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duke university medical center

VOLUME 20, NUMBER 11

March 16, 1973

DURHAM, NORTH CAROLINA

Their Motto Is 'Serve and Disappear'

Hospital Auxiliary Extends A Helping Hand

--Mamie McClees is 78, and Dana Williams is 20.

--Josefina Tiryakian taught yoga for two years and is currently doing research for a book on colonial Latin America in the 18th Century.

--Pearl Alden plays the violin in the Duke Symphony Orchestra.

--Evelyn Maddox won many awards as a pianist in her youth.

--Terry Dow makes pottery, and Carol Kylstra is a student sculptress.

These women, with such varying ages and interests, have at least two things in common. They are all animated by a desire to serve others, and they are members of the Duke Hospital Auxiliary.

The Auxiliary is a volunteer organization open to all residents of the Durham community and surrounding areas who can give half a day or more a week toward making a large hospital run a little more smoothly and be a more pleasant place to visit.

The Auxiliary was founded on March 9, 1950. On that evening Ross Porter, then superintendent of the hospital, held a meeting attended by more than 50 interested women leaders of Durham and suggested that the need for an auxiliary was great. The group voted to act on his proposal, and on April 11 of the same year, an organizational meeting was held during which 242 women became charter members.

A three-fold program was adopted by the Auxiliary which included: (1) service to others, (2) interpretation of the hospital to the community, and (3)

readiness to serve in any emergency.

Special projects in the early years included the operation of a coffee cart in the main lobby of the hospital and a shop cart which was pushed to the various wards carrying gift items such as baby clothes and toys as well as such necessary things as toothpaste, brushes, soap, shaving cream, razors and stationery.

Other projects were a guide service to assist patients in finding clinics and departments in an expanding medical complex; a library book and magazine cart; a children's service which emphasized recreational activities and crafts; and a series of special funds providing gifts for children hospitalized at Christmas, lunch money for indigent outpatients and taxi fares for those with no transportation. In addition, a three year nursing scholarship was established in 1954.

The color, first cherry and later pink, chosen by the Duke Auxiliary for their smocks, was adopted by the national auxiliary as the standard color for members' uniforms. It has become a symbol for helpfulness in hospitals across the nation.

Over the years, the Auxiliary has seen many changes. The coffee cart was replaced by two snack bars, and the shop cart was supplemented by the



IN THE PINK SMOCK—Lettie Saylor (left) and manager Mallory Mahoney arrange gifts in display cases on a busy afternoon. Proceeds from the shop, where patients and visitors can buy anything from teddy bears to ornamental glassware, are returned to the hospital in a number of Auxiliary projects. (Photo by Dale Moses)

successful operation of the "Pink Smock" gift shop, established in 1967. The volume of business in the auxiliary's enterprises increased so much that three full-time and six part-time employees had to be hired to meet the demand. Profits, after expenses were met, increased

seven-fold over the humble beginnings. Giving has been a tradition with the Auxiliary which has not changed over the years as the medical center expanded, and all the receipts from sales have been returned to patients in one (Continued on page 3)

Clifford Tests Body Image Measurements

When you were little, did your mother want to show you off to everybody? Did she cry a lot? Was your father worried?

People of relatively normal appearance might find those questions easy to answer.

But when Dr. Edward Clifford gave the test to a girl born with a badly disfigured face, she broke down and cried, unable to complete the questions.

Clifford, an associate professor of medical psychology, also gave the questionnaire to a group of asthmatics and to a group of cleft lip and cleft palate children. He found the asthmatics perceived themselves to have been more highly accepted by their parents at birth than the cleft lip-palate group.

The questionnaire is part of a six-hour battery of tests Clifford is using to try to come up with a reliable measure of "body image." Body image is the total of a person's conscious and unconscious attitudes toward his body and its functioning. It is a part of a person's total self-concept, his self-esteem.

Such a concept is especially important, Clifford feels, in a culture as oriented to beauty as ours. The concept is widely used in psychiatry and psychology, and there is need for systematic investigations of body image as a concept, he says.

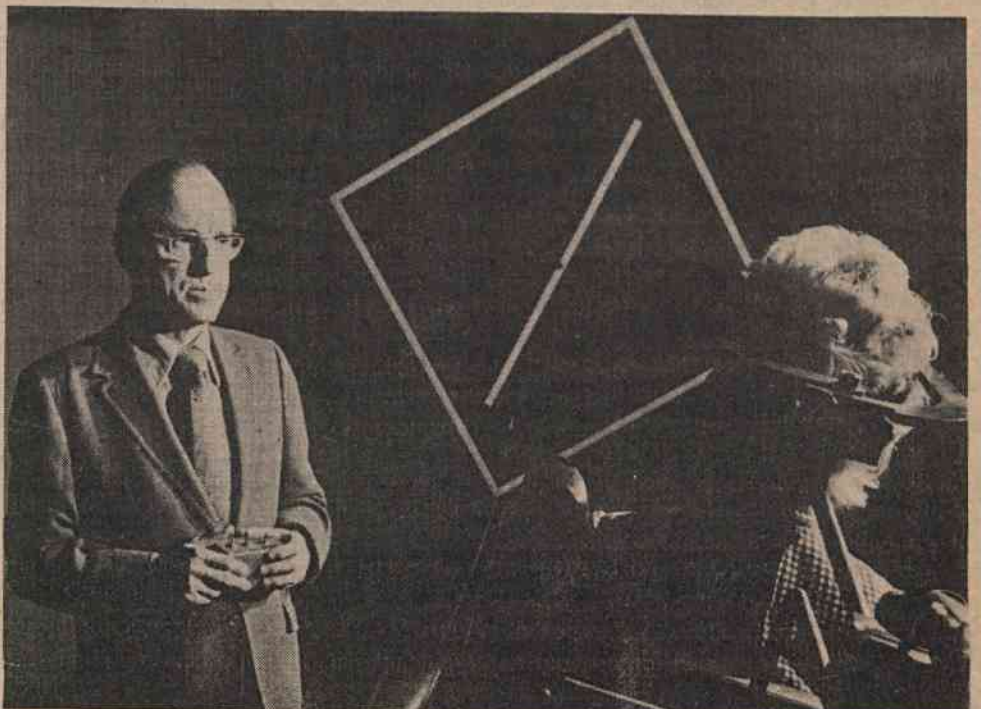
Clifford came to Duke in 1965 to work with cleft lip-palate children under a program funded by the National Institute of Dental Research. He set about trying to look at how having such a facial anomaly might affect a person.

Clifford found that there is no such thing as "cleft palate personality." All cleft palate children are not similarly affected by having the birth defect.

He found it necessary to investigate (Continued on page 2)



OFFICE STALWARTS—Services Co-ordinator Mary Daugherty (right) and Business Manager Jean Pridgen keep the Auxiliary's services on an even keel day by day and year by year. Mrs. Shelton Smith, past president of the Auxiliary, said that the organization is fortunate indeed to have staff members who attack their jobs with the zeal of volunteers. (Photo by David Williamson)



BODY IMAGE MEASUREMENTS—Dr. Edward Clifford demonstrates the tilting chair he uses as part of an experiment to try to measure a person's body image. In a totally dark room, a person is strapped in the chair, tilted and told to straighten himself up with no visual clues to guide him. He must depend on his body to tell him when he is vertical. (Photo by Thad Sparks)