



The DIAMOND'S RAY



THE GP OF BOB

VOL. III — NO. 1

DUKE UNIVERSITY

FALL — 1967

Survey Reveals Beta Profile

Last Spring *The Ray* conducted a fraternity-wide poll in an attempt to determine exactly what kind of a person is a Beta. Needless to say, we did not find out, however, our findings are interesting, even if they are not conclusive. Our survey focused upon four main areas: educational, regional, political, and religious backgrounds.

EDUCATION

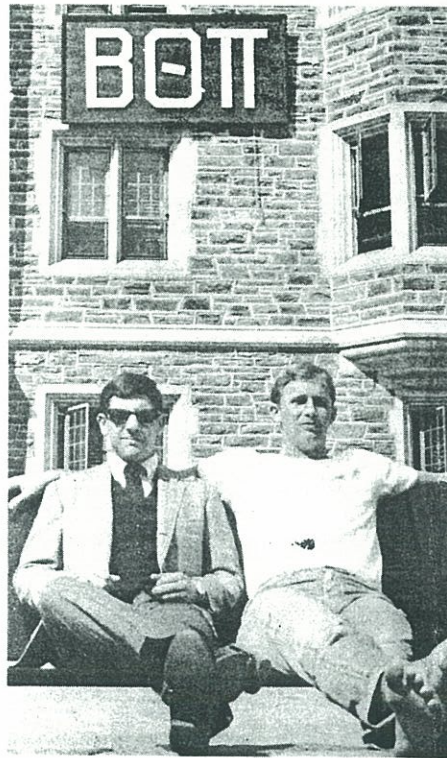
Sixty-two percent of the fraternity attended private secondary schools. The three schools with the largest representations were Exeter, Woodberry Forest, and Andover in that order. All fathers of Duke Betas attended college. Only two dads attended Duke. Both were Phi Deltas. In fact, they roomed together! Although seventy-one percent of the fathers were in fraternities, only one dad was a Beta. Seventy-eight percent of the Beta mothers attended college. The three big sororities were Kappa Kappa Gamma, Kappa Alpha Theta, and Delta Delta Delta in that order.

REGION

Determining whether a young person today is a "Yankee" or a "Grit" or whatever is a difficult matter, but somehow we managed. Over half of the brothers have lived in more than one state. Of the forty-five percent who have lived in one location continuously, most are Southerners. North Carolina, Virginia, and Pennsylvania are the three states with largest Beta contingencies. Over a third of the parents are Southerners by state of birth. Twenty percent were born in the Midwest, while the Northeast claims thirty percent.

POLITICS AND RELIGION

Betas seem to be overwhelmingly Republicans (58%). To the question, "If you could (are) register(ed) to vote, with what party would (are) you regis-



"But my Y-man told me that all Betas were alike."

tered?" Only twenty-one indicated a Democratic preference and the same number showed Independent leanings. Furthermore, the fraternity seems very conservatively-oriented, which sets it apart from the general university trend. On the matter of Johnson's "re-electability," however, Betas share the sentiments of most college students. It seems LBJ would be resoundingly defeated!

Betas are even more overwhelmingly Protestant (75%) with Episcopalians and Presbyterians leading individual denominations. Ten percent of the brothers are Jewish and the remaining fifteen percent are Catholic, Unitarian or non-affiliated.

Note: If any alumnus or parent would like to suggest questions for the next survey, please feel free to send them in.

Letter From The Editor

Dear Brother,

The publication expense of this issue of *The Diamond's Ray* has been paid for almost entirely by Brother Jack L. Ray, Gamma Rho #180. On behalf of the active brotherhood and alumni, I would like to express our deepest appreciation to Brother Ray for his interest and financial support. In accordance with his wishes, this issue of *The Diamond's Ray* is dedicated to his good friend who is now deceased, Brother Richard Chandler Simpkins.

To those of you who answered our call for information concerning yourselves, let us express our sincere thanks. Those replies received before the publication deadline appear in this issue. In this edition of "*The Ray*" a portion of page four has been left blank explicitly for the purpose of gathering alumni news. Also, enclosed is a self-addressed envelope into which page four can be folded ever so neatly. As of this fall, Gamma Rho has begun a policy of forwarding alumni news to the Office of Alumni Affairs. This move hopefully will enable your non-Beta classmates to keep in touch with you through *The Alumni Register*. You will be pleased to note that the alumni news in this issue has with it the current addresses of alumni. In the Spring we hope to compile and distribute an *Alumni Bulletin* containing all current addresses.

The Alumni Bulletin is only one of the major innovations which Beta is undertaking this year. Others include:

A FIVE-YEAR CHAPTER ROOM PLAN

This plan is described in some detail in another article on this page. In this instance we are doing what few fraternities ever do — we are planning ahead. Hopefully this Five Year Plan anticipates most of the needs which our chapter will have in the near future. If you know of any means by which we can get a carpet, chairs, couches, or pictures at reduced costs, please contact Will Squires at the fraternity's address.

FRATERNITY LIBRARY ESTABLISHMENT

This project supplements the five-year plan for the chapter room. The library (continued on next page)

Five-Year Plan For Chapter Room

Several brothers returned to campus early this fall in order to repaint the chapter room. Along with professional cleaning of both drapes and rug, the chapter room's appearance was considerably brightened. Further, Gamma Rho is especially indebted to Mr. Arthur L. Harris of Atlanta who generously donated a series of American Impressionistic prints to make a sizeable Beta art collection. Of course, no chapter room would be complete without the traditional composites, which serve as a reminder of past Beta's at Duke.

Beta Theta Pi, with the help of the university interior decorator, has begun the first in a series of chapter room improvements this fall. As part of a projected five year plan, it is designed to beautify the common living area of the chapter and to further the aim of making the dormitory section a center for academic pursuits. The initial additions in-

cluded a new couch, six captain's chairs and a walnut table.

Immediate plans include: 1.) paneling of the entrance hall and installation of subdued lighting, 2.) renovation of the basement bedrooms into a seminar room, a library, and snack bar, and 3.) new carpeting in the chapter room. Additions of this sort enhance the social atmosphere and contribute to the intellectual development of the brotherhood.

We have taken the initial steps toward realizing the objectives of this five year plan, but they are certainly only the beginning. The years are beginning to tell on three of the couches. The curtains will possibly stand one more cleaning and the carpets show the effects of continual wear. It is hoped that the future will see complete replacement of existing furniture while maintaining progress on the essential aspects of the Five Year Plan.

From The President

Gamma Rho, as indeed do all fraternities at Duke, faces a challenge to its very existence. No longer can the fraternity stand aloof on its social laurels and watch the rest of the university community pass below. The fraternity must now become a part of this community or it will die. Even more importantly, the fraternity must justify its existence; it must prove that it can make some worthwhile contribution to the campus or it will be asked to leave. This ultimatum to produce is being shouted loudest not from the Administration, but rather from the student body. The very idea of selective housing is daily denounced. Most significantly, however, is the cry for change from the Greeks themselves. We also realize that for our own college fulfillment, we must provide a wider basis for the development of the individual. Social life alone cannot answer all the needs. This is not to say that social life is to be de-emphasized, but only that it has to be incorporated into the larger goal of developing and fostering the individual personality to its utmost potential.

Gamma Rho has striven to justify itself to the academic community and to its own membership. By continuing and broadening the business and faculty discussion programs, instituted last year by Chuck Schadt (Class of 1967), the fraternity has augmented the average academic experience of our brotherhood. This semester we expanded this intellectual opportunity with pre-Symposium discussion groups with Pi Beta Phi and Sigma Epsilon. We are sincerely hoping that these programs will stimulate each brother's interest in and awareness of campus and world affairs.

The results so far have been very satisfying, the brothers, and especially the Sophomore class, have been enthusiastically receptive to the "new Beta image" on campus. It is not hard to feel the new spirit which permeates our brotherhood. The new spirit is good; it is constructive rather than destructive. Brothers are interested in helping and improving, and they no longer passively accept criticism directed at fraternity life.

This new welcome spirit will hopefully serve as the impetus and the basis for the new and higher goals of Gamma Rho. We are seeking not merely to exist, but rather to contribute to and thereby supplement the college experience of each member of our brotherhood.

Yours in —kai—,



LETTER FROM THE EDITOR

(continued from page 1)

will be located in one of the basement rooms adjacent to the chapter room. Even though it seems that realization of this idea is at least three years away, we have calculated the specific furnishings required: (1) a large conference table, (2) six straight back chairs, (3) a sofa, (4) two easy chairs, (5) two end tables, and (6) a carpet. *This furniture need not be new.* Furthermore, we are aiming more for periodicals, such as "Wall Street Journal," "Business Week," and "Evergreen," than for permanent reference works. Almanacs and basic factual data, of course, are essential. If you can assist us in acquiring any of these furnishings or periodicals, please contact Fred Ramsey at the fraternity's address.

A CLASS AGENT SYSTEM

Next year we want to have as many alumni return for Homecoming as possible. If we have a representative group of class agents who will contact (at our expense) Betas whom they knew at Duke, we hopefully would improve Homecoming Weekend. We'll guarantee that you'll have a great time. But first we need a few "old time Betas" who will (1) be willing to return for Homecoming and (2) take care of the necessary arrangements. If you are interested in

helping out in this area, please indicate that interest on page four.

A FINANCIAL DRIVE

As you no doubt realize, the future of your alumni magazine rests in your hands to a large degree. Furthermore, even though we have trimmed monetary waste to a bare minimum, we simply do not have the money to carry through programs which will improve the quality of life of Duke Betas. We barely have the funds necessary to meet our traditional commitments. If each alumnus would give one dollar, we could be half-way toward having our fraternity library. When you reply to our numerous quandries on page four, you will discover that a "George" or an "Abe" will also fit ever so neatly into the envelope provided.

We look forward to hearing from you.

Yours in —kai—
Charles D. Williams
Alumni Secretary

The Diamond's Ray

Published irregularly during the University year by the Alumni Secretary and Brothers of the Gamma Rho of Beta Theta Pi, Box 4716 Duke Station, Durham, North Carolina, 27706, *The Diamond's Ray* is sent *gratis* to all alumni of Gamma Rho, parents of active brothers, and other distinguished citizenry too numerous to mention.