26. Because this is a national event, because so many young people will be involved (25,000 to 30,000) and because it is just across the street, I hope the President will join Mrs. Ford in attending this event. May we please stay in touch?

Thank you.



March 25, 1975

Dear Mrs. Ittman,

Your gracious letter to Mrs. Ford inviting her to attend the National Council Convention of the Girl Scouts of the United States of America is greatly appreciated. Although the official schedule is planned only a few weeks in advance, we would be happy to keep your cordial invitation in mind. May we be in communication with you closer to the date?

With gratitude and warmest best wishes,

Sincerely,

Susan Porter  
Appointments Secretary  
for Mrs. Ford

Mrs. William McLeod Ittman  
National President  
Girl Scouts of the United States  
of America  
830 Third Avenue  
New York, New York 10022

1) - NATIONAL COUNCIL  
CONVENTION, GIRL  
SCOUTS OF U.S.A.

- SUN., OCT 26  
- 2:00 PM  
- WASH. MONUMENT  
- 25,000

YES  No   
*per of uppers*

2) - GREET 300 OFFICERS  
FOR PHOTO AT WH,  
AT TIME OF TOUR -

- 1:30 p.m., TUES, OCT. 28

YES  No   
*per of uppers*

SP/sr

c: ✓ BF Pending To Consider (October 26-29, 1975)



3-13-75  
Bellevue  
date



MRS. WILLIAM McLEOD ITTMANN  
NATIONAL PRESIDENT

March 10, 1975

Mrs. Gerald R. Ford  
The White House  
Washington, D.C. 20500

Dear Mrs. Ford:

It is my privilege and pleasure to announce that the triennial convention of Girl Scouts of the U.S.A. will be held this year in Washington, D.C.

From October 26 through 29, 1975, more than 5,000 representatives of America's Girl Scouts, from all 50 states and U.S. territories, will meet to discuss the policies and directions of the Girl Scout movement during the next three years. Since this National Council meeting is to take place on the eve of the Bicentennial, it seems especially appropriate that we meet this year in the nation's capital, the site, incidentally, of Girl Scouting's first national convention in 1915.

We would be most honored if you, as our Honorary President, could join us.

Our foremost hope is that you can be with us at our gala opening ceremony, which will take place at the Washington Monument's Sylvan Theatre, on Sunday, October 26, at 2 p.m. Twenty-five to thirty thousand girls and adults will attend this truly national event, and their congressmen and senators will be invited to join the Girl Scout contingents from their home states or districts for the ceremonies.

25,000 - 30,000

Certainly greetings from you, and hopefully, from the President as well, will add very special significance to what is sure to be an inspiring and beautiful opening event.



Our youth and adult members would be tremendously thrilled if the President were able to join you on this occasion, to be introduced by you our Honorary President, to the youth and adults and their honored guests. We are taking the liberty of conveying this suggestion to the President and hope very much that he will be able to be with us.

Arrangements are also being made for a tour of the White House by some 3,000 convention participants on Tuesday afternoon, October 28, 1:30 - 3:30 p.m. We would be so pleased if you could take a few moments to greet the 300 Girl Scout council presidents who will be the first group arriving. These volunteer officers have responsibility for Girl Scouting at the local level, giving leadership to all Girl Scouts in the several communities within each council's jurisdiction. They are all very dedicated, intelligent, caring men and women whom we think you would enjoy meeting if it is possible for you to join them for a few words of welcome. An opportunity to greet you, however briefly, would be a memorable highlight of their visit to the nation's capital.

We hope so much that you will be able to join in our exciting opening ceremony on October 26 at 2 p.m. However, if this is not possible, we would be delighted to have you visit us during the first of our regular business meetings on Sunday evening, October 26, at 7:30 p.m. at the Sheraton Park Hotel Ballroom.

The officers of Girl Scouts of the U.S.A., our National Board of Directors and members of our Convention Committee, join me in expressing our sincere hope that, through your participation, you will help us to make this National Council meeting not only a most exciting and inspiring event, but a showcase for youth as a positive force for democratic action in our country.

We look forward to hearing from you.

Cordially,

Marjorie Ittmann

Mrs. William McLeod Ittmann  
President

THE WHITE HOUSE

WASHINGTON

October 22, 1975

MEMORANDUM FOR: MRS. FORD

VIA: RED CAVANEY 

FROM: PETER SORUM 

SUBJECT: YOUR PARTICIPATION IN THE 40TH  
NATIONAL CONVENTION OF THE  
GIRL SCOUTS OF AMERICA  
Sylvan Theater, Washington Monument Grounds  
Sunday, October 26, 1975

Attached at TAB A is the Proposed Schedule for the subject event.

APPROVE \_\_\_\_\_

DISAPPROVE \_\_\_\_\_

BACKGROUND

As Honorary President of the Girl Scouts of America you will attend the opening ceremonies of their Triennial Convention and accept the Girl Scouts Bicentennial gift to the Nation. You will also be asked to light the first torch in the torch-lighting ceremony which symbolizes liberty and America. Since this is the first time since founding that the Girl Scouts have convened in Washington. A large turnout is anticipated (estimates range from 5,000 to 25,000). The program will be held in the open air Sylvan Theater on the Washington Monument grounds.



10/22/75  
6:00 pm

PROPOSED SCHEDULE

MRS. FORD'S PARTICIPATION IN THE  
40TH NATIONAL CONVENTION OF THE  
GIRL SCOUTS OF AMERICA

Sylvan Theater  
Washington Monument Grounds  
Sunday, October 26, 1975

- 2:40 pm Mrs. Ford boards motorcade on South Grounds.  
  
MOTORCADE DEPARTS South Grounds en route  
Sylvan Theater, Washington Monument grounds.  
  
[Driving time: 8 minutes]
- 2:48 pm MORORCADE ARRIVES Sylvan Theater.  
  
Mrs. Ford proceeds to off-stage announcement area  
and pauses for announcement.
- 2:50 pm Announcement.
- 2:50 pm Mrs. Ford proceeds onto stage and greets Mrs.  
William McLeod Ittman, President of Girl Scouts  
of America.  
  
OPEN PRESS COVERAGE  
ATTENDANCE: 5,000
- 2:52 pm Presentation of Girl Scouts Gift to the Nation  
to Mrs. Ford by Cadettes Ann Formeller,  
Delores Gardner and Mary Formeller.
- 2:54 pm Acceptance remarks by Mrs. Ford.  
  
FULL PRESS COVERAGE
- 2:57 pm Remarks conclude.



2:58 pm Mrs. Ford steps to center stage to light first torch symbolizing America and Liberty.

3:08 pm Torch ceremony concludes.

3:10 pm Recitation of Girl Scout Promise and Law.

3:15 pm Mrs. Ford, escorted by Mrs. Ittman, departs stage en route motorcade for boarding.

3:20 pm MOTORCADE DEPARTS Sylvan Theater en route South Grounds.

[Driving time: 5 minutes]

3:25 pm MOTORCADE ARRIVES South Grounds.



For Immediate Release  
Friday, October 24, 1975

THE WHITE HOUSE  
Office of the Press Secretary to Mrs. Ford

-----  
Mrs. Ford, Honorary President of the Girl Scouts of the USA, has accepted an invitation to participate in the opening ceremony of the Triennial Convention on Sunday, October 26 at the Washington Monument Sylvan Theater. The ceremony will begin at 2:00 PM.

Miss Anne Formeller, Miss Mary Formeller and Miss Delores Gardner from Cadette Troup 1293 in Philadelphia will present to Mrs. Ford the Girl Scouts 200th Birthday Book to the Nation. Mrs. Ford, on behalf of the Nation, will thank the Girl Scouts. Mrs. Ford will also light the first torch during the ceremony.

*omit* The book contains 178 individual sheets prepared by Girl Scout councils in 45 states. The pages consist of plans for 1976. There is also a one-page foreward, in the form of a letter from Mrs. Ittmann, National President, to President Ford.

The bound volume is 14 1/2" tall, 11 1/2" wide, and approximately 3" thick. The dark-green binding is full leather, and a matching cloth slipcase is leather-edged. A large gold trefoil is stamped on the front cover, and the spine bears this legend in gold: Girl Scouts of the U.S.A.; A Gift to our Country; On Its 200th Birthday. ~~The book is being produced by Carolyn Horton & Associates, New York City.~~

*and* Mrs. William McLeod Ittman will open the ceremony. The program will include "Songs of Freedom," the works of American composers, played by the U.S. Army Band, Pershing's Own, and sung by a 150-voice Girl Scout chorus from Girl Scout Council of the Nation's Capital. A parade of 94 international flags, plus the flags of the 50 states, Guam, Puerto Rico, and Washington, D. C. A symbolic lighting of torches which symbolizes liberty and America. There will be a performance by Lexington, Mass., Girl Scout Drum and Bugle Corps. ~~In conclusion of the ceremony,~~ *will* all will join together in the Girl Scout Promise and Law.

*The audience* ~~In attendance~~ will include delegates and visitors from 352 Girl Scout councils in the U.S., Puerto Rico, the Canal Zone and U.S. Territories plus international guests from the World Association of Girl Guides and Girl Scouts.

This will be the first time the National Girl Scout Convention has been held in Washington, D. C. It will be a four-day convention (October 26-29) with representatives of America's Girl Scouts from all 50 states and U.S. territories. They will meet to discuss policies and directions of the Girl Scout movement during the next three years.

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THE WHITE HOUSE

WASHINGTON

MRS. FORD

EVENT: Girl Scout Council Presidents photo

-Tuesday, October 28, 1975

-2:00 p.m.

-South Portico

2:00 p.m. Mrs. Ford will be escorted by Susan Porter to the Diplomatic Reception Room to meet:

Mrs. William Ittman, Outgoing National President  
Gloria Scott, Incoming National President  
Sue Shirey, Girl Scout from Portage, Michigan  
Kathleen Ross, National Representative

(The 285 Girl Scout Council Presidents will be at the South Portico steps and balcony.)

2:01 p.m. Mrs. Ford and four guests will walk straight out the Diplomatic Reception Room to the edge of the grass.

Mrs. Ittmann will present to Mrs. Ford (and help her pin it on) a pin to signify her Honorary Presidency of Girl Scouts of America. Mrs. Ford will simply thank her for the pin and the honor of this association (no microphone).

Sue Shirey, 17 year old Girl Scout from Portage, Michigan, will present Mrs. Ford with a Bicentennial Quilt made by Michigan's 17 Girl Scout Councils.

2:03 p.m. Mrs. Ford will turn and wave to the group assembled on the steps and balcony and return to Residence.

NOTE: -Press photographers only.

-Following this photo, the group will rejoin the 2700 Girl Scouts who will be touring the White House this afternoon.

susan porter  
October 28, 1975



BACKGROUND:

Honorary Presidency. First Ladies, beginning with Mrs. Woodrow Wilson in 1917, have traditionally served as Honorary National President of Girl Scouts of the United States. The pin which will be presented--the Girl Scout trefoil--symbolizes this affiliation.

The Quilt. The quilt, which will be presented to you by Sue Shirey, 17 year old Scout from Portage, Michigan, was made by Cadette and Senior Scouts and adults from Michigan's 17 Girl Scout Councils. Sue Shirey helped to make the quilt; she is a youth delegate to the 40th national convention meeting in Washington at the Sheraton Park Hotel, October 26-29th. The quilt's motif is the state of Michigan. Its pieces, each in the shape of one of the 17 Councils, were put together by Godfrey Wanke, a retired Port Huron tailor. Hand quilting was done by the girls and adults at a "Trails to '76" Girl Scout encampment in September.



For immediate release  
Tuesday, Oct. 28, 1975

THE WHITE HOUSE  
Office of the Press Secretary to Mrs. Ford

---

Mrs. Ford will have a photo taken today with 285 Girl Scout Council Presidents in Washington for the 40th national convention of the Girl Scout National Council. The session will be at 2 p. m. at the White House.

She will also receive a Bicentennial quilt made by Michigan's 17 Girl Scout councils. Presenting the quilt is Sue Shirey, 17, daughter of Mr. and Mrs. William Shirey, Portage, Mich.

Participating in the presentation with Sue Shirey is Mrs. William McLeod Ittmann, National President, and Dr. Gloria Scott, Incoming National President.

Also attending: Mrs. William L. Cutts, member of the Girl Scout National Board; Mrs. Elizabeth Jamison, president, and Mrs. Ester Pickles, executive director, Waterways Girl Scout Council, Port Huron, Michigan.

The Council Presidents will join 3,000 girl scouts after the photo session for a tour of the White House.

# # # #

Press pickup 1:45 p. m. in press lobby



**MEMORANDUM  
OF CALL**

TO:

*Sally*

YOU WERE CALLED BY—  YOU WERE VISITED BY—

*John Moran*

OF (Organization)

*Girl Scouts*

PLEASE CALL → PHONE NO. CODE/EXT. \_\_\_\_\_

- WILL CALL AGAIN  IS WAITING TO SEE YOU  
 RETURNED YOUR CALL  WISHES AN APPOINTMENT

MESSAGE

*until 5:00 783-4600*  
*until 8:00 920-0514*  
*after 8:00 783-4600*

*Fri. 10:00 AM.*

RECEIVED BY

DATE

TIME

*intro*  
Anne Formeller  
Mary  
Delores Gardner

Philadelphia  
designed by  
Cadette Group 1293  
reassigned  
Bic. patch

Mrs. Ittman  
Flags 50  
+ 4  
55 stands  
1/2 each  
stage  
50  
Bic

won patch  
con  
8 ft wide  
on stage

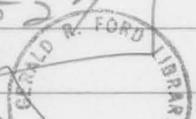
Six  
70 kits - Wmsburg  
Xmas  
o - o decora.  
sownight  
plan for kit  
sample

(Potomac Rm.)

Lora  
797-1217  
~~2652000~~  
3264  
28900

Horizon '76

Convention  
Lly 797-1527



Mike W... 23  
525-3831  
Nancy Dickerson  
Anderson  
Jackie

Mike  
382-2801

Wardson  
415-4553  
454-7032

MF - particip - photo o r k  
5 unicef

MF - 1st donation

adopters  
spoil island  
florida  
heaps of sand & shells  
" dredged  
" claim  
preserve trees  
plants  
water

seedling  
trees

1/2 Suffolk  
Bic garden  
6, sold India  
65.

largest volume  
gift of Hon Pres & girl Scout  
of USA  
process  
Americans



THE WHITE HOUSE  
WASHINGTON

*Van 2 35*  
*Pick up bus*  
*2 30*

*Helen Thomas*

*AP*

*FBC*  
*CBS*  
*(?) NBC*

*Jay Bybee*

*Post*

*STAR*  
*AP*  
*UPI*

*2:15--WW*



Approx 130 pm stage

Gus Ford  
Mrs. Ford

~~Spencer~~ <sup>Walters</sup> Fay Wells

Post

STAR - Shultz

ABC

NBC

CBS

AP

UPI

Call

MACHING

John Moran, Producer  
Skip Rawson, Park Service

\* Check on Van  
get 8 -

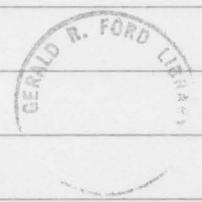


Podium

Audience ✓

Head Presentation

4-P Convention ✓



do ①  
ABC pool n -  
Bill Lord?

10 of 2 on 1 mult no p av

or Bill Roberts

Mike McKinley NBC

686-4233

re: mult box

Pete Dougherty

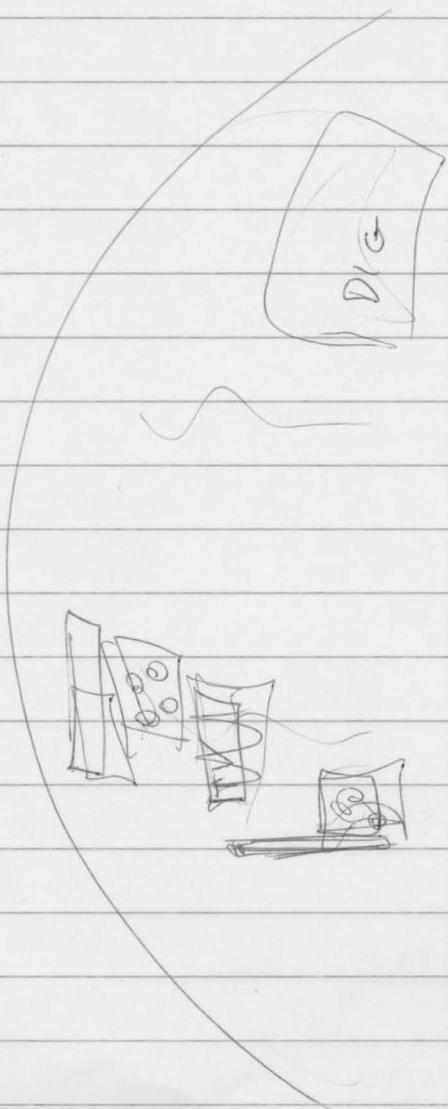
Sweeping

Ruthy Cross-462-5252 Art Land (Park Service)  
426-6690

4 tables w/ 6 chairs  
extra chairs  
roped area  
50 ft Stage // 4 ft long

Friday  
10:00 AM

- Skip Lawson -  
Park Service



Mrs. Ittman,  
Thank you distinguished guests, fellow  
girl scouts, and ladies & gentlemen.

It is such an honor for me to be here  
w/you today. and to accept this wonderful



Adult Women

Part 2 ( ) women  
- reevaluation your role

- ① 65, 2 ) girls & women, AG potential
- ② Ex. of won + men vs ... benefit of girls -- Pandura delegate @ 2 Cong.
- ③ ... promotes ... contributions ... 3rd Century of Am. Freedom.

Jusie Brownie

9/11

supporter



Over

# Casual list of action  
# of GS in resp. comm.

prephase  
matters

2:48 PM Arrival Mrs. Ford off stage

250 Announced

252 Pres. of Book (355 G.S. Councils  
idea. on hidden hero  
or ...  
11x14  
green leather  
board  
girls) contain.  
83 - 1.1 - 5  
20 - 6 - 6

Mrs. F.

2:54 Acceptance speech  
3 min

258 Light 1st torch

Microphones 11 stationary

3:10 All torches  
) ( lite

11:00 Mrs. Ittman refusal

12:30 (Press preview)

1:00 Full stage positioning

1:30 Full places

3:10 Mrs. F. to  
join Mrs. Itt.  
to sing & pay  
G.S. Promise

Said  
by  
announcement  
first

I - I - I - I - I (honest)  
I (fair, to ... )  
I (Cheerful, to (friendly &  
considerate, to be a sister to  
I G.S. I ... I ...  
I ... resources wisely I protect  
I ... world ...  
I show ... I ...  
I ... words ... actions

3:15 Escorted (Mrs. Itt to car

John Moran  
290-0514

Kathryn Ross - Wash. Rep.

783-4600 (Best) Lora Preston

Neil Girl Scouts of U.S.A.

Jun.  
2:00 PM  
Oct 26

Triennial Event

4,000 +

sev. thousand Adult leads, Misc

or

B7, honoring Honorary President

B Ford, Honorary Pres.

X of ) n -  
X of identify to  
X of announced  
X of

Baltimore  
or 9 Best  
Hosts

with  
Capital  
Metropol.  
Girl Scout Area.

> from  
> remarks 2p

160 Chairs to right  
→ flags.

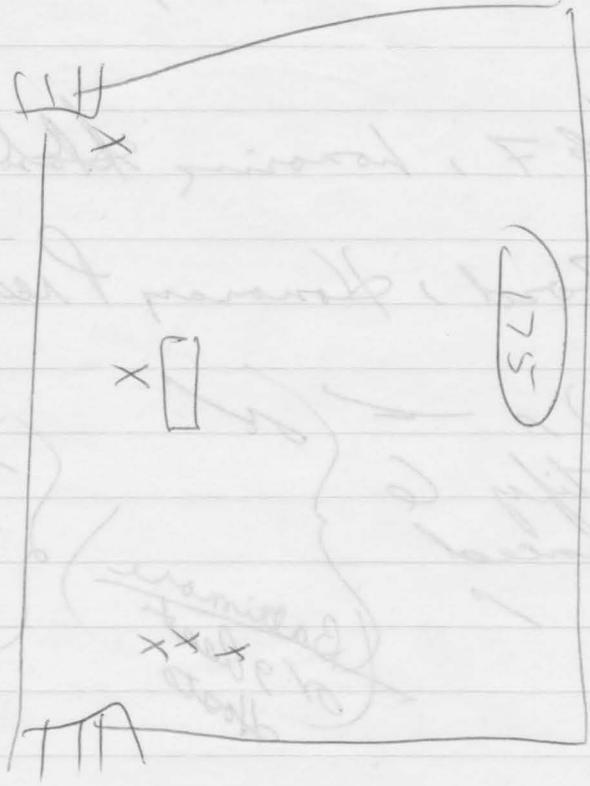
Booth 14 x 11 Gift to  
Mrs. Ford

175 Chorus (at stage  
flags on side (55)

Instantaneous stage right  
Label stage etc Mrs Ford  
Stage left 3 miles

one label  
30 ft long  
45 deep

7 reel  
10 studs



3:30

~~4:500~~

Unicef - Danny Kaye  
Mrs. Irene Davidson 547-1721  
2:15 @ East Gate Home 956-3006



Wash. Star 10/27/75



—Washington Star Photographer Geoffrey Gilbert

**A GIFT FROM THE GIRL SCOUTS**—Cadette Girl Scout Mary Formeller of Philadelphia presents a 200th birthday book to First Lady Betty Ford who accepted it on behalf of the nation. The presentation was part of ceremonies as the Girl Scouts of America opened its 46th convention at the Sylvan Theater. The book contains the plans of the Girl Scout councils in 45 states on their bicentennial projects.

GIRL SCOUTS OF THE U.S.A.  
NATIONAL REPRESENTATIVE  
OCT 20 1975

*Harvey*

### MICHIGAN QUILT

Background: 17 Girl Scout councils in Michigan (with 166,000 Girl Scouts and 32,000 adults) participated in this project - celebrating the BiCentennial. Each council embroidered their part ( Using the state of Michigan as a pattern and incorporating pieces on the map the shape of each council jurisdiction.)

An 85 year old gentleman, a retired tailor, volunteered to put the pieces together. The quilting was done at an encampment called "Trails to '76" where many pioneer skills were practised. Girls from the 7th grade up participated in the event.

UP-083

(SCOUTS)

WASHINGTON (UPI) -- DELEGATES TO A NATIONAL GIRL SCOUTS CONVENTION MONDAY DEBATED A PROPOSAL TO ADMIT BOYS.

ABOUT TWO AND ONE-HALF HOURS WERE SET ASIDE FOR DEBATING THE QUESTION, WHICH WILL BE VOTED ON TOMORROW. A SPOKESMAN UNOFFICIALLY PREDICTED IT WOULD BE DEFEATED.

ARA ARREN, SPOKESWOMAN FOR THE GIRL SCOUTS, SAID THE ISSUE HAS BEEN DISCUSSED INFORMALLY FOR A NUMBER OF YEARS, BUT NEVER HAS DEBATED DURING A CONVENTION. SHE INDICATED THE DEBATE WAS NOT PROMPTED BY ANY EXPRESSED DESIRE AMONG BOYS TO BECOME MEMBERS OF THE GIRL SCOUTS.

"I DON'T KNOW IF BOYS ARE BREAKING DOWN THE DOORS TO GET IN," SHE SAID.

PROPONENTS OF THE PROPOSAL ARGUE THAT IT WOULD BE GOOD FOR MEMBERS OF THE GIRL SCOUTS TO LEARN TO "INTERACT" WITH BOYS AT AN EARLY AGE.

THEY ALSO CONTEND THAT "SENIOR" GIRL SCOUTS, THOSE BETWEEN THE AGES OF 14 AND 17, MIGHT BE LESS LIKELY TO LOSE INTEREST IN SCOUTING IF THEIR MEETINGS INCLUDED BOYS.

THE OPPONENTS CLAIM AN ALL-GIRL GROUP IS ESSENTIAL IN A SOCIETY WHERE THERE ROLES OF WOMEN ARE CHANGING. THEY SAY ADMITTING BOYS WOULD "POSE A LOT OF PROBLEMS," REQUIRING CHANGES IN THE GIRL SCOUTS CONSTITUTION, LITERATURE AND POSSIBLY EVEN THE NAME OF THE ORGANIZATION.

THE GIRL SCOUTS CURRENTLY INCLUDE BOYS IN SOME PROJECTS, BUT EXCLUDE THEM FROM MEMBERSHIP.

THE EXPLORER SCOUTS, THE BOYS' EQUIVALENT OF THE SENIOR GIRL SCOUTS, NOW ACCEPTS GIRLS AND CLAIMS THAT 123,500 OF ITS 402,789 MEMBERS ARE GIRLS.

UPI 10-27 03:24 PES



—Washington Star Photographer Geoffrey Gilbert

## Girl Scouts Give the Nation a 200th Birthday Gift

Girl Scout Brownies (left) put everything they have into the singing of the National Anthem as the Girl Scouts of America opened its 40th convention with ceremonies at the Sylvan Theater

on the Washington monument grounds. Cadette Girl Scout Mary Formeller of Philadelphia (right) presents a 200th birthday book to First Lady Betty Ford who accepted it on behalf of the nation.

The book contains the plans of Girl Scout councils in 45 states on their bicentennial projects. Mrs. Ford noted Girl Scouts had met past challenges with "Imagination and deed."

*Washington Star*  
10/27/75

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THE OPPONENTS CLAIM AN ALL-GIRL GROUP IS ESSENTIAL IN A SOCIETY WHERE THERE ROLES OF WOMEN ARE CHANGING. THEY SAY ADMITTING BOYS WOULD "POSE A LOT OF PROBLEMS," REQUIRING CHANGES IN THE GIRL SCOUTS CONSTITUTION, LITERATURE AND POSSIBLY EVEN THE NAME OF THE ORGANIZATION.

THE GIRL SCOUTS CURRENTLY INCLUDE BOYS IN SOME PROJECTS, BUT EXCLUDE THEM FROM MEMBERSHIP.

THE EXPLORER SCOUTS, THE BOYS' EQUIVALENT OF THE SENIOR GIRL SCOUTS, NOW ACCEPTS GIRLS AND CLAIMS THAT 123,500 OF ITS 402,789 MEMBERS ARE GIRLS.

-0-

WASHINGTON (UPI) -- BETTY FORD HELPED THE GIRL SCOUTS OPEN THEIR FOUR-DAY CONVENTION HERE SUNDAY BY LIGHTING A TORCH AT THE WASHINGTON MONUMENT GROUNDS.

EARLIER, MRS. FORD AND THE PRESIDENT DROPPED QUARTERS IN THE "TRICK OR TREAT" BANKS HELD BY SEVERAL COSTUMED YOUNGSTERS TO LAUNCH COMEDIAN DANNY KAYE'S HALLOWEEN DRIVE ON BEHALF OF THE UNITED NATIONS INTERNATIONAL CHILDRENS EMERGENCY FUND.

-0-



# Women Urged to Be 'Alice' And 'Not Live Here Anymore'

The Washington Post 10/28/75

By Janis Johnson  
Washington Post Staff Writer  
Women in Washington are

the D.C. chapter will sponsor a  
"shoulder-to-shoulder" march  
Wednesday from 12 noon to 1

studies that day. In Phoenix,  
Ariz., we know some women  
plan to walk off their jobs and

something of a stronghold.  
Republicans, the voters' at-  
titudes have troubled some of  
the five Republican candi-  
dates and delighted the  
Democrats.

Although the Republicans  
currently control four of the  
district's five seats, some of  
them admit to gloom over the  
election prospects. "I feel like

## Girl Scouts Want to Stay All-Girl

By Margot Hornblower  
Washington Post Staff Writer

"Boys!" exclaimed Karen Thomas, a 17-year-old Girl Scout from Schenectady, N.Y. "Who wants them."

Not, it seems, the Girl Scouts of America who are meeting in convention here and discussing, of all things, whether boys should be admitted to the organization.

A sampling of the 2,000 delegates indicated yesterday that Miss Thomas's sentiments were typical. Comparing the wild cheering that greeted those who spoke against admitting boys to the scattered applause of those in favor, the majority of

delegates are taking a "separate but equal" stance.

The convention will vote on the issue later today.

The Girl Scouts' national board of directors has recommended against admitting boys, although individual councils may invite boys to participate in special activities.

"We get enough contacts with boys in school," said Thomas, her green uniform bedecked with medals. "It's nice to be able to get away from them."

Troop 1770, a Washington-Maryland group, was divided. If boys were members, said 11-year-old Vernita Hughes of Capitol Heights, "we couldn't

talk about personal things that girls have. Boys have their own stuff."

Mary Chambers, age 13, of 52d Street NE, disagreed strongly. "Boys can help us with our projects," she said. "Besides, they should learn how to cook too. They might not have us (to do it for them)."

The discussion in the three-hour afternoon session was heated. Rows upon rows of green-suited delegates, mostly adult troop leaders with a smattering of teenagers, listened to arguments on both sides from 10 microphones in the hotel's enormous ballroom.

Reporters and

photographers whirled around, including the President's daughter, Susan Ford, who was wearing an Associated Press badge. Asked for her opinion, Ford said, "I don't know. I'd like to read all the stuff on it." Pressed for more, she said, "I can't. I'm working."

Nairde Pieras, a distinguished gray-haired Argentine, told the assembled delegates that the U. S. Girl Scouts would be expelled from the World Association of Girl Guides and Girl Scouts if they admit boys.

"In the Girl Scout organizations, we have a program for girls," she said.

See SCOUTS, A22, Col. 7

*Continued on Back*



GS File

November 18, 1975

Dear Dr. Scott:

Congratulations on being selected President of the Girl Scouts of America! Your election to this important position speaks highly of your dedication, accomplishments, and leadership.

As you know, Mrs. Ford is Honorary President of the Girl Scouts, and so I am particularly aware of the positive influence this organization has on young women and their communities. I appreciate the contributions of the Girl Scouts, and I wish you every success in your challenging work.

Sincerely,

**GERALD R. FORD**

Dr. Gloria Scott  
Professor of Education and  
Director of Institutional Research  
North Carolina A & T University  
Greensboro, North Carolina 27401

cc: John Calhoun  
Sally Quenneville, Press Office, East Wing.

GRF:JEB:RLE:bth



November/December 1975

# Girl Scout Leader



Bicentennial quilting  
Help for leaders of younger girls



# A Fond Farewell



Three years ago, I wrote my first message to you—"A Warm Welcome"—and now it is time for "A Fond Farewell." I've enjoyed talking with you through these messages and I've especially enjoyed the opportunity of meeting so many of you face to face in my visits to your councils—28 of them! As I've said, you front-line volunteers—dedicated, committed, and hard-working as you are—are the key to success for ensuring that our program reaches every girl who wants to belong to our great movement.

I have learned much from you and thank you for all you do for Girl Scouting. As I leave this exciting, fulfilling job as your President, I promise that I shall try to put the learnings and great experience I've had to good use in Girl Scouting.

I am happy to know that my able successor wishes to continue this column. I know that you, too, will be eager to read her thoughts as we progress through the next Triennium—a Triennium which I feel sure will be filled with many accomplishments. Once again, my appreciation for all you do for Girl Scouting is boundless. "Thank you" and "Farewell."

—Marjorie Ittmann



## Editor's Notebook

This is the fourth time our November/December issue has featured helps for the leaders of younger girls. We lead off with an in-depth look at the November issue of DAISY—the magazine for Brownies and Juniors—and the many, many program possibilities within its pages.

"Pots and Plots in Lots of Spots," a new filmstrip for children, six to nine, is previewed in "Here Comes the Green Thumb Brigade" on page 18. Two articles about planting techniques follow—"Gardening for the Hungry" on page 20 and "Indoor Gardening—the Easy Way" on page 22. Your Brownies or Juniors may want to try an indoor gardening project now or start to plan an outdoor project for next spring.

Six ideas for adding "A Dash of Program Spice" to the troop's calendar of activities appear on page 26. A how-to for making surprise greeting cards is next.

"Let's Try Quilting," which introduces easy-to-do projects for beginners, starts on page 8. For inspiration, you might want to share the story on page 6 with your girls. It's the story behind a colorful Bicentennial quilt, consisting of 18 squares, showing New York City sites as Senior Scouts see them. Our cover also features a square with an embroidered Girl Scout trefoil—it's from a friendship quilt that was designed and sewn for a national staff member when she retired.

Our January/February issue will include complete coverage of the National Council Meeting, which was held in Washington, D.C. last month. —J.F.M.

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# Girl Scout Leader

Girl Scouting has been liberating American Girls since 1912.

NOVEMBER/DECEMBER 1975

Published by Girl Scouts of the U.S.A. Vol. 52, No. 7

president's message—a fond farewell  
Marjorie Ittmann

2

Senior Scouts stitch up New York City  
Suzanne R. Herriman

6

let's try quilting  
Corinne M. Murphy

8

from the girl's own magazines—lead-ins for leaders

11

like girl planning? Love that DAISY!  
Elisabeth S. Brower

13

the governor's a troop heroine—and an honorary member  
Peggy Hohmann

16

here comes the green thumb brigade  
Elaine Romine and Linda Schimmel

18

gardening for the hungry  
Eileen Sauer

20

indoor gardening—the easy way  
Joan F. Myers

22

a dash of program spice  
Elizabeth Munz

26

girl-size greeting cards

28

let's light the lamp of literacy  
Lee Collins

30

national notes  
4  
author! author!  
5

departments

sincerely yours  
31  
bulletin board  
32

Sources of pictures in this issue by pages: 2—Top left: Bradford Bachrach. 6-7—John J. Mitchell. 8—Illustration from *Step By Step Quiltmaking* used by permission of publisher. 9-10—Illustrations by author. 13-15—All craft illustrations by Elsie McCorkell; all Indian motifs from *Decorative Art of the Southwestern Indians*, by Dorothy Smith Sides, Dover Publications, Inc. 14—Photo by June A. Hutchinson. 15—Photo by Norma Kerr. 17—Al Ferreira, Aetna Life and Casualty. 18-19—Illustrations by Stella from the GSUSA filmstrip, "Pots and Plots in Lots of Spots." 20-21—*The Long Islander*. 22-24—Illustrations by Stella from "Pots and Plots in Lots of Spots." 26-27—Illustrations by author. 30—Courtesy of Laubach Literacy International.

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*I HAVE MARKED MY PASSAGES*

**Girl Scouts of the U.S.A.**

**1973  
ANNUAL  
REPORT**



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# Girl Scouts of the U.S.A.

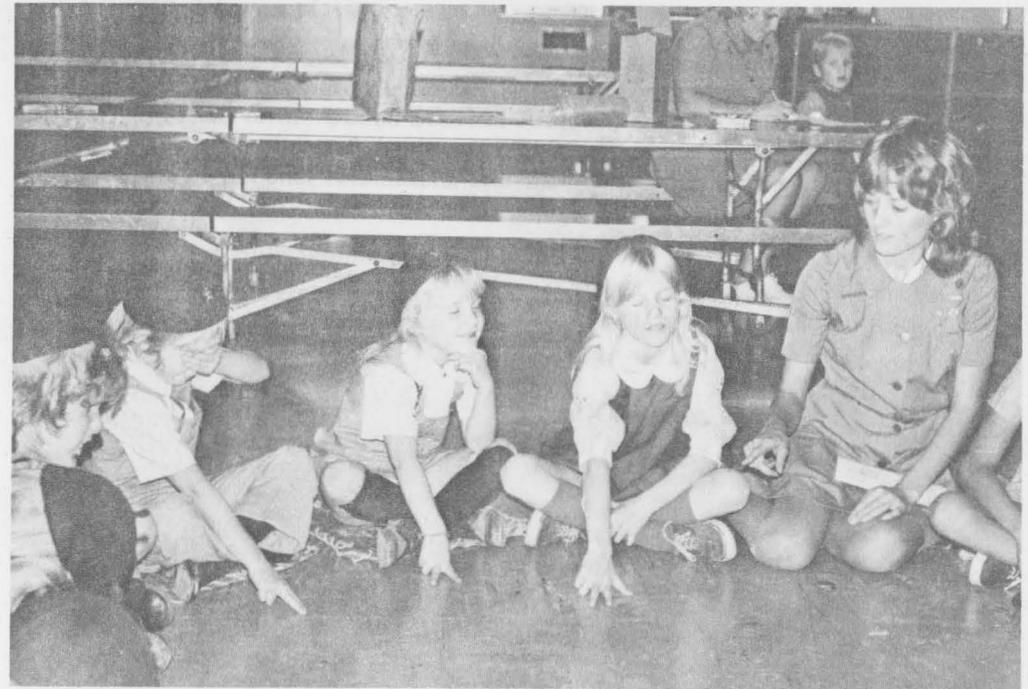


1973



# ANNUAL REPORT

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93rd Congress • 2nd Session • House Document No. 93-250

GIRL SCOUTS OF THE U.S.A.  
830 Third Avenue, New York, N.Y. 10022

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# Girl Scouts of the U.S.A.



1973



# ANNUAL REPORT



93rd Congress • 2nd Session • House Document No. 93-280

GIRL SCOUTS OF THE U.S.A.  
830 Third Avenue, New York, N.Y. 10022

THE HONORABLE CARL B. ALBERT  
THE SPEAKER OF THE HOUSE OF REPRESENTATIVES  
HOUSE OFFICE BUILDING  
WASHINGTON, D.C. 20025

SIR: We have the honor of submitting herewith the twenty-fourth annual report of Girl Scouts of the United States of America.

This report is made in compliance with Section 7 of the act of March 16, 1950, entitled "An Act to incorporate the Girl Scouts of the United States of America, and for other purposes," as amended by Public Law 272 of August 14, 1953.

The activities of the Girl Scout organization are described herein for the fiscal year ended September 30, 1973. It includes the proceedings of Girl Scouts of the United States of America, an audited financial statement, and a list of the officers, members of the National Board of Directors, members of national committees, and members of the National Advisory Council.

Respectfully submitted,

MRS. WILLIAM MCLEOD ITTMANN  
*President*

CECILY C. SELBY, Ph.D.  
*National Executive Director*

## PREAMBLE TO THE CONSTITUTION

We, the members of Girl Scouts of the United States of America, united by a belief in God and by acceptance of the Girl Scout Promise and Law,

### THE PROMISE

On my honor, I will try:

- To serve God,
- My country and mankind,
- And to live by the Girl Scout Law.

### THE LAW

I will do my best:

- to be honest
- to be fair
- to help where I am needed
- to be cheerful
- to be friendly and considerate
- to be a sister to every Girl Scout
- to respect authority
- to use resources wisely
- to protect and improve the world around me
- to show respect for myself and others through my words and actions



And adhering to the aims of the Founder of the Scout movement, Lord Baden-Powell, and of the Founder of the Girl Scout movement in the United States, Juliette Low,

Do dedicate ourselves to the purpose of inspiring girls with the highest ideals of character, conduct, patriotism, and service that they may become happy and resourceful citizens.

We believe that the motivating force in Girl Scouting is a spiritual one.

We affirm that the Girl Scout movement shall ever be open to all girls and adults who accept the Girl Scout Promise and Law.

We maintain that the strength of the Girl Scout movement rests in the voluntary leadership of its adult members, in the cooperation and support of the community, and in the affiliation with Girl Guide and Girl Scout movements of other countries through the World Association of Girl Guides and Girl Scouts.

We declare that the democratic way of life and the democratic process shall guide all our activities.

We hold that ultimate responsibility for the Girl Scout movement rests with volunteers.

Reaffirming these, our beliefs and principles, we do adopt this constitution.

## PHOTO CREDITS

### Cover

Courtesy United Appeal, Cincinnati, Ohio

### Title page

Greater Long Beach Girl Scout Council, Long Beach, California

### Page v

Hemlock Girl Scout Council, Inc., Harrisburg, Pennsylvania

### Page x

left: Mary Hale, right: Bob Smallman, bottom: Ron Sherman

### Page 6

top: Reelfoot Girl Scout Council, Jackson, Tennessee; left: Ron Sherman; right: Hemlock Girl Scout Council, Inc., Harrisburg, Pennsylvania

### Page 14

left: John J. Mitchell; right: Rock River Valley Council of Girl Scouts, Inc., Rockford, Illinois; bottom: Spanish Trails Girl Scout Council, Pomona, California

### Page 23

San Jacinto Girl Scouts, Houston, Texas

### Page 25

Tiak Girl Scout Council, McAlester, Oklahoma

### Page 27

Courtesy *Deseret News*

### Page 40

top: National Congress of Parents and Teachers; center: Reelfoot Girl Scout Council, Jackson, Tennessee; bottom: Ron Sherman

### Page 52

top: Wide World Photos, bottom: Wagner International Photos, Inc.

## CONTENTS

	PAGE
FOREWORD .....	ix
"GIRLS ARE OUR BUSINESS, . . ."	1
IT'S A BIG MOVEMENT .....	2
RECRUITING LEADERS .....	4
"PROGRAM IS OUR PRODUCT, . . ."	7
TESTING NEW IDEAS .....	8
EDUCATIONAL GUIDELINES .....	9
COMMITMENT TO PROGRESS .....	12
"GETTING PROGRAM TO GIRLS. . ."	15
OBJECTIVES AND GOALS 1973-1975 .....	24
THE GIRL SCOUT ORGANIZATION .....	26
GSUSA EDUCATIONAL GUIDELINES .....	28
MEMBERSHIP STATISTICS .....	32
FINANCIAL REPORT .....	41
OFFICERS, BOARD OF DIRECTORS, COMMITTEES .....	52
NATIONAL ADVISORY COUNCIL .....	62
GIFTS TO SCOUTING .....	64

## INTRODUCTORY NOTE

This report covers the services to girl and adult members during the period between October 1, 1972, and September 30, 1973, the fiscal year for Girl Scouts of the United States of America. In some instances, events beyond the end of the fiscal year have been included to maintain continuity.

## GIRL SCOUTS OF THE UNITED STATES OF AMERICA

Founded by Juliette Low on March 12, 1912, in Savannah, Ga.  
Chartered by Congress on March 16, 1950  
Member, World Association of Girl Guides and Girl Scouts  
National Headquarters, 830 Third Avenue, New York, N.Y. 10022

## FOREWORD

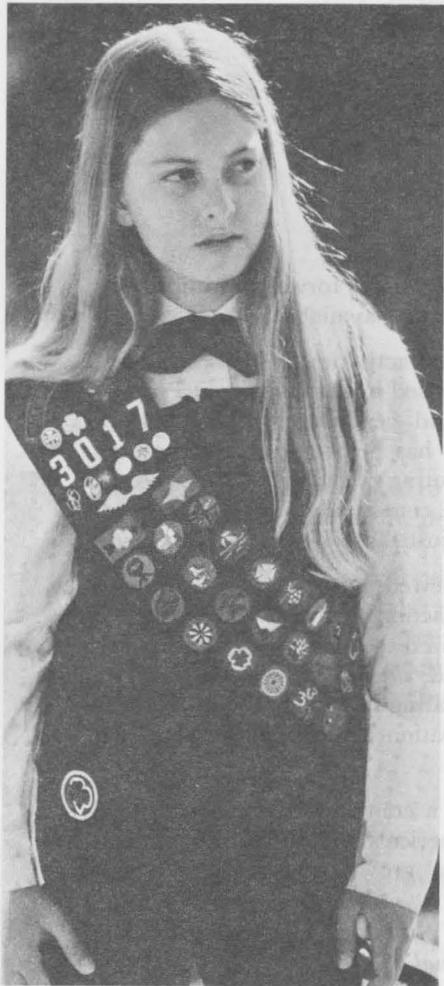
In 1973 Girl Scouting made significant strides forward in improving the quality of our program and its relevance and availability to every girl.

What is Girl Scout program? informal activities for girls, ages five through 17, based on the code of ethics expressed in the Girl Scout Promise and Law. Since 1912, the proven value and flexibility of this program have produced unending positive results. It has helped to shape the lives of millions of American women. Girl Scouting's leadership feels keenly our responsibility to reinterpret this heritage continually to meet the needs of today's girls. In 1973 we were able to do just that.

The year started with a surge of renewed energy and commitment proceeding from the National Council's actions at our convention in October. This sense of renewal has characterized the year's accomplishments as plans became realities, goals were gained, and 1972's vision began to be 1973's world. Year's end found us anticipating future goals with the first steps toward nationwide Girl Scout participation in the 1976 Bicentennial celebration.

By ever widening and strengthening a contemporary vision of Girl Scouting we can continue to offer all of America's girls a program of high ideals and exciting opportunities for personal growth.

Mrs. WILLIAM McLEOD ITTMANN  
*National President*



## 'GIRLS ARE OUR BUSINESS, . . .'

"Girls are our business, program is our product, getting program to girls is our chief aim."

These simple words, spoken by a retiring National President, rang through the great convention hall in Dallas where more than 3,000 people were meeting in late 1972 to plan the future of the Girl Scouts of the United States of America. The year that followed was marked by a continuous, concentrated effort to make this message visible and viable.

Girl Scouting in 1973 was a girls' movement in fact and by intention. The movement's determination to remain so was implicit in the plans made at the Dallas convention. Elected representatives from all the states and territories committed themselves to a three-year effort:

"To anticipate and initiate change.

"To build a dynamic, representative membership actively involved in its enrichment and change.

"To develop appropriate support to assure its increasing effectiveness as a voluntary organization."

(A complete statement of the Objectives and Goals for 1973-75 of Girl Scouts of the U.S.A. may be found on page 24.)

Girl Scouts spelled out these intentions in 1973 by action as well as by words. Here are a few examples:

A group of Senior Girl Scouts *initiated change* in Tonganoxie, Kansas, by converting an empty store into a center for senior citizens.

Forty teen-age Scouts in Florida actively *involved* themselves in *enrichment and change* by serving as counselors at a day camp for migrant children that was sponsored by their Girl Scout council.

Eight troops in Staten Island, New York, won support for their *effective volunteer service* in the form of a \$750 prize for their refurbishing efforts in a "Dress Up Your Neighborhood" contest.

Such activities, and the goals that inspired them, are youthful. They bespeak idealism, hopes to improve society, willingness to become involved. These qualities were true of Girl Scouting when it was young;

that they are still true is reflected in the words of an adult volunteer. Mrs. Charles H. Finkelstein, Second Vice President of the national organization, wrote an article, "What's It All About?" for the January/February 1973 issue of *Girl Scout Leader*. Her piece was later made into a widely distributed filmstrip of the same title. These are some of her words:

"We are a value-rooted, people-centered movement. . . .  
Our aim is better people."

"Our informal, educational program [is to help girls become] self-realized, courageous, compassionate, concerned, and committed women."

"Our purpose is not for our girls just to look, but to *see*; not just to hear, but to *listen*; not just to touch, but to *feel*."

"We hope that because of Girl Scouting life will be an adventure, not an assignment."

Mrs. Finkelstein's words were inspired by her long-term experience and knowledge of the breadth of Girl Scout activities. Some Girl Scout troops help people who are blind, deaf, physically handicapped, emotionally disturbed, or mentally retarded. Others are deeply involved in ecological concerns: land beautification and development, protection of wildlife, and trail marking. Through cooperation with other agencies, girls are engaged in such activities as helping communities to recover from hurricanes or floods, and promoting blood donor programs and highway safety. Programs are underway to serve girls living in rural areas and to provide day camp recreation for inner-city children and for migrant boys and girls. Troops are setting up community libraries, developing parks, providing recreation for senior citizens.

## It's a Big Movement

These services by Girl Scouts are familiar to many people; most Americans know something about the movement, if only because it's so big. Wherever in the world there is a fairly large group of American citizens, Girl Scouts will probably be there, too. The nearly three million girls in the organization can be found practically anywhere in the United States, its territories and possessions and, because of a unique program called Troops on Foreign Soil, in enclaves of American families in places like Moscow, Cairo, and Stavanger, Norway.

Girl Scouting defies age and sex as well as geographical boundaries. The Preamble to the Girl Scout Constitution states: "We hold that ultimate responsibility for the Girl Scout movement rests with volunteers." While the movement reaffirmed its all-girl program in 1973, Scouting also emphasized an eagerness to recruit more adult volunteers to make this program available to more girls. Nearly 600,000 men and women currently hold membership in Girl Scouts of the U.S.A. More than half of these work as troop leaders, assistant leaders, and in a wide variety of other volunteer capacities.

The girls in Girl Scouting range in age from five through 17 years. The significance of the early years of childhood in personal development is leading the organization to experiment with programs for four-year-olds as well. Girl Scouts are grouped in four age levels, Brownies, Juniors, Cadettes, and Seniors. A fairly new group in the movement is Campus Girl Scouts, college-age women—and men—who provide leadership for younger girls and involve themselves in service projects that embody the principles of Scouting.

When Juliette Low started Girl Scouts of the U.S.A. in Savannah, Ga., in 1912, she organized her girls into a troop, and troops have been the basic units in the movement ever since. There are about 161,000 of them today.

The girls in troops keep in touch with their sister Scouts through a network that reaches around the world. Every troop belongs to a council; there are 359 councils in the country, some serving a single large metropolitan area and some an entire state. The councils are grouped into six geographic regions. Each region is served by a national branch office of the national Girl Scout headquarters, located in a principal city of the region. (*A fuller description of the Girl Scout organization may be found on page 26.*) Girl Scouts of the U.S.A. share their ideals and experiences internationally through the 91-country World Association of Girl Guides and Girl Scouts.

The girls and adults who become absorbed in Girl Scouting find in it a unique spirit of service, fellowship, fun, and self-realization. First they come to believe in Scouting as a rewarding personal experience to share with other girls and adults who aspire to the same goals. Eventually they come to recognize it as a movement for international friendship, for increased understanding of women's roles and contributions, and as a large, deeply rooted and deeply motivated social force contributing significantly to the ethical and physical well-being of the nation.

Feeling as they do, people in Girl Scouting are eager that participation in the movement be a possibility for every girl. Thus, while Girl Scouts of the U.S.A. was engaged in many significant and innovative activities in 1973, a particularly strenuous effort was exerted to bring the Girl Scout program to all the girls who wanted it. At the end of the year, it was clear that making this program more widely available was the most important business of the national organization. Such business, its leaders determined, could be conducted most successfully by emphasizing Girl Scouting's openness to girls of every race, color, religion, national origin, and economic level and by providing those girls—and their adult leaders—with a constantly up-to-date, appealing, and amply supported program.

The effort to extend the benefits of Girl Scouting as widely as possible led the national organization to make a careful study of demographics. Obviously, problems in reaching new girls and continuing to serve Girl Scouts who move to new communities are related to changes in the country itself. One significant statistic reports that in 1973, compared with 1972, there were three percent fewer girls in the seven- to 12-year-old age group. This is the group from which Girl Scouting draws 85 percent of its membership. Such a population change explains in part why total

girl membership in Girl Scouting in 1973 was five percent lower than it was in 1972.

Other modifications in the American style of life affect Girl Scouting: mobility of families and changes in regional patterns of conduct are examples. When a family moves or if Girl Scouting no longer seems the "in" thing for girls in a community, decline in participation in the movement is likely to occur. Girl Scouting is responding to such changes by developing data processing to keep in touch with girls who move, and by initiating new designs to assure that its program meets the needs of today's girls.

### Recruiting Leaders

Critical to bringing an effective program to more girls, is the enlistment of adult leaders—the people who are essential to the delivery of services to girls. In 1973 the national organization accelerated its efforts to make sure that the girls would have the leaders they needed. For the first time in its history, the national organization embarked on a national public-service advertising campaign.

As its mentor in the effort, Girl Scouts of the U.S.A. obtained the volunteer services of one of the leading advertising agencies in the United States, Batten, Barton, Durstine & Osborn, Inc. Advertisements headlined, "Wanted Girl Scout Leaders" were developed and distributed to councils, with supporting materials that included television spots.

The success of the campaign could be readily measured by the response to it. Advertisements have appeared in community publications throughout the country; air time valued in the millions of dollars has been given to radio and TV spots; national magazines have carried advertisements to nearly twelve million readers. More than 5,000 responses were obtained and more than 3,000 new volunteers were serving in the movement before the campaign was a year old (latest figures, February 15, 1974).

The marshaling of many efforts for this advertising campaign was only one way in which the Girl Scout organization is unifying national and local efforts for more effective service. By the end of 1973, the national organization had started a new system of membership registration. The Management Information System is now registering individual members by name at headquarters in New York. Thus for the first time the national organization can communicate directly with individual members. This system is also serving councils by providing printout membership lists, personalized membership cards, mailing labels; and, when completely implemented, will be able to analyze membership statistics more thoroughly and in less time than was previously required.

Both the advertising campaign and the new membership registration system were stimulated by actions of the National Council. Another outgrowth of the National Council meeting was an allocation of funds to extend the national organization's services to councils.

In this project to extend services, six councils were selected to experiment with new approaches in the delivery of service to girls. The councils

were Cumberland Valley, Nashville, Tenn.; Hoosier Capital, Indianapolis, Ind.; Pioneer Valley, Springfield, Mass.; Pisgah, Asheville, N.C., and the Savannah, Ga., council. These approaches incorporate changes in and development of local volunteer support units (known as service teams), communications systems, resources for girls' and leaders' use, community involvement, use of public television, executive staff roles, minority-group activity in the total council function, and family involvement. The goal of these experiments is to produce models that councils can adapt to assure the finest service to girls possible in their communities.

This project to extend services to councils includes a pilot effort to develop Girl Scout leadership and membership among Mexican-Americans. The National Board of Directors allocated \$200,000 for the effort and the national organization appointed a Mexican-American project director. The director, based on the west coast, works with selected councils to carry on extensive recruitment and training in Mexican-American communities. The response to this effort is exemplified by the statement of one recruit, a Chicano parent, who said, "Girl Scouting can help us as parents to help our daughters be individuals who can fit into any group, while still retaining their own identity."

Another aspect of the project funded by the national organization is an experimental program to provide interim executive directors for councils lacking top staff leadership. To unify national and local public-relations efforts in 1973, the national organization provided a staff member to coordinate the communications services of a large metropolitan council and of 14 suburban councils in the Chicago area.





## "PROGRAM IS OUR PRODUCT, . . ."

Ask a girl in Girl Scouting what she likes about it; chances are she'll say, "It's fun!"

The appeal of the movement is its particular kind of fun. Somehow the girl—up to her knees in muck as she tries to clean a river, thinking hard about women's rights, struggling to create beauty with a stick of charcoal or a French horn—discovers the joy of constructive effort. She laughs with her sister Scouts as they backpack a section of the Appalachian trail. She finds contentment with herself as a person when she thinks through a problem of growing up and decides what is right for her to do.

Such examples demonstrate that the joy of learning is a major element in the Girl Scout experience. All Girl Scout activities are, at some level, *educational* activities.

The education that happens in Girl Scouting is unique. Its enthusiasts would say that the organization manages the largest informal learning experience in existence today.

This learning occurs in a dynamic environment that is an amalgam of human beings, social and economic diversity, geographical boundaries, educational theory and technology, and a single, unifying ideal.

The ideal is stated in the Girl Scout Promise and Law:

### THE PROMISE

On my honor, I will try:  
To serve God,  
My country and mankind,  
And to live by the Girl Scout Law.

### THE LAW

I will do my best:

- to be honest
- to be fair
- to help where I am needed
- to be cheerful
- to be friendly and considerate
- to be a sister to every Girl Scout
- to respect authority
- to use resources wisely
- to protect and improve the world around me
- to show respect for myself and others through my words and actions

Every one of the nearly three million girls and 600,000 adults who subscribe to this ideal is an individual person, seeking to learn what it means for her or him. Each belongs to the same educational movement, although one person may live thousands of miles from another—Alaska, Hawaii, or Florida. More significantly, every one is different: a once-forever human being, an original blend of such factors as national background, religious conviction, race, class, wealth or poverty, regional influence.

All of these Girl Scouts live in a world of change. They themselves change from one day to the next. They need educational experiences that accommodate these changes and leaders who know how to help them to learn.

The size and complexity of such an educational task are awesome, but being awestruck is not necessarily a paralyzing experience. It wasn't for Girl Scouts of the U.S.A. in 1973.

### Testing New Ideas

In Girl Scouting during 1973 a considerable amount of experimentation was developed, at girls' request, for a broader program with more optional activities. Girls in special projects tested new ideas; leaders participated in demonstrations of innovative methods.

One such venture was a major new undertaking, "Education for Parenthood." The purpose of this project is to help teen-agers—boys as well as girls—prepare to be good parents when they marry and have children. It covers such topics as child development, family life, and "girl greatness," a girl's awareness and appreciation of her own relationships and development.

A great number of optional activities are open to girls as they work with leaders in the Education for Parenthood program. To learn about childhood development, for example, they can choose what they want to do from such possibilities as:

Investigating careers in child care, teaching, child development, research, and child welfare.

Interviewing teachers and parents to discover the problems of children in school.

Dramatizing a family argument and then discussing alternative ways of dealing with the problem that caused it.

As part of the Education for Parenthood program six councils are doing special projects:

In the Buffalo and Erie County (New York) Council, a specially trained leader will use a mobile unit to reach about 120 teen-age girls and boys.

In West Virginia, 200 girls and boys will spend three months learning about marriage, family relationships and management, and child development.

The focus of activity for 100 Senior girls, adult advisers, and boys in the Northwest Georgia Council will be on family enrichment.

In the Milwaukee area, the topic will be "Parenthood and the Handicapped Child"; teen-agers will work with handicapped children on a one-to-one basis.

"Sound concepts of parenting, human growth and development" are the concern of the Mid-Continent Council in Missouri in a project that will involve about 70 families.

The Orange County (California) Council will guide 100 boys and girls, Scout and non-Scout, 11 to 17 years of age, in learning about parenthood with special emphasis on physiological and emotional development.

Education for Parenthood is funded by a one-year grant of \$100,000 to the Girl Scouts by the U.S. Department of Health, Education, and Welfare. At the end of the grant, an Education for Parenthood program for all of Girl Scouting will be developed out of the experiences of the national organization and the six councils.

An article in *Girl Scout Leader* described the program in terms of its 1973 reality and its anticipated future:

"'Education for Parenthood' is an activity-oriented program, consisting of hundreds of ideas, specific activities, and projects. The content is designed to encourage girls and boys to learn by problem-solving. . . . Participants can make plans on their own, and in groups, for activities aimed at continuing growth and development."

### Educational Guidelines

To help the movement offer contemporary learning experiences within the context of Girl Scout ideals, the national organization in 1973 developed a statement of educational guidelines. It calls for Girl Scouting to adhere to sound educational principles and to consider the communitywide impact of its activities. (*For a summary of the statement of educational guidelines, see page 28.*)

In effect, every Girl Scout builds her own learning experience. The movement's ideals—as enunciated, for example, in the Promise and Law—are her construction code. Packages of resources constitute the building materials available to her. Her adult leader is a master builder and adviser. What the girl builds—cabin or castle—is largely up to her. She can evaluate the materials, bring about a change in the package, reshape her work until it is best for her. This is the joy of constructive effort that is unique to Girl Scouting.

While such innovative and long-range planning generated plenty of excitement in Girl Scouting, a good deal of high octane energy helped push

the movement ahead along more familiar ways in 1973. Some special national activities meriting attention are listed here.

A Wildlife Weekend Workshop at Edith Macy National Center near New York City gave girls an opportunity to sharpen their knowledge and concerns regarding wildlife values and endangered species.

Grants from the Reader's Digest Foundation helped finance a wide range of community-service projects such as the following:

- Recreation programs for disadvantaged children,
- A children's museum designed by a Senior troop and visited by 4,000 youngsters upon its opening,
- Cleanup and continuous care of city parks,
- Marking of nature trails with vandal-proof signs,
- Libraries for children living in poverty pockets,
- Mobile day camps for Mexican-American children,
- Redecoration and landscaping of the homes and yards of senior citizens—free paint and labor provided by Senior Scouts,
- Creation of a special playground for handicapped children.

Each year, the national organization sponsors special activities for girls throughout the nation. In 1973, these "Wider Opportunities" encompassed 22 events that involved more than 4,500 girls in events such as:

- Exploring riverways in the Ozarks,
- Studying urban life in Chicago and Houston,
- Working with mentally retarded children in Texarkana,
- Practicing archeology in Utah,
- Understanding the concerns and needs of the elderly in Oklahoma,
- Observing Indian life in Wisconsin,
- Trail camping in Wyoming,
- Learning about folk arts in Maryland,
- Discovering new and emerging roles for girls and women.

The widest of wider opportunities were the journeys taken by Girl Scouts to distant countries and the occasions when they were hostesses to visitors from other lands. This travel was one expression of the international character of Girl Scouting. Girl Scouts of the U.S.A. is part of the World Association of Girl Guides and Girl Scouts, sharing membership with 90 other countries' Girl Guides and Girl Scouts. More than six and a half million girls and adults belong to these groups.

In 1973, Senior Scouts and an adult leader exchanged ideas and life-styles with Indian Girl Guides at Sangam, the World Association Center in Poona, India. Another group of older American Scouts participated in a Girl Guide Literacy Project in Jamaica, preliminary to setting up a similar program for high school drop-outs back home. Still other girls went to Girl Guide camps in Sweden, France, and Greece. Girl Scout young adult and adult leaders took part in a western hemisphere conference in Peru on the role of Girl Scouting/Guiding in the development of peoples and communities. Mrs. Orville L. Freeman, Third Vice President of Girl Scouts of the U.S.A., attended a meeting of international commissioners in Ghana.

Traffic to the United States brought girls from 19 countries to take part in a variety of workshops. National Directors of Girl Guiding in Ecuador and Peru studied the operations of two American councils through a grant from the Bureau of Educational and Cultural Affairs of the Department of State.

Another way in which Girl Scouts acquired international understanding was through the International Post Box. A total of 2,268 girls made pen friends with girls in other countries. In addition, 3,637 Girl Scouts visited other lands, equipped with credentials introducing them to Girl Guides.

International flavor is also added to Girl Scouting by the Troops on Foreign Soil program which extends the movement to American families living overseas. More than 26,000 girls participate in it, primarily through either the North Atlantic or Far East branches. As a result, girls wearing the familiar Girl Scout uniform turned up in exotic settings around the world:

- Assisting teachers working with handicapped children of American servicemen in Berchtesgaden, Germany,
- Hosteling by bicycle through Holland,
- Participating in a retreat ceremony honoring 5,000 war dead at the American Luxembourg Cemetery,
- Joining with Girl Scouts of the Philippines for a Fil-Am Camp where activities included sharing international handicrafts and attending a village festival,
- Taking a week-long Traveling Culture Tour of Korea,
- Studying the Sakura tribe of Taiwan,
- Welcoming homeward-bound Vietnam POWs at Clark Air Force Base in the Republic of the Philippines,
- Learning Cuban customs at the U.S. Navy base at Guantanamo Bay, Cuba,
- Ice skating in Gorky Park in Moscow,
- Establishing two troops in Cairo,
- Starting the first troop in Stavanger, Norway, as a result of American involvement in oil exploration in the North Sea.

## Commitment to Progress

All the varied activities of Girl Scouts around the world are unified by their commitment to the movement's principles and by sharing the services of the movement's national organization. An educational partnership exists between councils and national headquarters. Headquarters essentially provides research and development; the girls and adults in councils apply, test, adapt, criticize, and—most important—utilize.

Thus, in 1973, planners in the national organization kept in close contact with the needs of Girl Scouts and the changing world in which they live. As these planners drafted program designs that reflected the girls and their world, they worked from two reference points. The first was the Promise and Law. The second was a commitment to the four-part Girl Scout program emphases for each girl and adult:

deepening her awareness of self as a unique person of worth;

relating to others with increasing skill, maturity, and satisfaction;

developing values to give meaning and direction to her life;

contributing to her society through her own talents and in co-operative effort with others.

These principles and the national organization's awareness of changes in American society led to an important development in Girl Scouting in 1973. The organization's leaders opened the movement to five- and six-year-olds and decided to test ways in which it may serve girls who are four. Behind the decision was research showing that human beings achieve a great percentage of their lives' learning before they are six years old. Girl Scouting's conclusion: we should do all that we can to serve younger girls.

First developments in this new direction have been the preparation of educational materials on an experimental basis. A booklet of things-to-do in science, mathematics, social studies, language, art, and music is being tested. Others are being prepared to help a child understand her neighborhood, and to introduce her to her natural world and environment.

The younger-child program will also provide training aids for leaders. Publication plans call for Spanish as well as English editions.

These careful experiments in serving younger girls and in offering programs such as Education for Parenthood demonstrate Girl Scouting's readiness to explore new ways to work more effectively with girls. Because of this same kind of flexibility, the organization can respond to the many and varied learning needs of a large and diverse membership. It began doing so in 1973 through the development of new learning "packages."

These packages are to be developed over the next five years; testing them with girls and leaders will begin as soon as they are completed. They will contain a profusion of resources—printed, audiovisual, and graphic. The materials on each topic will range from the simple to the complex. Any girl from the ages of four through 17, at any time she chooses, will

be able to enter into this continuing Girl Scout program. Thus every girl can achieve success and satisfaction appropriate to her age, interests, and abilities.

Fitting hand in hand with these learning packages will be corresponding materials for Girl Scout adults—those who train leaders and those who lead troops. Spanish as well as English versions of these resources are being developed.

As new packages and resources are put into use, girls and leaders will report on their effectiveness. Changes will be made continually to improve their usefulness.

This program redesign embraces training materials for leaders because leaders are so essential to Scouting's success. Most of the nearly 600,000 adult volunteers in Girl Scouting are either leaders or trainers of leaders. Because they need training to do their jobs well, Girl Scouting, a youth movement, also carries on one of the country's most extensive and sophisticated *adult* education programs.

The guiding spirit for this aspect of learning in Girl Scouting resides with the Training Department at national headquarters. It makes its presence felt throughout the movement in the forms of conferences, workshops, and printed and audiovisual materials developed by the department.

In 1973, for example, an "Awareness" workshop provided an opportunity for adults to develop human relations skills. A "Liberation Lab," open to older girls as well as adults, offered insights into human liberation, the activities of feminist groups, and ways in which Girl Scouts can integrate these understandings into their own lives. Other events were designed to strengthen leader support and program renewal, to increase girl involvement in decisions affecting council management, and to improve the skills of learning consultants.

"Post Box Academy" offers mailings of a variety of current outside resources, with suggestions and learning tools for using them effectively in Girl Scouting. Two kits were widely distributed: one for use by trainers of leaders and the other for volunteers who provide support services for troop leaders. The publication *Camp Director's Guide to Self-Directed Study* was revised and updated. To increase the utility of the 11 training packages currently in use, a "Mix and Match" card file was made available. It gives users a ready reference for information on 124 training topics, and enables them to select training materials they need at a specific moment, for themselves or others.



## "GETTING PROGRAM TO GIRLS. . ."

Girl Scouting is, ultimately, a thing of spirit, touching the hearts of girls. Yet a year's activity of the Girl Scouts of the U.S.A. cannot be reported without institutional data about money, property, personnel, and structure.

Can there be any unity between the spark that lights laughter in a Brownie troop in Saginaw, Michigan, and the blue glow on the computer dial at national headquarters?

A small part of the answer is represented by a piece of gold-colored cardboard carried in the billfolds of the volunteers and the paid staff members who manage the affairs of the councils and the national organization. It's a membership card, certifying that its possessor belongs to the same movement and subscribes to the same Promise made by every Girl Scout.

Some of these adults have been members since they were seven years old; others had their first contact when they joined as volunteers or paid staff in their maturity. In either case, they are part of a tradition of adult Girl Scouting that cherishes the movement, protects and strengthens it, and is, in turn, sustained and warmed by it.

Activities of the national organization's Personnel Department in 1973 reflected these relationships. The department's efforts in behalf of minority rights, for example, are inspired by the national organization's determination to realize fully its commitment of openness to people of every race, color, religion, national origin, and economic level.

A staff member was hired with specific responsibility in the recruitment of new employees with minority-group background. The specialist is helping to get in touch with minority groups, prepare materials, provide information about minority-group activities, and develop and coordinate resources.

Another consultant was employed to insure the effectiveness of a new Affirmative Action Plan set up to guarantee equal rights for all staff members in such areas as hiring, salary, training, promotion and transfer opportunities, and compensation. The plan's special concerns are the rights of minorities and women.

Other Personnel Department activities included establishing a new section to plan and develop opportunities for management people to improve professional skills, administering grants totaling \$32,553 for studies in administration and professional areas, recommending council minimum salaries, surveying council salaries and staff patterns, launching a council retirement study, and undertaking a study of a long-term disability plan for national and council staff members. First steps were taken toward a program to offer retirement counseling services.

About 730 men and women work for the national organization. Their skills range from those of an expert in merchandising art, who designs promotional material for Girl Scout uniforms, to those of a ranch foreman in Wyoming.

The Westerner is employed at the organization's National Center West, which covers 15,000 acres of rugged high country near Ten Sleep, Wyoming. More than 2,400 Girl Scouts spent part of the 1973 summer at the center in a program called Wyoming Trek. They explored the area's canyons, caves, creeks, mesas, and meadows with the help of special consultants, backpacks, horses, and picks and shovels. Another 432 girls concentrated on examination of ancient Indian sites, Wyoming history and culture, wilderness camping, and a week-long packhorse trip.

Girl Scouts who wanted to visit a national center that summer didn't necessarily have to head for Ten Sleep. Their travel agents could have also ticketed them for places like Washington, D.C., New York, or Savannah, Ga., each of which offers easy access to a national Girl Scout site.

In Savannah, the Juliette Gordon Low National Center preserves the house where the founder of Girl Scouting in the U.S.A. was born. Restored in the manner of the 1870s, it epitomizes the Southern heritage for which Savannah is famous. The center is open to the public; more than half its 20,000 visitors in 1973 were not Girl Scouts. When Girl Scouts *do* visit the center, they're invited to try their skill at hand arts that Juliette Low practiced as a child.

The first national center, Edith Macy, was established 48 years ago at Briarcliff Manor, New York, an hour's ride from New York City. In 1973, it started operations on a year-round basis to improve its service to councils and troops. More than 5,000 persons walked its forested hills during the year, among them girls and adults from 152 councils and 23 countries. The national organization conducted eight program or training sessions there. Edith Macy National Center is unique in the contrast it offers to life in Manhattan. Many a girl has spent a day sampling big-city sights, and returned to sleep under canvas on Macy's piney slopes.

Rockwood Girl Scout National Center is located at Potomac, Maryland, near Washington. It is open throughout the year, serving as a hostel for troops touring the capital or taking part in the center's special programs on folk arts, culture, or the environment. Special measures have been taken, and are being expanded, to accommodate handicapped girls on its nature trails and in its buildings and facilities. In 1973, the resident staff played host to 17,748 visitors from the U.S.A. and eight other countries.

Most Girl Scouts are more familiar with their own councils' camps and program centers than they are with the national sites. Living in the out-of-doors is a popular activity with today's girls, as it was with their mothers and fathers—in some areas, perhaps more so. Thus the management of Girl Scout camps takes a sizable share of the time, money, and effort of councils. They are aided by national's General Services and Properties Department. Working through regional specialists, the department assists councils in long-range planning, property development master planning, and site design. It supplies councils with information about the planning, development, and maintenance of facilities, emphasizing beneficial land use and environmental standards.

When a Girl Scout talks about loving the outdoor life, she means love, and not any pallid, plastic relationship. For example, consider the group of junior-high-age Scouts from Seattle, Washington, who went to National Center West in 1973. They not only "roughed it" there under their own tents, doing their own cooking at a barren, windy site—they bicycled more than 1,000 miles to get there.

Girl Scouts are prepared for this kind of close-to-nature adventure by careful training, and they are accompanied by experienced leaders. In the same way the national organization is concerned about such training, it is also concerned that girls and leaders be properly equipped. This function is the responsibility of the National Equipment Service.

A look at a National Equipment Service catalog presents an outdoor girl with an array of camping aids that will make her feet tickle for a woodland trail. The gear is selected to give her the protection she needs at a fair price.

### All This and Ponchos Too

Actually, in 1973, the most ardent of Girl Scout nature lovers may have had trouble turning to the catalog's camping equipment pages. She could have easily been transfixed by the stylish new clothing designs which preceded the pictures of bedrolls and ponchos. It was big news for her that brand new uniforms had been developed for Brownie, Junior, and Cadette girls.

The appearance of the new uniforms in 1973 culminated several years of planning during which many girls themselves contributed valuable suggestions. Designers were told of the movement's desire to help girls to grow in self-awareness, in ability to maintain originality in a group, and in ability to make responsible choices.

As a result, in March, 1973, Brownies learned that their new uniforms offered five separate pieces that could be worn in 24 combinations. By the end of the year, the organization was ready to introduce Juniors to five "mix and match" components that could be worn 12 different ways, and Cadettes to six components that would permit 15 variations in uniform. All the new combinations are official for Girl Scouts, and allow them individuality.

The manufacture of the uniforms required almost three million eight hundred and fifty thousand yards of cloth that was cut and sewn into nearly four and a half million jumpers, blouses, badge sashes, shorts, and pants. Accessories such as body suits, knit tops, vests, belts, and ties were also developed.

Girl Scout members were reassured that, as always, any official uniform continues to be official so long as it can be worn properly.

Mothers and daughters (and even fathers) who have sewing skills can also produce the new uniforms, since fabric and patterns for them can be purchased.

Uniforms have an important role in Girl Scouting, serving as a reminder of its heritage, and providing a common visibility and outward expression of inner unity among the wearers. In Girl Scouting every girl is a sister to every other. When all are in uniform, economic and other background diversities more readily disappear.

Approximately 2,000 Girl Scout equipment agencies provide important services to the movement. In 1973, 102 new franchised Girl Scout departments were opened in stores, some of them in new shopping centers and in inner-city locations.

Two other activities of the National Equipment Service play important roles in Girl Scouts of the U.S.A. The service franchised nine companies to provide cookies, candies, and nuts to councils and troops for sale in support of their local activities. It produces an annual Girl Scout calendar whose eight-million-copy sale brings additional income to local councils and troops. Sale of products and calendars helps to sustain important local council and troop activities for girls.

The magnitude of National Equipment Service activities can be summarized concisely: its sale of the uniforms and equipment that support Girl Scout program provides almost one-fourth of the income required for the functioning of the national organization.

Most of the rest of the national organization's income comes from the annual membership dues of \$2 paid by each girl and adult in the movement. Precise income figures are cited in the consolidated financial statements appearing on pages 41 to 51 of this report.

Dues and equipment income cannot alone defray the cost of providing Scout program to more than three and a half million individuals. Some of the additional money necessary comes to the organization as gifts resulting from fund-raising efforts. In 1973, these efforts came under the control of a new National Development Committee appointed by the National Board of Directors. A group known as National Development Volunteers has also been designated with the purpose of seeking the support of large national corporations, foundations, and individuals with national interests for one-time major gifts. This will be done always with proper concern for the 359 councils which must continue to maintain annual local community support.

These national funding efforts are targeted to support program redesign and the growth of Girl Scouting among all the people of the United States. The money received will be used for creative research and projects needed to attain these specific objectives. In addition to these gifts, support for special projects is allocated by the Board of Directors from investment income, bequests, and unrestricted income.

Specific grants, aimed to respond to the expressed needs of councils, are being sought for these purposes: intensified work with migrants, Mexican-American, Asian-American, and American Indian girls; program redesign and the development and testing of open-ended educational materials in 15 subject areas; interracial camping counselorships; a new amalgamated council to serve all of Appalachia; indigenous leadership recruitment in middle-class communities as well as in the inner-city and low-income suburban and rural areas; career development for paraprofessionals in Scouting; a nationwide ecology project for Brownies to ingrain respect for the environment at an early age.

Besides unrestricted gifts and contributions during the past fiscal year, funds were received for special purposes including: career development; work with handicapped Scouts; awards for community service; the develop-

ment of National Center West; Friends of Our Cabaña World Center in Mexico; indigenous leadership recruitment and training, and Operation Understanding, a regional project to improve human-relations skills for more effective reaching-out to all girls.

#### **New Bequests**

Mable A. Alexander, Vivienne R. Hillman-Burkle, Katherine Packard Crispell, Josephine Flood, Dorothy Robinson, Mary G. Woddard.

#### **New Memorial Funds**

Dr. Margaret Lewis—Rockwood Handicapped Fund, Elin Lindberg, Tuck Price Memorial for National Center West, and the Oleda Schrottky Memorial Fund.

#### **New Donors: Corporations, Foundations, and Associations**

ABC Northio Theatres Corporation Trust; AMOCO Foundation; Lane Bryant Company; Crown Zellerbach Foundation; General Mills Foundation; Arnold Lewis Ginsberg Foundation; Department of Health, Education, and Welfare; The Knapp Foundation; Kempner Foundation, Inc.; Joseph Love Foundation; Montgomery Ward Company, Inc.; National Lead Industries Foundation, Inc.; New York Life Insurance Company; Simon H. Rifkind Charitable Trust; Rutgers Presbyterian Church; Helen and Stephen Steel Charitable Foundation; Wall Street Athletic Association.

Girl Scouts of the U.S.A. gratefully acknowledges continued support from:

#### **Memorial Funds**

Anne Hyde Choate Memorial for the Birthplace, Marie G. Dennett Endowment, Marguerite B. Howard Fund—for National Center West, Macy Anniversary, Macy Scholarship, and Louise A. Wood Endowment.

#### **Corporations, Foundations, and Associations**

Allied Stores Foundation, Inc.; Brown Boveri Corporation; Colgate-Palmolive Company; FRU Foundation; William R. Hearst Foundation; Kellwood Company Foundation; F. M. Kirby Foundation, Inc.; Charles A. Lauffer Trust; Frank J. Lewis; Lippe, Cherne Shapiro Family Circle, Inc.; Jessie Smith Noyes; Pittsburgh Plate Glass Industries; Reader's Digest Foundation; Robert Swartz Foundation; TRW Systems; Henrietta and Frank Weil Foundation.

#### **Further Payments from Bequests**

Etta S. Burnett, Character Education Institution, William T. Jordan, Lillian Keller Kuhn, Donor's Trust, John C. Pangborn, Thomas Pangborn.

## Gifts from Individuals

Unrestricted contributions and gifts for special purposes, too numerous to list here, were received as continuing support from friends of the Girl Scout movement. There were also a gratifying number of new gifts and grants. Girl Scouts of the U.S.A. sincerely appreciates these expressions of faith in its aims, principles, and program.

## Financing Girl Scouting in Communities

Most adult Americans know Girl Scouting because it exists in their own communities. Their daughters belong to troops, and these troops are part of the council that is their own local expression of the movement.

Girl Scout councils are very close to the communities where they belong and where they give volunteer service. The movement in a community depends on the council for effective leaders, good administration, careful supervision, and wise financing. Every council—governed as it is by community representatives—carries on a Girl Scout program adapted to the community's specific characteristics. Every council is financed out of local community resources.

The major sources of Girl Scout funds in communities are allocations from the United Way and the sales of products such as Girl Scout cookies and calendars. On the average, the United Way and product sales each contribute about 35 percent of council income.

Lately councils have been turning to other kinds of fund raising for money to offset the increased costs of bringing the Girl Scout program to their communities. More than half of them conduct sustaining membership enrollments, which are appeals for financial support from people specifically interested in Girl Scouting. This income is relatively small, supplementing major resources, but its total across the country is growing, an encouraging sign of understanding and belief. Councils also have sought to develop deferred-gifts programs, assisted by the national organization which supplies kits and other materials designed for such efforts.

Important new approaches were made during the year to explore federal sources of money for councils and the national organization. A new Federal Funding Section at headquarters has established contacts with federal agencies in Washington and in federal regions. Guidance has been provided councils in the seeking of federal funds. Through the section, councils have received funds from the Office of Education, the Office of Environmental Education, Social and Rehabilitation Service, and the Office of Child Development, as well as local General Revenue Sharing money. Several councils have secured VISTA volunteers; a number are participating with Boy Scouts of America in regional workshops sponsored by the Department of Housing and Urban Development.

The Education for Parenthood project described earlier in this report is financed in part with money from the federal government. An environmental resource, *Blueprints for Action*, was produced under a grant of the Environmental Education Act from the Department of Health, Education, and Welfare, Office of Education.

Many of the international activities in Girl Scouting are supported by the Juliette Low World Friendship Fund. The fund is the product primarily of small gifts from Girl Scouts themselves; their contributions to it in 1973 totaled \$249,049.57. For the first time, in order to extend the fund, partial grants were given to American girls going abroad. Previously, the money went to cover almost all of the expenses of Americans going abroad and half the expenses of Guides coming to the U.S.A.

When a Girl Scout troop undertakes a project that requires money, the activity is financed by the girls, their parents, and sponsoring organizations. The girls supplement their troop dues with money-making projects approved by the council. An assistance fund administered by the council often provides financial assistance, on the basis of need, so that girls and adults may take part in program events. The fund is supported by donations from service organizations and other friends in the community.

## Contacts in the Capital

The frequency of "federal" in the preceding paragraphs provides a clue to the importance of Washington, D.C. affairs in the life of Girl Scouting. A large and active council is situated in the city, a regional office is located there, and national headquarters maintains its own Washington representative.

Many capital events symbolized American life in 1973—the inauguration of President Richard M. Nixon and the state visit of Leonid I. Brezhnev, General Secretary of the Soviet Communist Party, were examples. When television carried such images into the nation's homes, the screens showed that Girl Scouts were part of the symbolism.

One of the more elegant and interesting of the year's Girl Scout ceremonies took place at the National Portrait Gallery of the Smithsonian Institution in Washington. There, on March 28, a portrait of Juliette Low which had hung in the birthplace in Savannah was officially accepted into the gallery. More than 600 guests attended, representing all branches of government and many nonprofit organizations. Special recognition was given to three women who had been members in Savannah of the first troops in Girl Scouting. Fifty of today's girls represented the movement's activities in all 50 states of the Union.

In Washington in 1973 Girl Scout representatives testified at legislative hearings, participated in national conferences, conferred with federal agencies, and cooperated with other nonprofit organizations working in the capital. A National Wildlife Federation citation came to Girl Scouting for its success in making young people aware of conservation.

Also concerned with Washington events is a new Public Issues Committee of the National Board of Directors. Its purpose is to advise the Board on national public issues affecting the chartered purpose of Girl Scouting and legislative matters that relate to the national organization and the Girl Scout program.

The forthcoming two hundredth anniversary of American independence in 1976 will further involve Girl Scouting in capital affairs. Girl

Scouts of the U.S.A. has set up a task group to guide the movement's participation in the plans of the American Revolution Bicentennial Administration.

### Keeping in Touch

Intercommunication is important to Girl Scouts of the U.S.A. Much of the communication occurs in memoranda, letters, phone calls, and face-to-face contact during the run of daily business. There is heavy traffic, however, through channels specifically designed to insure that everyone in Girl Scouting is in touch with everyone else.

The organization's magazines are an example of these channels. *American Girl* is published for girls 11 through 17 years old; *Girl Scout Leader* primarily serves the adults in the movement and is available to Senior girls; *Brownie Reader* is for the youngest members.

*American Girl*, in 1973, continued to develop its successful series of girl-involvement projects. The magazine sponsored projects that were based on Girl Scout program activities, but that were open to other youth groups as well. Companion articles in the *Leader* magazine kept Girl Scout adults informed of these special projects, and ways in which they could help.

One such program was Better Bike Brigade, designed to help older youth learn safe cycling practices and to teach them to younger children. More than 2,000 sets of free materials were distributed. The youthful teachers ordered 8,633 "driver's licenses" for children who had passed safety tests at the end of the course.

The magazine began an historic-preservation project in cosponsorship with the National Trust for Historic Preservation. The trust presented two youth awards as outgrowths of the program: One of them went to a Cadette Girl Scout troop in New Jersey for beautifying the exterior of a village railroad station. The other award went to the Junior Meadowbrook Guild of Rochester, Michigan, for its work in reopening an historic playhouse on an old estate; the guild was formed because of interest generated by the local Junior Girl Scout troop.

More than 1,000 girls made complete outfits in an *American Girl* home sewing contest. Six finalists and their mothers came to New York for the judging. Twelve-year-old Janie Craig, a Cadette from Arkansas, was named the winner. She received her award from Celeste Holm, noted film and stage star, who is also an accomplished seamstress and a staunch friend of Girl Scouting.

The magazine's readers demonstrated their social concerns in a unique craft project titled "Your Letter to the World." More than 400 of them created wall hangings that have been displayed throughout the nation as examples of the ways that girls can express their concerns about world problems through art and handwork.

Thirty thousand contributions came to *American Girl* for its annual all-girl issue; 186 of them—in art, photography, and word—were published in the April magazine and others were held for later use.

*Girl Scout Leader* provided Girl Scout adults with fast and comprehensive coverage of the Dallas convention. The September issue carried 20

pages of information about the wider opportunities available to girls in the movement; the insert was mailed by the Magazine Department to all Girl Scouts 12 years old or older.

At the year's end, *Leader* editors were working with the national Program Department to introduce the Education for Parenthood project to leaders in a 16-page insert in both English and Spanish.

The Magazine Department began taking a more active role in the editorial guidance of *Brownie Reader*, which was previously published by a commercial publisher. This involvement produced material directed more toward girls who are eight years old and younger than toward their adult leaders. As in *American Girl* and *Girl Scout Leader*, reader contributions and involvement projects are encouraged.

Careful control of costs made the Magazine Department's operations more effective despite paper shortages and higher rates for printing and postal service. *American Girl* reached 700,000 readers and the *Leader* magazine was a close second with its audience of 650,000. About 70,000 of the youngest Scouts are followers of *Brownie Reader*.



Quilting was part of a special event, "Taste of Texas," held in Houston. Senior Scouts brought squares representative of their home states or counties and two large quilts were made.

## OBJECTIVES AND GOALS 1973-1975

The continued success of Girl Scouts of the U.S.A. in tomorrow's world depends upon achievement of these Objectives and Goals:

### Objective I: To anticipate and initiate change.

*Goal: Assess and anticipate social issues in relation to Girl Scout program and take action if consistent with Girl Scout principles and policies.*

To accomplish this goal, particular attention must be paid to:

- providing opportunities for each member to broaden her awareness and understanding of herself and others.
- taking leadership for cooperation with other agencies and organizations to benefit the community.

### Objective II: To build a dynamic representative membership actively involved in its enrichment and change.

*Goal: Create flexible, innovative designs to meet the varied needs and interests of today's youth.*

To accomplish this goal, particular attention must be paid to:

- developing effective and sensitive leadership.
- developing ways of producing effective partnerships of youth and adults in planning and decision making.
- providing opportunities for each member to develop skills in interpersonal relationships.

### Objective III: To develop appropriate support to assure its increasing effectiveness as a voluntary organization.

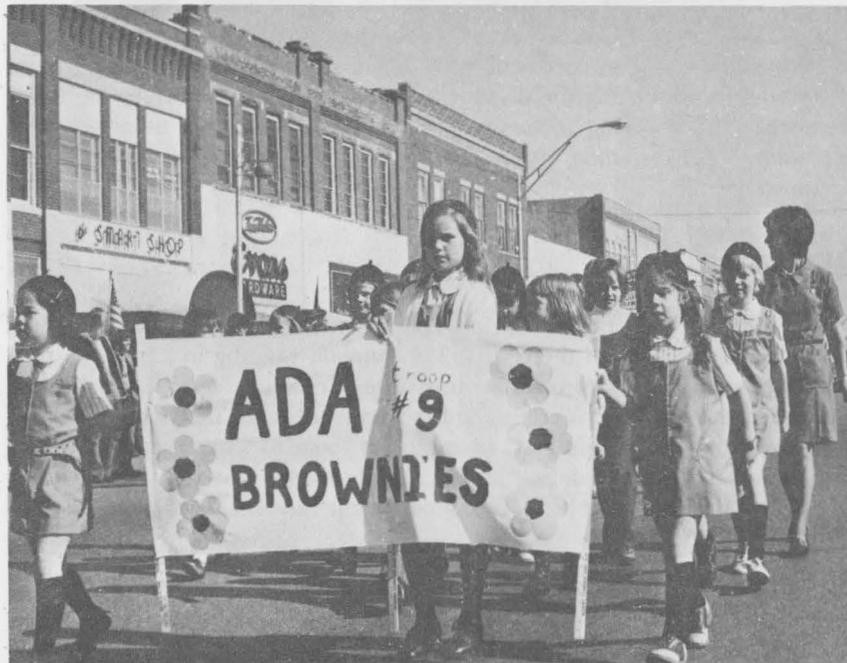
*Goal 1: Find additional ways to finance Girl Scouting.*

To accomplish this goal, particular attention must be paid to:

- finding new sources of money.
- developing cost-reducing, collaborative efforts with other organizations in, for example, the areas of training, public relations, camping, facilities, and logistics.

*Goal 2: Create a new public understanding and appreciation of Girl Scouting.*

*Goal 3: Create a new understanding and appreciation of Girl Scouting within the organization.*



*When Ada, Oklahoma, was designated a Bicentennial City, local young people planned the program. Here, a Brownie troop marches in the city's parade.*

## THE GIRL SCOUT ORGANIZATION

Girl Scouts of the U.S.A. is a corporation chartered by the United States Congress and operated by a National Council. Members of the National Council, who are elected representatives of Girl Scout councils, meet in convention every three years to set directions for Girl Scouting throughout the United States.

### National Board of Directors

The National Council elects a volunteer Board of Directors to carry on its business between conventions. Women, men, and girls from all parts of the country, reflecting the diversity of a pluralistic society, serve as Board members. Girl Scouting is enriched by their varied points of view, their professional backgrounds, and their concern for girls in many different circumstances.

### Girl Scout Councils

The National Board charters councils to bring Girl Scouting to girls. At the end of fiscal 1973 there were 359 councils, ranging in area from part of one metropolitan city to an entire state. Councils organize troops and operate camps where girls enjoy the fun and learning of the Girl Scout program; recruit adult volunteers, encouraging them to work together and to use community resources for the benefit of youth. Thus, Girl Scouting is one of the nation's most extensive programs of adult education as well as its largest organization for girls.

### Regional Offices

The national organization coordinates its services to councils, and to more than 34,000 members living abroad, through national headquarters, 830 Third Avenue in New York City. Further day-to-day services to councils are provided by national staff members in six regional national branch offices. These regional centers are located in Boston, Massachusetts; Washington, D.C.; Atlanta, Georgia; Chicago, Illinois; Shawnee Mission, Kansas; and Burlingame, California.

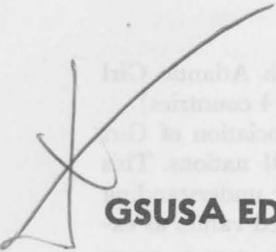
## Troops on Foreign Soil

Overseas field offices provide staff services for North Atlantic Girl Scouts (16 countries) and the U.S.A. Girl Scouts-Far East (4 countries).

Girl Scouts of the U.S.A. belongs to the World Association of Girl Guides and Girl Scouts which has member associations in 91 nations. This worldwide sisterhood broadens Girl Scout opportunities for understanding and friendship with girls of other countries—united in shared values as expressed in the Promise and Law.



*At the University of Utah, Campus Girl Scouts "do their thing."*



## GSUSA EDUCATIONAL GUIDELINES

### *For the Development of Educational Programs and Program Materials by Regions, Councils, and National*

I. All Girl Scout activities are, at some level, educational activities. Therefore, there is a responsibility to adhere to sound educational principles.

A. Programs which are based on the principles of human growth and development (both emotional and intellectual) have the greatest chance of being effective learning experiences.

B. It is important that both the process of program development and the materials developed be non-directive in nature. Non-directive in this context means

- 1) encouraging exploration of all possible alternatives and consequences and,
- 2) providing the opportunity for individual choice and responsibility.

C. To facilitate the development of non-directive program, a framework is necessary. The following may prove helpful:

Ascertain that the program enables people to develop their ability to ask questions and discover their own answers.

Develop a short, clear statement of purpose. What does the council want to accomplish: To correct a weakness? To extend a service? To provide a catalyst? To promote a new idea? A small representative group should hammer out this statement.

Determine the scope of the program. Will it be councilwide or will it be limited to a specific geographic area, a specific age level, or certain individuals or troops?

Set up a work plan with a calendar of target dates and a system of record keeping.

Request permission from Girl Scouts of the U.S.A. if the program involves experimenting with the applicable membership standards.

D. A sound educational program also considers the following:

- 1) *the girls involved have a learning experience that:*
  - is realistic in terms of their growing ability to be responsible for themselves.
  - builds upon their past experience.
  - fulfills their needs of today.
  - looks toward their future roles.
  - relates to today's world.
  - is fun.
  - inspires them to continue their Girl Scout membership.
- 2) *the content of the program:*
  - strengthens rather than competes with sound Girl Scout program in troops and camps.
  - is in keeping with the elements of the program emphases of the Girl Scout program.
  - promotes and highlights the opportunities and excitement of the Girl Scout program in terms of the age level involved.
- 3) *the planning and operation of the program insure:*
  - provision for girls to share ideas and opinions with other people from a variety of backgrounds.
  - the inclusion of girls in the development, planning and carrying out, evaluation.
  - participation of girls in pre-event preparation and post-event application.
  - the presentation of a true image of girls and Girl Scouting (i.e., favorable public relations).
  - utilization of previous experience of the Girl Scout organization in other programs for girls.
  - allocation of adequate time, money, and personnel for the program by virtue of its being part of a plan of work.

II. Other important considerations take into account the impact on the broader community.

A. Those groups in your community who will be affected by the program, either directly or indirectly, should be involved in the planning at the outset of the process.

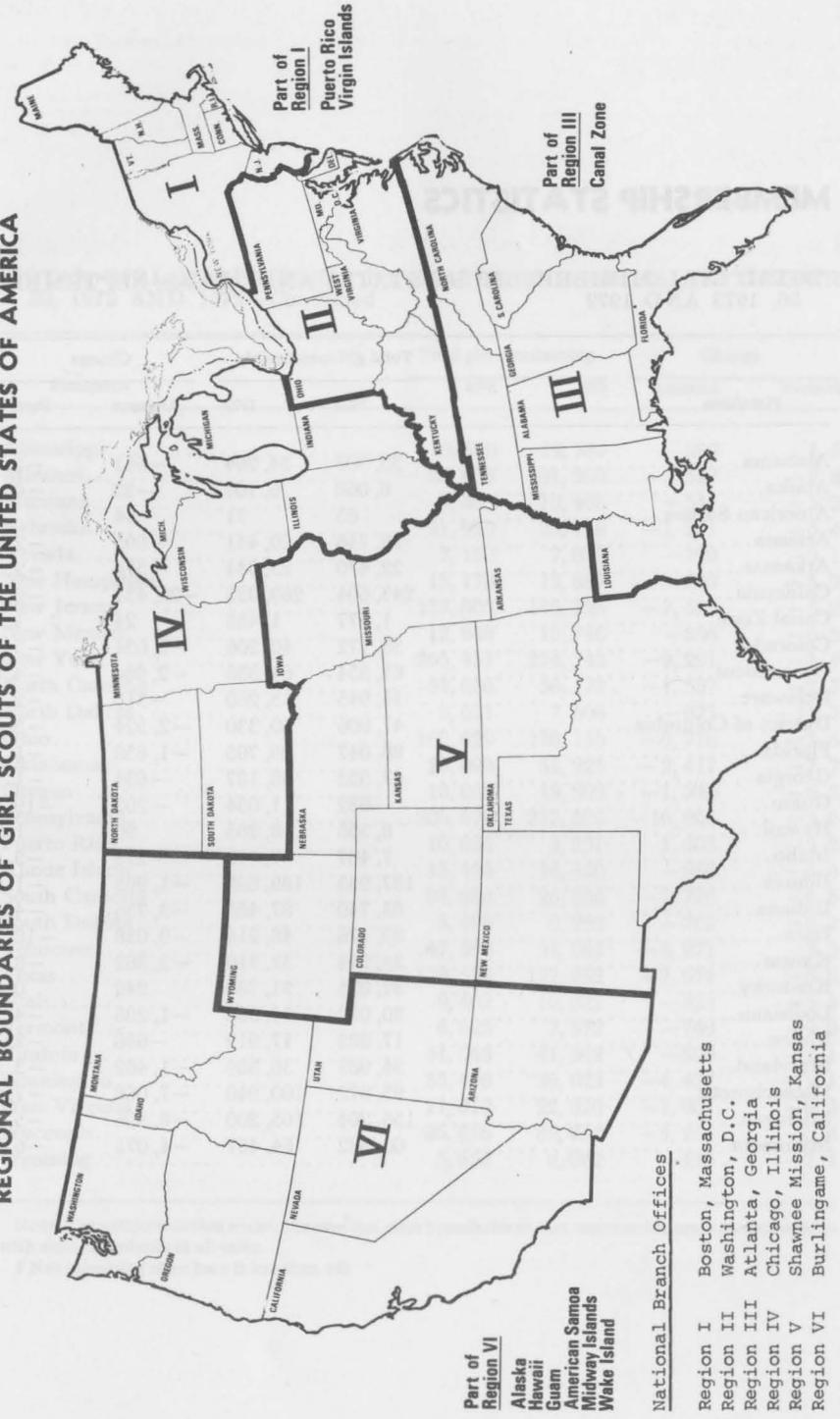
B. In dealing with areas of possible controversy there is a responsibility to be prepared to manage conflict situations if they develop.

C. It is important in the planning and development of a program to make maximum use of appropriate community resources—legal, educational, industrial, religious, civic, etc.

D. Care should be taken to insure that program and materials developed reflect cultural diversity.

III. Programs developed should not be in violation of Girl Scout policy.

REGIONAL BOUNDARIES OF GIRL SCOUTS OF THE UNITED STATES OF AMERICA



## MEMBERSHIP STATISTICS

TOTAL GIRL MEMBERSHIP BY STATES AND AREAS: SEPTEMBER 30, 1973 AND 1972

State/area	Total girl membership		Change	
	1973	1972	Amount	Percent
Alabama	33,303	34,264	-961	-2.8
Alaska	6,068	6,101	-33	-0.5
American Samoa	65	31	34	#
Arizona	28,746	29,441	-695	-2.4
Arkansas	22,470	23,044	-574	-2.5
California	243,604	269,035	-25,431	-9.5
Canal Zone	1,477	1,453	24	1.7
Colorado	38,172	40,206	-2,034	-5.1
Connecticut	61,554	64,538	-2,984	-4.6
Delaware	14,945	15,260	-315	-2.1
District of Columbia	47,806	50,330	-2,524	-5.0
Florida	88,047	89,705	-1,658	-1.8
Georgia	47,553	48,187	-634	-1.3
Guam	832	1,034	-202	-19.5
Hawaii	8,355	8,265	90	1.1
Idaho	7,487	7,760	-273	-3.5
Illinois	187,935	189,898	-1,963	-1.0
Indiana	83,749	87,485	-3,736	-4.3
Iowa	39,176	48,214	-9,038	-18.7
Kansas	34,348	37,710	-3,362	-8.9
Kentucky	32,025	31,783	242	0.8
Louisiana	30,022	31,308	-1,286	-4.1
Maine	17,283	17,919	-636	-3.5
Maryland	34,987	36,389	-1,402	-3.9
Massachusetts	93,872	100,940	-7,068	-7.0
Michigan	156,204	165,200	-8,996	-5.4
Minnesota	60,382	64,457	-4,075	-6.3

TOTAL GIRL MEMBERSHIP BY STATES AND AREAS: SEPTEMBER 30, 1973 AND 1972—Continued

State/area	Total girl membership		Change	
	1973	1972	Amount	Percent
Mississippi	19,669	19,380	289	1.5
Missouri	88,853	91,380	-2,527	-2.8
Montana	9,865	10,406	-541	-5.2
Nebraska	21,925	23,166	-1,241	-5.4
Nevada	7,150	7,870	-720	-9.1
New Hampshire	13,178	13,687	-509	-3.7
New Jersey	137,803	145,326	-7,523	-5.2
New Mexico	12,848	13,746	-898	-6.5
New York	265,457	274,748	-9,291	-3.4
North Carolina	54,666	56,173	-1,507	-2.7
North Dakota	6,631	7,506	-875	-11.7
Ohio	168,429	178,145	-9,716	-5.5
Oklahoma	28,808	31,225	-2,417	-7.7
Oregon	18,663	19,909	-1,246	-6.3
Pennsylvania	206,678	217,586	-10,908	-5.0
Puerto Rico	10,656	9,251	1,405	15.2
Rhode Island	15,454	16,420	-966	-5.9
South Carolina	24,630	26,350	-1,720	-6.5
South Dakota	8,491	9,253	-762	-8.2
Tennessee	47,596	51,667	-4,071	-7.9
Texas	129,578	137,252	-7,674	-5.6
Utah	9,492	10,021	-529	-5.3
Vermont	6,823	7,572	-749	-9.9
Virginia	41,043	41,942	-899	-2.1
Washington	35,496	39,923	-4,427	-11.1
West Virginia	21,019	22,920	-1,901	-8.3
Wisconsin	86,616	89,850	-3,234	-3.6
Wyoming	5,652	6,082	-430	-7.1

NOTE: Council jurisdiction sometimes overlaps state boundaries so that membership areas do not conform with state boundaries in all cases.

# Not calculated since base is less than 100.

## GIRL SCOUTS OF THE U.S.A.

	Amount of change	Number registered	
		1973	1972
Number of councils.....	*-3	359	362
<b>MEMBERSHIP</b>			
Girl members.....	-157,310	2,952,516	3,109,826
Adult members.....	-31,183	585,311	616,494
Total membership.....	-188,493	3,537,827	3,726,320
<hr/>			
Troops.....	-3,156	161,007	164,163

\* For a period of years the number of councils has been decreasing by planned consolidation, mergers, and the extension of jurisdiction, in line with National Council direction to attain strong and effective councils touching border to border and containing sufficient resources within their jurisdiction to bring the full Girl Scout program to girls.

### REGION I

Connecticut, Maine,  
Massachusetts, New Hampshire,  
New Jersey, New York,  
Rhode Island, Vermont,  
Puerto Rico, Virgin Islands

### REGION II

Delaware, District of Columbia,  
Kentucky, Maryland, Ohio,  
Pennsylvania, Virginia,  
West Virginia

### REGION III

Alabama, Florida, Georgia,  
Louisiana, Mississippi,  
North Carolina, South Carolina,  
Tennessee, Canal Zone

### REGION IV

Illinois, Indiana, Michigan,  
Minnesota, North Dakota,  
South Dakota, Wisconsin

### REGION V

Arkansas, Colorado, Iowa,  
Kansas, Missouri, Nebraska,  
New Mexico, Oklahoma,  
Texas, Wyoming

### REGION VI

Alaska, Arizona, California,  
Hawaii, Idaho, Montana, Nevada,  
Oregon, Utah, Washington,  
American Samoa, Guam,  
Midway Islands, Wake Island

## REGION I

	Amount of change	Number registered	
		1973	1972
Number of councils.....		59	59
<b>MEMBERSHIP</b>			
Girl members.....	-28,321	622,080	650,401
Adult members.....	-5,315	117,599	122,914
Total membership.....	-33,636	739,679	773,315
<hr/>			
Troops.....	-508	32,553	33,061

## REGION II

	Amount of change	Number registered	
		1973	1972
Number of councils.....		42	42
<b>MEMBERSHIP</b>			
Girl members.....	-27,423	566,932	594,355
Adult members.....	-5,350	111,310	116,660
Total membership.....	-32,773	678,242	711,015
<hr/>			
Troops.....	-597	29,852	30,449

**REGION III**

	Amount of change	Number registered	
		1973	1972
Number of councils.....		55	55
<b>MEMBERSHIP</b>			
Girl members.....	-11, 776	349, 301	361, 077
Adult members.....	-2, 567	72, 069	74, 636
<b>Total membership.....</b>	<b>-14, 343</b>	<b>421, 370</b>	<b>435, 713</b>
<b>Troops.....</b>	<b>-250</b>	<b>18, 816</b>	<b>19, 066</b>

\* For a period of years the number of councils has been decreasing by almost 50 percent, and the attention of leadership, in line with National Council direction to utilize strong and effective council leaders, has been to build and utilize available resources within this limitation to bring the Girl Scout program to girls.

**REGION I**

Connecticut, Maine, Massachusetts, New Hampshire, New York

**REGION IV**

	Amount of change	Number registered	
		1973	1972
Number of councils.....		82	82
<b>MEMBERSHIP</b>			
Girl members.....	-23, 641	590, 008	613, 649
Adult members.....	-5, 641	110, 598	116, 239
<b>Total membership.....</b>	<b>-29, 282</b>	<b>700, 606</b>	<b>729, 888</b>
<b>Troops.....</b>	<b>15</b>	<b>32, 553</b>	<b>32, 538</b>

Tennessee, Canal Zone

**REGION V**

Regional Distribution of Girl Scout Membership by Age Level

	Amount of change	Number registered	
		1973	1972
Number of councils.....	-1	81	82
<b>MEMBERSHIP</b>			
Girl members.....	-30, 195	421, 830	452, 025
Adult members.....	-5, 930	87, 215	93, 145
<b>Total membership.....</b>	<b>-36, 125</b>	<b>509, 045</b>	<b>545, 170</b>
<b>Troops.....</b>	<b>-668</b>	<b>24, 774</b>	<b>25, 442</b>

	Amount of change	Number registered	
		1973	1972
Number of councils.....	-2	40	42
<b>MEMBERSHIP</b>			
Girl members.....	-33, 973	375, 823	409, 796
Adult members.....	-6, 009	78, 712	84, 721
<b>Total membership.....</b>	<b>-39, 982</b>	<b>454, 535</b>	<b>494, 517</b>
<b>Troops.....</b>	<b>-1, 116</b>	<b>21, 077</b>	<b>22, 193</b>

**REGION VI**

	Amount of change	Number registered	
		1973	1972
Number of councils.....	-2	40	42
<b>MEMBERSHIP</b>			
Girl members.....	-33, 973	375, 823	409, 796
Adult members.....	-6, 009	78, 712	84, 721
<b>Total membership.....</b>	<b>-39, 982</b>	<b>454, 535</b>	<b>494, 517</b>
<b>Troops.....</b>	<b>-1, 116</b>	<b>21, 077</b>	<b>22, 193</b>

**REGIONAL DISTRIBUTION  
OF GIRL SCOUT MEMBERSHIP BY AGE LEVEL**

SEPTEMBER 30, 1973 AND 1972

Region/Year	Brownies	Juniors	Cadettes	Seniors	Total Girl Scouts
<b>I</b>					
1973.....	244, 465	283, 353	77, 249	17, 013	622, 080
1972.....	253, 522	299, 163	81, 056	16, 660	650, 401
Change.....	-9, 057	-15, 810	-3, 807	353	-28, 321
<b>II</b>					
1973.....	217, 630	262, 289	71, 322	15, 691	566, 932
1972.....	224, 145	278, 168	76, 059	15, 983	594, 355
Change.....	-6, 515	-15, 879	-4, 737	-292	-27, 423
<b>III</b>					
1973.....	134, 124	165, 611	40, 609	8, 957	349, 301
1972.....	140, 947	168, 968	41, 584	9, 578	361, 077
Change.....	-6, 823	-3, 357	-975	-621	-11, 776
<b>IV</b>					
1973.....	239, 642	268, 382	66, 021	15, 963	590, 008
1972.....	250, 481	280, 408	67, 117	15, 643	613, 649
Change.....	-10, 839	-12, 026	-1, 096	320	-23, 641
<b>V</b>					
1973.....	171, 671	186, 967	50, 183	13, 009	421, 830
1972.....	184, 966	201, 351	52, 463	13, 245	452, 025
Change.....	-13, 295	-14, 384	-2, 280	-236	-30, 195
<b>VI</b>					
1973.....	143, 926	176, 081	44, 425	11, 391	375, 823
1972.....	159, 310	191, 687	47, 120	11, 679	409, 796
Change.....	-15, 384	-15, 606	-2, 695	-288	-33, 973
<b>TOFS*</b>					
1973.....	9, 926	12, 221	3, 790	605	26, 542
1972.....	10, 711	12, 826	4, 367	619	28, 523
Change.....	-785	-605	-577	-14	-1, 981
<b>Total Girl Members</b>					
1973.....	1, 161, 384	1, 354, 904	353, 599	82, 629	2, 952, 516
1972.....	1, 224, 082	1, 432, 571	369, 766	83, 407	3, 109, 826
Change.....	-62, 698	-77, 667	-16, 167	-778	-157, 310

\* Troops on Foreign Soil.

**TROOPS ON FOREIGN SOIL**

	Amount of change	Number registered	
		1973	1972
Number of Countries.....	-2	47	49
Number of Troops.....	-32	1, 382	1, 414
<b>Total TOFS#</b>			
Girl members.....	-1, 981	26, 542	28, 523
Adult members.....	-381	**7, 798	8, 179
<b>Total membership.....</b>	<b>-2, 362</b>	<b>34, 340</b>	<b>36, 702</b>
<b>North Atlantic Girl Scouts*</b>			
Girl members.....	-1, 295	17, 902	19, 197
Adult members.....	-203	5, 537	5, 740
<b>Total membership.....</b>	<b>-1, 498</b>	<b>23, 439</b>	<b>24, 937</b>
Austria	Germany (West)	Luxembourg	Portugal (Part)
Belgium (Part)	Greece	Morocco	Spain
Ethiopia	Iceland	Netherlands	Turkey
France	Italy (Part)	Norway (Part)	United Kingdom
<b>USA Girl Scouts-Far East</b>			
Girl members.....	-595	4, 935	5, 530
Adult members.....	-160	1, 371	1, 531
<b>Total membership.....</b>	<b>-755</b>	<b>6, 306</b>	<b>7, 061</b>
China (Taiwan)	Korea (South)		
Japan	Philippines		
<b>Other TOFS*</b>			
Girl members.....	-91	3, 705	3, 796
Adult members.....	-18	890	908
<b>Total membership.....</b>	<b>-109</b>	<b>4, 595</b>	<b>4, 704</b>
Afghanistan	Indonesia	Poland	
Bahama Islands	Iran	Portugal (Part)	
Bahrain	Italy (Part)	Saudi Arabia	
Bangladesh	Jordan	Soviet Union	
Belgium (Part)	Laos	Switzerland	
Bermuda	Lebanon	Trust Territory of the	
Bolivia	Libya	Pacific Islands	
Canada	Netherlands Antilles	(Micronesia)	
Cuba (Guantanamo Bay)	Nigeria	Tunisia	
Egypt	Norway (Part)	United Arab Emirates	
India	Pakistan	Venezuela	

# Troops on Foreign Soil.

\* TOFS in Austria, Ethiopia, Greece (Thessaloniki), Luxembourg, and Spain (Barcelona) transferred from "other TOFS" to North Atlantic Girl Scouts in 1973. Figures for 1972 were adjusted to be comparable.

\*\* Excludes 10 non-affiliated adults.



## FINANCIAL REPORT

PRICE WATERHOUSE & Co.  
60 BROAD STREET  
NEW YORK, NEW YORK 10004  
DECEMBER 11, 1973

TO THE BOARD OF DIRECTORS OF  
GIRL SCOUTS OF THE UNITED STATES  
OF AMERICA

In our opinion, the accompanying consolidated balance sheets and the related consolidated statements of income and allocations, consolidated statements of changes in cash position and statements of changes in fund balances and special funds balances present fairly the financial position of Girl Scouts of the United States of America at September 30, 1973 and 1972, the results of their operations and the changes in cash position for the years then ended, in conformity with generally accepted accounting principles consistently applied. Our examinations of these statements were made in accordance with generally accepted auditing standards and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

PRICE WATERHOUSE & Co.

**GIRL SCOUTS OF THE  
CONSOLIDATED**

September 30,

ASSETS	September 30,	
	1973	1972
CASH	\$ 309,405	\$ 637,867
MARKETABLE SECURITIES (approximate market value: 1973—\$11,515,298; 1972—\$11,494,062) (Exhibit VI, Note 1).	9,546,720	8,486,182
ACCOUNTS RECEIVABLE—less allowance for doubtful accounts of \$16,798 in 1973 and \$25,000 in 1972.	3,462,049	2,814,839
INVENTORIES (Exhibit VI, Note 1)	9,913,500	5,866,441
PREPAID EXPENSES	641,994	489,861
FUNDS HELD IN TRUST FOR OTHERS (see contra).	145,136	168,002
PROPERTIES (Exhibit VI, Notes 1 and 2)	4,435,865	4,533,575
	<u>\$28,454,669</u>	<u>\$22,996,767</u>

**UNITED STATES OF AMERICA  
BALANCE SHEET**

September 30,

LIABILITIES AND FUND BALANCES	September 30,	
	1973	1972
ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	\$ 5,762,979	\$ 4,519,837
NOTES PAYABLE TO BANK, due on demand	4,600,000	
DEFERRED CREDITS:		
Unearned subscriptions to AMERICAN GIRL (Exhibit VI, Note 1)	619,853	778,323
Other	323,019	349,037
MORTGAGE PAYABLE, due in equal quarterly instalments of \$40,625, including interest at 4½% to 1984.	1,374,530	1,472,408
TRUST FUNDS balances and liabilities (see contra).	145,136	168,002
	<u>12,825,517</u>	<u>7,287,607</u>
FUND BALANCES (Exhibit IV):		
General fund	1,150,000	1,150,000
Capital fund	7,965,745	8,252,894
Special funds	5,337,786	5,187,165
Properties fund	1,175,621	1,119,101
	<u>15,629,152</u>	<u>15,709,160</u>
	<u>\$28,454,669</u>	<u>\$22,996,767</u>

**GIRL SCOUTS OF THE UNITED STATES OF AMERICA**  
**CONSOLIDATED STATEMENT OF INCOME AND ALLOCATIONS**

For the year ended September 30,

	1973			1972		
	General fund	Other funds	Total	General fund	Other funds	Total
<b>Income:</b>						
Membership dues (Exhibit VI, Note 1)	\$ 7,442,111		\$ 7,442,111	\$ 7,783,615		\$ 7,783,615
National Equipment Service, net (Exhibit VI, Note 3)	1,642,534		1,642,534	2,893,796		2,893,796
Gifts, grants and bequests (Exhibit VI, Note 1):						
Restricted	233	\$ 455,429	455,662		\$ 422,348	422,348
Unrestricted		129,450	129,450		569,000	569,000
Income from investments (including net loss on disposition of \$3,037 in 1973 and \$308,130 in 1972)	57,609	205,315	262,924	81,153	(63,440)	17,713
Property operations including interfund profit		175,122	175,122		182,122	182,122
Other	44,801	4,600	49,401	9,281	4,850	14,131
<b>Total income</b>	<b>9,187,288</b>	<b>969,916</b>	<b>10,157,204</b>	<b>10,767,845</b>	<b>1,114,880</b>	<b>11,882,725</b>

**Expenses:**

Field services	3,332,628	203,764	3,536,392	2,911,543	87,732	2,999,275
Program and training development	513,655	115,714	629,369	448,361	143,058	591,419
International operations	244,336	231,342	475,678	201,863	256,877	458,740
Public relations and publicity	483,845		483,845	408,859	22,199	431,058
Materials production	316,768		316,768	262,535		262,535
Membership registration and credentials	455,247		455,247	344,984		344,984
Personnel administration and recruitment	418,186	73,989	492,175	381,345	12,001	393,346
National centers administration	321,586	69,484	391,070	302,891	412,470	715,361
American Girl, net (Exhibit VI, Note 4)	90,564		90,564	339,545		339,545
Girl Scout Leader, net (Exhibit VI, Note 5)	383,477		383,477	394,746		394,746
Board and executive offices	462,878	2,709	465,587	444,751	10,661	455,412
Financial administration	388,782		388,782	343,363	4,260	347,623
Management information system	390,753	269,209	659,962	311,033	73,802	384,835
General services	575,475	38,783	614,258	521,203	3,600	524,803
Girl Scout activity accident insurance	667,048		667,048	709,000		709,000
Other	84,750	102,240	186,990	132,576	65,270	197,846

<b>Total expenses</b>	<b>9,129,978</b>	<b>1,107,234</b>	<b>10,237,212</b>	<b>8,458,598</b>	<b>1,091,930</b>	<b>9,550,528</b>
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<b>Net income (loss)</b>	<b>\$ 57,310</b>	<b>(\$ 137,318)</b>	<b>(\$ 80,008)</b>	<b>\$ 2,309,247</b>	<b>\$ 22,950</b>	<b>\$ 2,332,197</b>
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**Allocations (Exhibit IV):**

For capital fund	(\$ 572,190)	\$ 285,041	(\$ 287,149)	\$ 1,000,000	\$ 32,214	\$ 1,032,214
For special funds	629,500		629,500	1,309,247		1,309,247
For properties fund		56,520	56,520		59,580	59,580

**Excess of expenditures over income—special funds (Exhibit IV)**

		(478,879)	(478,879)		(68,844)	(68,844)
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<b>Net income (loss)</b>	<b>\$ 57,310</b>	<b>(\$ 137,318)</b>	<b>(\$ 80,008)</b>	<b>\$ 2,309,247</b>	<b>\$ 22,950</b>	<b>\$ 2,332,197</b>
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## GIRL SCOUTS OF THE UNITED STATES OF AMERICA

### CONSOLIDATED STATEMENT OF CHANGES IN CASH POSITION

	For the year ended September 30,	
	1973	1972
Cash—beginning of year	\$ 637,867	\$ 629,268
Cash provided by:		
Income (loss) from operations	(80,008)	2,332,197
Depreciation	97,710	97,710
Decrease in:		
Inventories		1,190,142
Accounts receivable		125,125
Increase in:		
Notes payable to bank	4,600,000	
Deferred credits		122,910
Accounts payable and accrued liabilities	1,243,142	
	5,860,844	3,868,084
Cash applied to:		
Increase in:		
Marketable securities	1,060,538	1,026,797
Accounts receivable	647,210	
Inventories	4,047,059	
Prepaid expenses	152,133	31,343
Decrease in:		
Accounts payable and accrued liabilities		707,750
Deferred credits	184,488	
Notes payable to bank		2,000,000
Mortgage payable	97,878	93,595
	6,189,306	3,859,485
Cash—end of year	\$ 309,405	\$ 637,867

## GIRL SCOUTS OF THE UNITED STATES OF AMERICA

### STATEMENT OF CHANGES IN FUND BALANCES

	For the year ended September 30,	
	1973	1972
<b>GENERAL FUND</b>		
Balance, September 30, 1972 and 1971	\$1,150,000	\$1,150,000
Net income (loss)	57,310	2,309,247
Allocation to capital fund	(1,000,000)	(1,000,000)
Allocation to special funds	(629,500)	(1,309,247)
Deficit charged to capital fund	1,572,190	
Balance, September 30, 1973 and 1972 (Exhibit I)	\$1,150,000	\$1,150,000
<b>CAPITAL FUND</b>		
Balance, September 30, 1972 and 1971	\$8,252,894	\$7,220,680
Net income	285,041	32,214
Allocation from general fund	1,000,000	1,000,000
General fund deficit	(1,572,190)	
Balance, September 30, 1973 and 1972 (Exhibit I)	\$7,965,745	\$8,252,894
<b>SPECIAL FUNDS</b>		
Balance, September 30, 1972 and 1971	\$5,187,165	\$3,946,762
Income	628,355	1,023,086
Expenditures	(1,107,234)	(1,091,930)
Excess of expenditures over income	(478,879)	(68,844)
Allocation from general fund	629,500	1,309,247
Balance, September 30, 1973 and 1972 (Exhibit I and V)	\$5,337,786	\$5,187,165
<b>PROPERTIES FUND</b>		
Balance, September 30, 1972 and 1971	\$1,119,101	\$1,059,521
Net income	56,520	59,580
Balance, September 30, 1973 and 1972 (Exhibit I)	\$1,175,621	\$1,119,101

## GIRL SCOUTS OF THE UNITED STATES OF AMERICA

### STATEMENT OF SPECIAL FUND BALANCES

	Balance at September 30,	
	1973	1972
<b>Appropriated by board of directors:</b>		
Extended services to councils	\$1,241,503	\$1,415,905
Special projects reserve	441,595	150,758
Management information system	345,086	357,195
National properties development	244,041	217,662
Study of program for girls	200,000	243,482
Brownie Reader	175,000	
Public relations project	78,348	
Publications for juniors	50,000	
TOFS, trusts, outlying possessions and territories	39,422	39,465
Computer program development at councils	20,000	20,000
World association headquarters	20,000	
Intergroup relations	16,860	18,941
National convention	10,000	36,154
Archives preservation	8,626	8,626
Girl participant travel	3,401	5,795
Furniture and equipment	2,600	27,850
Reserve for retirement		100,000
Interorganization development		50,000
Regional travel		21,303
Historical search		14,366
Anniversary		13,002
International travel		8,375
Educational media experiment		6,079
Volunteer recruitment and development		3,884
Girl Scout National Center West		(8,086)
	2,896,482	2,750,756
<b>Restricted contributions:</b>		
Juliette Low World Friendship	352,339	323,122
National Center West Development	169,840	156,304
Estate of K. P. Crispell	35,714	
Reader's Digest Foundation	20,848	21,415
Edith Macy Trust Income	9,320	7,551
Other	9,165	8,362
Accommodation	9,110	10,926
Headquarters Gift and Memorial	7,220	7,220
Council Development	6,290	6,290
Government Grants	5,909	
Indigenous Leadership	3,940	33,230
Macy Anniversary	1,870	1,464
Alice G. Porter	797	758
Scholarship	(8,962)	(36,622)
	623,400	540,020

## Endowment funds:

## Determined by donor:

Sara Baylis Johnson	500,140	577,680
Juliette Low World Friendship	129,698	135,692
Samuel Joseloff—Connecticut	124,400	129,476
Andree Clark Memorial	103,594	105,919
Marie G. Dennett	94,796	92,682
Daniel C. Jackling	89,207	88,161
Laura Wilder—New Hampshire	43,955	45,792
Abigail Morris Memorial	25,916	26,480
Flora E. Whiting Scholarship	15,437	17,373
Louise A. Wood	12,449	12,100
Marguerite B. Howard	11,649	5,000
Flora T. Little	5,599	5,678
	1,156,840	1,242,033

## Determined by board of directors:

Carolyn G. Caughey—Rockwood	335,815	328,852
Anne Hyde Choate Fund for the Juliette Low Birthplace	173,067	167,416
Mildred Esterbrook Mudd	96,021	99,841
Harriet R. Ferguson	29,012	30,089
Beatrice T. Conrad	27,149	28,158
	661,064	654,356
	1,817,904	1,896,389
<b>Total special funds (Exhibit IV)</b>	<b>\$5,337,786</b>	<b>\$5,187,165</b>

# GIRL SCOUTS OF THE UNITED STATES OF AMERICA

## NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

### NOTE 1.—SIGNIFICANT ACCOUNTING POLICIES:

The consolidated accounts reflect the operations of the General fund, Capital fund, Special funds and Properties fund.

Marketable securities are carried at cost or, in the case of contributed securities, market value at date of receipt. Inventories are valued at the lower of average cost or market. Business properties are capitalized and depreciated over their estimated useful lives. Other properties are carried at a nominal value. Registration dues are recorded as income in the applicable membership period. Contributions are considered to be available for unrestricted use unless specifically restricted by the donor. Magazine subscription and advertising revenues received are reflected as income when issues are published; manufacturing costs are also reflected currently.

### NOTE 2.—PROPERTIES:

Capitalized properties are as follows:

	1973	1972
Headquarters land and building, at cost	\$4, 183, 009	\$4, 183, 009
Parsippany, N.J. land and building, at cost	835, 000	835, 000
St. Louis, Mo. land and building, at cost	684, 000	684, 000
	<u>5, 702, 009</u>	<u>5, 702, 009</u>
<u>Less—Allowance for depreciation</u>	<u>1, 266, 145</u>	<u>1, 168, 435</u>
	4, 435, 864	4, 533, 574
Other, at nominal amount	1	1
	<u>\$4, 435, 865</u>	<u>\$4, 533, 575</u>

Depreciation is computed on the straight-line method and amounted to \$97,710 in 1973 and 1972.

Furniture and equipment are expensed when purchased and amounted to \$72,377 during fiscal 1973 and \$49,600 during fiscal 1972.

Properties carried at nominal value which serve a program and training purpose are as follows:

Edith Macy Girl Scout National Center, Briarcliff Manor, New York	1, 100	1, 100
The Juliette Gordon Low Birthplace Girl Scout National Center, Savannah, Georgia	1, 110	10, 000
Rockwood Girl Scout National Center, Potomac, Maryland	7, 820	7, 220
Girl Scout National Center West	4, 250	5, 220
Government Center	5, 820	5, 820
Indigenous Leadership	3, 760	33, 230
Mary Ann Center	1, 820	1, 464
Alice G. Foster	787	720
Scholarship	(5, 907)	(35, 000)
	<u>23, 960</u>	<u>96, 000</u>

### NOTE 3.—NATIONAL EQUIPMENT SERVICE:

	1973	1972
Sales and other income	\$16, 812, 122	\$17, 304, 663
<u>Less—Cost of goods sold and expenses</u>	<u>15, 169, 588</u>	<u>14, 410, 867</u>
	<u>\$1, 642, 534</u>	<u>\$ 2, 893, 796</u>

### NOTE 4.—AMERICAN GIRL:

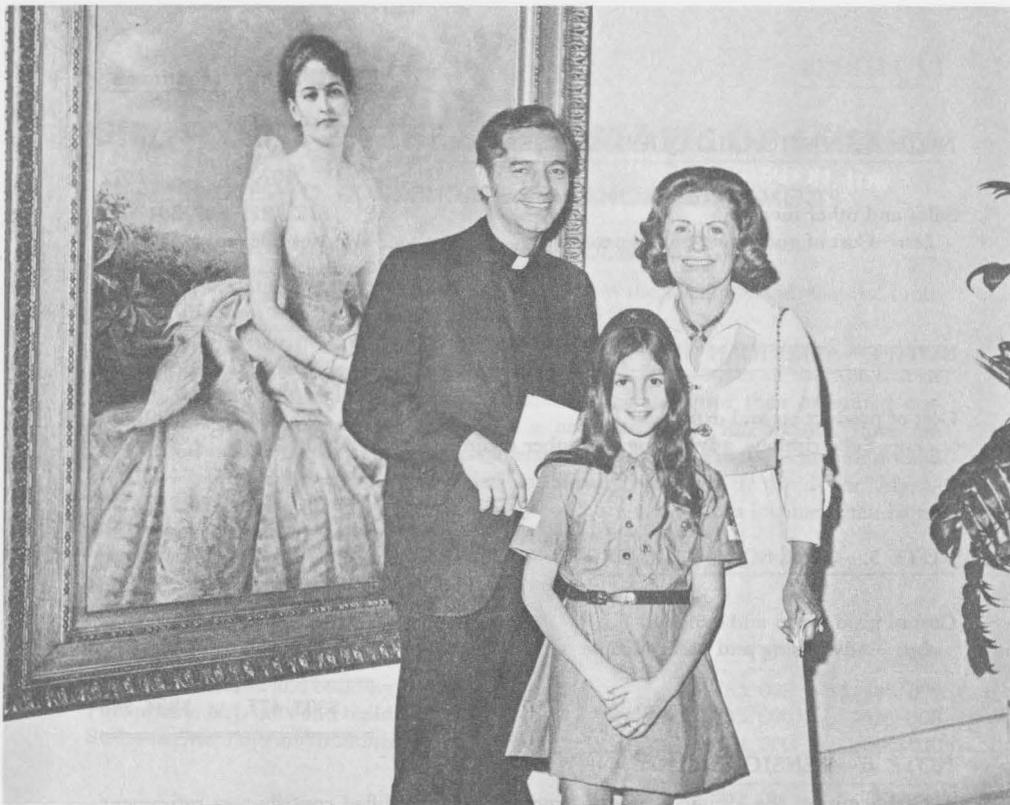
	1973	1972
Cost of production and expenses	\$1, 830, 503	\$2, 030, 448
<u>Less—Subscriptions, advertising and other income</u>	<u>1, 739, 939</u>	<u>1, 690, 903</u>
	<u>\$ 90, 564</u>	<u>\$ 339, 545</u>

### NOTE 5.—GIRL SCOUT LEADER:

	1973	1972
Cost of production and expenses	\$630, 210	\$611, 723
<u>Less—Advertising and other income</u>	<u>246, 733</u>	<u>216, 977</u>
	<u>\$383, 477</u>	<u>\$394, 746</u>

### NOTE 6.—PENSIONS:

Girl Scouts of the United States of America has a qualified contributory retirement plan covering substantially all of its employees. The total pension expense for the year was \$455,809, which includes amortization of past service cost over 30 years from January 1, 1972.



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February 20, 1974

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Juliette Low

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<sup>1</sup> Members ex officio of the Board of Directors without vote.

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<sup>a</sup> Member ex officio.

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I give (devise) and bequeath to Girl Scouts of the U.S.A., a corporation chartered by the Congress of the United States of America, having its principal office at 830 Third Avenue, New York, N.Y. 10022, the sum of \$\_\_\_\_\_ (amount), to be used for the general purposes of Girl Scouts of the U.S.A. at the discretion of its Board of Directors.

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