



The Betty Newsletter

the BETTY edition

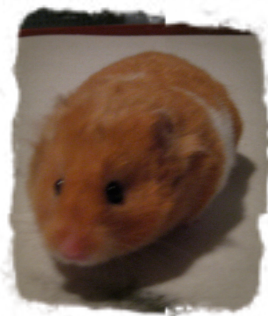
Issue #28



All Betty all the time

As my reign of editor comes to a close, I have been inspired numerous times by the this newsletter. I have gotten my family involved and my friends have heard endless hours of my bragging and complaining of this publication. My father has edited articles and my best friend even contributed to this issue even though she goes to school in Washington, DC. I have named my hamster Betty. I am addicted.

Every time I have come across a 'betty', I have written it down. Once I got to two, I brought my idea of a Betty themed *Betty* to Professor Matthews and she leapt at the thought. My father TiVo'd a cooking show which sparked our Apple Brown Betty article and a new dessert for the family to try. Our search has come to its peak, with this, our largest issue yet.



Betty Deux, my hamster.

Please enjoy this *Betty* as it has taken the contributors days and months to put together. Take note that there are endless amounts of famous Bettys, dozens contributing to the vast world of Family and Consumer Sciences. Be inspired as this newsletter has inspired me.

-Valerie Yu, editor



A dictionary definition:

Betty: a feminine name, diminutive of Elizabeth

Betty, slang: hot chick

Betty, *Clueless* movie: beautiful girl

betty, n:

a short bar used by thieves to wrench doors open

a pear shaped bottle covered with a round straw

Other Famous Betties:

Ugly Betty, TV show

Nurse Betty, movie

Betty, cartoon strip by Delainey and Rasmussen

Betty's List: LGBT forum

Betty White, actress

Betty Hutton, actress

Atomic Betty, cartoon

Betty David: Native American artist

Betty Moore: environmentalist

This newsletter was named 'The Betty' after the *Betty Lamp*: a symbol adopted by Family and Consumer Sciences representing joy, knowledge, fellowship, cooperation, service, achievement, and the light of home and mind.





BETTY FRIEDAN: THE WOMAN WHO DARED TO DREAM

My first semester in college, I signed up for a Women Studies class where I learned all about feminism. As I decided to write on Betty Friedan, I wished that I had kept my notes from that class, since she was a main component of the feminist movement and questioned the role of women in the 1950s.

Betty Naomi Goldstein was born February 4, 1921. She graduated from Smith College in 1942, and then studied psychology as a graduate student at University of California at Berkeley. Betty worked as a journalist, like her mother, for five years before she married Carl Friedan (divorced 1969), but unlike her mother, she did not give up her career when she began her family. Betty was a mother of three who did journalism on the side.

When her husband began to succeed in his career, they moved to the suburbs, just like any typical 1950s family, but she felt unfulfilled and dissatisfied with her role as a wife and mother. She began to investigate and ask her college classmates if they too were dealing with this same scenario, and many revealed that they were. This led to her composition of *The Feminine Mystique*, published in 1963. Friedan introduces this predicament as “the problem that has no name.” The book is based on the idea that women were persuaded to lead a life where their dreams vanished and were made to believe that the fulfillment of their femininity was through their family.



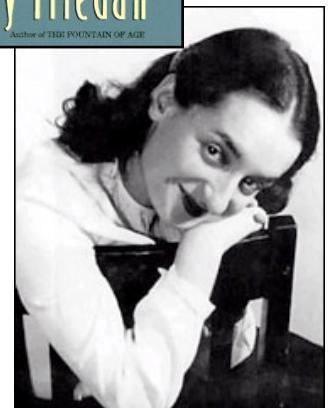
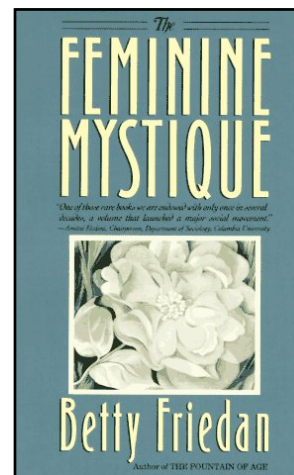
Friedan used this book to call upon women to regain their sense of identity and discover activities that would bring meaning to their lives. Needless to say that this controversy that Betty stirred up was not well received by all, but her book became one of the most influential of the 20th century.

In 1966, Friedan co-founded the National Organization for Women (NOW) and became its first president. She led the way for women's equality. Betty was successful in achieving women's rights through Title VII of the 1964 Civil Rights Act, which prevented employers from discriminating against workers based on sex. NOW helped make abortion legal and called the government to fund day-care centers. She was among the leaders and founders of the National Abortion Rights Action League and the National Women's Political Caucus.

Betty continued to publish influential books like *The Second Stage*, which addressed a needed shift in the feminist movement in the roles of both men and women in the family, and *The Fountain of Youth*, which brought attention to the rights of the elderly and aging, who were seen as objects of care that were a problem for society.

Betty Friedan changed the perception of the American family life, by shifting the role of a wife and mother. She called for women to have their aspirations and not conform to society's views of being a housewife. Betty died in 2006 and made a lasting impression on our societal views on family and gender roles.

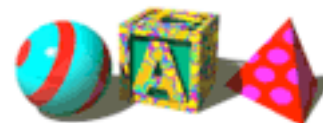
-Bobbie Bodie





BETTY BRINN

Betty Brinn has a fascinating story to her. She spent almost all of her childhood in foster homes and orphanages all over Wisconsin. In turn she has dedicated her life to helping disadvantaged women and children in the Milwaukee area. She was a successful entrepreneur who

**Betty Brinn Children's Museum**

opened her own museum. This museum is called Betty Brinn Children's Museum which is located in Milwaukee. It opened in 1995 with the help of Betty Brinn and two other women. They received support from the community to find a place for the Museum and to raise the money that they needed. After six years of working diligently on this, they were finally able to open their dream museum. The Museum offers interactive displays and even instructive resources. These all encourage healthy growth of children from birth through age ten (their formative years). The topics that the museum promotes are self-esteem, the expansion of essential skills, and teamwork. Caregivers are given information on the brain development during early childhood years, different learning styles, and even efficient parenting skills. The museum gives free admission to all children and families that live in this community; this includes people who cannot afford basic things and families who have children with special needs. The Museum is a Milwaukee landmark and is a cherished organization for both locals and visitors. The museum is a combination of hands on



science displays, elaborate play areas, and learning. There is a huge play area and a little play city. There is a play grocery store where the kids can shop, check each other out at the registers, and prepare deli trays. Next to that is a working news studio and film editing display where kids can take turns being the anchor, cameraman, background displays, and producer. There is also a play auto shop where kids could work under a car and take the tires off. It also has a play bank with facts about money, a post office with postal sorting areas and conveyer belts. A truck/shipping dock finishes off the play city. It also has connecting phone lines between the buildings in the city which kids can call each other on. The museum has so many fun things, I'm sure a child would not want to leave.

-Melissa Mitchell

BETTY MILLS CO: A CONSUMER'S DREAM

The Betty Mills Company is known nationwide for being the expert on cleaning and janitorial products, as well as office supplies, furniture, sheds and other outdoor storage products. Betty Mills operates with over 50,000 brand-leading products to satisfy the needs of businesses as well as the average consumer (BettyMills.com).



THE Betty Mills[®]
COMPANY
Fast & Friendly Service is our Business

Some of their popular brands include; Scott Tissue, Purell Hand Sanitizer, Kleenex, and Rubbermaid. But Betty Mills does not stop there, next time you hang out in the break room at work you will find yourself selecting from variety of Betty Mills products and I'm not referring to cleaning products. Betty Mills also supplies everything from break room appliances, to disposable cups, to cookies and chips. Some popular brands include Doritos, Cheetos, Sun Chips, Wheat Thins, Famous Amos Cookies, M&Ms, NutriGrain Bars, and many other favorite brands.

Betty Mills' high level of customer service has been the main contributor in making Betty Mills America's ultimate supplier. Their products are not only available at various businesses but consumers can order right off of the Betty Mills website to take advantage of great discount prices. Betty Mills serves government agencies, cleaning service companies, and military and educational institutions. The Betty Mills Company was founded in 2002 and serves as an LLC (Limited Liability Company), with their main headquarters located in the San Francisco Bay Area. Betty Mills employs approximately 50 people and reported revenue of \$14,000,000 in 2008.

-Isabel Mendoza



THE BETTY FACTOR

When you hear the word factors, a mathematical problem may come to mind; when you hear the name Betty you may think of Betty Crocker or even the Betty from the namesake of this periodical but, when these words and names are put together they become “The BettyFactor”. In this case when we put the infamous www. in front of The Bettyfactor we learn a new meaning for this new proper noun; it is a website, a meaningful and much needed website.

The website, www.thebettyfactor.com, is dedicated to the acknowledgment of clear, concise and succinct marketing campaigns and advertisements. Those that strive to deliver the simplest and most direct marketing message are noted, acknowledged and commended. Clear and understandable communication is essential to the well being of our human community. Whether working on a campaign to enlighten the world to the latest and greatest electronic gadget or passing the torch on to one of your successors in any of the positions you may hold along life’s trail, clear communication is paramount.

FCS majors have a “prime directive” to help our fellow inhabitants of Earth to achieve this, whether you are an Interior Design option creating a fabulous executive suite, but also creating a habit that a disabled person can thrive in, a Consumer Affairs option cutting through the paperwork bureaucracy to enable a senior citizen to obtain the health and financial support needed to give them the dignity and healthful life they deserve, while living out their golden years or the Fashion Design option that may see the rules of their career taking them to the high fashion runways of Paris, yet the creative spark within them may break that path of career progress, igniting a new form of “fashion” that allows for easy removal or access to facilitate a non-ambulatory patient to use the restroom by themselves.

As David Politis (creator of the BettyFactor) states “the truth is that sometimes reality trumps the rules”. As David noted in a recent BettyFactor article, the rules in life do not always fit the situation. As FCS majors, we must seek to find what it is that makes life better for all others and ourselves.

Betty Mann is a typical, 70-something-year-old grandmother (picture shown above) and she was the inspiration to create the BettyFactor website to interpret and “demystify the technology jargon” used today in advertising. As the Bettyfactor does, so should we by taking it a step further. We, in all majors and careers in life, need clarity of purpose and clear communication of the truth.

Seek the truth clearly.



-Steven H. Bardo

BETTY FORD: A WELL DRESSED EDUCATOR

Betty Ford, wife of the 38th President of the United States, Gerald Rudolph Ford, was a chic and stylish individual that was always ahead of her time. Her love of arts as a teenager led her to modeling hats and dresses as well as teaching dance lessons that included the fox trot, waltz, and Big Apple. She was married and divorced by the age of twenty-seven and soon after married a young veteran and flyer, Gerald Ford in 1948. Little did she know that not only was First Lady in her future, but so was her great influence on educating and inspiring individuals throughout the world.

Betty Ford was diagnosed with breast cancer during her term as First Lady and was an avid speaker about her diagnosis. Her openness about her illness conveyed the importance of early treatment and breast examinations, as well as embodied the strength and power that women have. She portrayed her public diagnosis in *Time Magazine* and explained that "it made a lot of women realize that it could happen to them. I'm sure I've saved at least one person—maybe more," which further emphasized her desire to help others.



See FORD on page 5

**FORD** from page 4

Ford's later years comprised of alcohol and substance abuse, and she received treatment for her chemical dependency at the US Naval Hospital in Long Beach, California. After this, she began to discuss with her friends a need for a treatment center that emphasized the special needs of women. She decided to once again turn her life experience into an inspiration by opening up the Betty Ford Treatment Center in Rancho Mirage, California where numerous women and men have fought chemical dependency.

The Betty Ford Center always saves 50% of its space for women and 50% for men and offers programs that are gender specific. The Center also offers programs for the entire family system that is affected by addiction. Betty Ford understood Family Systems Theory, which states that the sum of the whole is greater than the sum of its parts and all portions of the system are affected by the addiction. The treatment center is said to be one of Ford's greatest accomplishments.

BETTY
FORD



CENTER

Serving Patients, Saving Families™

Betty Ford is a legacy that cultivated the desire to help others through her own personal experiences. She was an innovative woman that strived to help others in any way she could, whether that be enlightening others of her breast cancer experience or protesting for women's rights. She was always ahead of her times as a spokesperson for whatever she truly believed in and had no problem voicing her opinion. Moreover, she will always be known as a famous person that not only had breast cancer, but as a notable and inspirational individual that encouraged others along the way as well.

-Amanda Allegra

BETTY A. REARDON: CULTIVATING PEACE EDUCATION

Betty A. Reardon has contributed her knowledge and understanding of peace education to pursue a better future for others. She has over forty years of experience in the worldwide peace education movement and has spent many of those years focusing on the human rights of women as well. She is a firm believer that that the vision, intelligence, energy, and experiences of women are essential to the peace process. As a fellow advocate for women's rights and peace education, Reardon has earned the respect and admiration from individuals around the world. Moreover, she was the first Academic Coordinator of the Hague Appeal for the Peace Global Campaign and has served as a consultant to many United Nation organizations to publicize her ongoing efforts.

While Reardon has attained various accomplishments over the years, she founded the International Institute on Peace Education (IIPE) along with other faculty members at the Teachers College Columbia University in 1982.

Reardon envisions that "the ultimate goal of peace education is the formation of responsible, committed, and caring citizens who have integrated the values into everyday life and acquired the skills to advocate for them," so she has put her belief into action. This organization has provided cooperative learning skills in peace education over the last twenty-seven years and is held annually in various parts of the world. The IIPE will be held in Budapest, Hungary this year from July 26-August 2 and will be sure to enlighten all those that have the luxury of attending this informative event. Needless to say, as a professor that has taught at various universities in both the United States and outside the country, she is a recognized leading theorist that has made an immense influence in the lives of others. Reardon is an individual that continues to pursue peace for the betterment of others through the will and power to do what she does best; educate others about something that she is so deeply passionate about.



-Amanda Allegra





BETTIE PAGE: THE DARK ANGEL

Bettie Page, best known for her partial nude pin-ups, had a successful but controversial career. She had gorgeous black locks and knew how to work the camera with her batty eyes and million-dollar smile. With the ability to be a seductress and the girl next store all at the same time, she was famously known as the Dark Angel.

Bettie was born on April 22, 1923 and passed away December 11, 2008. She was a sweet Southern Bell from Nashville, Tennessee and was raised a devout Christian. Bettie had five younger siblings whom she often helped care for while her mother, Edna, was working. Bettie's father had been sexually abusive and due to financial troubles, her mother put Bettie and her two sisters into a foster home.

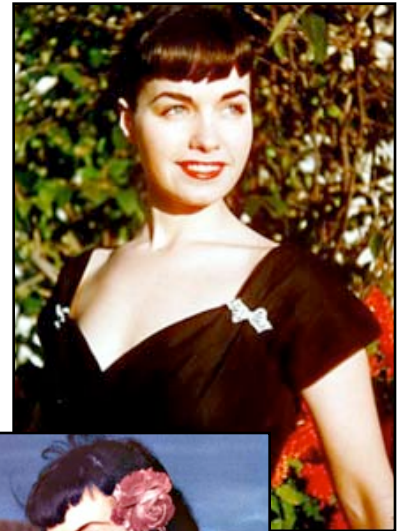
Bettie's poverty stricken situation did not stop her from getting an education. She did very well academically and was even voted most likely to succeed in high school. She went on to study at Peabody College where she was granted a one hundred dollar scholarship and earned a BA. After college Bettie married her high school sweetheart, Billy Neal. Unfortunately, this marriage was short lived and they were soon divorced. She would marry two more times after Neal.

After the divorce, Bettie moved to New York City in hopes of becoming a movie star and vigorously studied acting at the Sea Cliff Summer Theater in Long Island. She landed a few light rolls on television productions, as well two off-Broadway shows called *Time is a Thief* and *Sunday Costs Five Pesos*. While working on her acting career, she starred in several adult films such as *Striporama* and *Teaser Girl in High Heels*. These films were one of the few exploitation-burlesque films that actually featured a plot instead of just filming strippers in the act.

Bettie's modeling career was born when Jerry Tibbs discovered her walking on the shore of Coney Island. Tibbs was a police officer, but had a curiosity in photography and helped Bettie put together her first pinup portfolio. In 1955 Bettie was named Miss Pinup Girl of the World and in the same year became Playboy's Miss January. The pinup photos Bettie posed in already exuded sexuality and curiosity, but she decided to take it a step further. She posed in a series of bondage pictures, which were extremely risqué for her time. These photos consisted of women in black lacy under garments, wearing black high-heeled lace up boots, often using props like whips, gags, and rope. Bettie and the women were often posed in compromising positions holding helpless facial expressions, tied up and being spanked. The photos were so controversial that they even lead to a senate hearing, resulting in many of them being destroyed.

After a racy successful career Bettie decided to retire and devote her life to Christianity. Bettie Paige's curvaceous, wholesome, yet edgy looks inspired the fashion industry and she will forever be a legend in pop culture history.

-Jennifer Plotkin-



“I am doomed to an eternity of compulsive work. No set goal achieved satisfies. Success only breeds a new goal. The golden apple devoured has seeds. It is endless.”
--Bette Davis, 1908-1989



APPLE BROWN BETTY: DELICIOUS HISTORY

The Apple Brown Betty is a classic American dessert, tantalizing taste buds since Colonial times. Combining sweet apples, spices, and buttery bread crumbs, this “Betty” is a delicious treat.

There are a number of stories about how Brown Betty was born, but no one seems to know who Betty might have been. However, any “Betty” can claim this tasty dish. Enjoy the original “Betty” or the modified “Betty” and bon appetite!

First, the original Apple Brown Betty recipe:

- 4 cups coarse fresh bread crumbs
- 1/2 cup (1 stick) butter, melted
- 4 Fuji apples, peeled, cored and thinly sliced
- 1/3 cup brown sugar
- 1 tablespoon fresh lemon juice
- 1 tablespoon finely chopped fresh ginger or 1 teaspoon ground ginger
- 1 teaspoon ground cinnamon
- 3 tablespoons dry sherry (optional)
- Whipped cream for serving (optional)

Preparation:

1. Heat oven to 375° F. Lightly butter a 2-quart casserole or baking dish. Stir together bread crumbs and butter; set aside.
2. Combine apples, brown sugar, lemon juice, ginger, and cinnamon, mixing until well blended. To assemble brown betty, spread 1 cup of buttered bread crumbs in bottom of casserole; top with one third of apple mixture. Sprinkle 1 tablespoon sherry over apple layer, if desired.
3. Spread another cup of bread crumbs and top with half of remaining apples and another tablespoon sherry. Make third layer of one cup of bread crumbs and top with remaining apples and sherry. Spread remaining bread crumbs on top of apples.
4. Cover with foil and bake 30 minutes; uncover and bake 30 minutes longer. Cool until warm and serve with whipped cream, if desired.

Nutrition information per serving:

protein: 9g; fat: 19g; carbohydrate: 73g; fiber: 4g; sodium: 626mg; cholesterol: 45mg; calories: 498.

Now, to appeal to our Nutrition and Dietetics followers, a modified Apple Brown Betty recipe that is significantly lower in calories and fat. This recipe only has 190 calories per serving!

- 2 large Granny Smith apples, peeled and cored
- 1 tablespoons lemon juice
- 5 slices whole wheat bread
- 1/2 cup firmly packed brown sugar
- 1 teaspoon cinnamon
- 3/4 cup unsweetened apple juice

Preparation:

1. Preheat oven to 375 degrees.
2. Make sure that the apples are thinly sliced and placed in a large bowl. Add the lemon juice and toss them. Stack bread slices and slice the stack into medium thin slices then turn them and cut again into smaller cubes. Next, combine the cinnamon and brown sugar in a separate small bowl.
3. Coat an 8-inch baking dish (glass preferably) with either a very thin layer of cooking oil or use cooking spray. Cover the bottom of the pan with approximately one-third of the cinnamon/brown sugar mix, then sprinkle one-third of the bread cubes. Keep layering until all ingredients are used then pour the apple juice over the top.
4. Bake for 40 minutes until bubbly.



-Dena Ciolfi



BETTY CROCKER: A REAL BETTY?

As college students a part of Generation X, we have been spoiled by chocolate fudge brownie bowls that can be fully prepared in a microwave in a minute or less, and easy cake mixes and frostings that make us look like expert bakers. No holiday season would have been complete without bundles of Chex Mix, and I know that I personally would not have survived Dad's cooking, except for a box mix of Hamburger Helper. Many owe great gratitude to Betty Crocker, the creator of these delicious treats and meals. But just who was this "Betty" and when did she come about? How does she hold importance in our daily lives?

The Washburn Crosby Company, later to become the better known General Mills, was one of the major milling companies of the early 1900s. The company would receive thousands of baking questions each year, and decided to personalize responses with a friendly and amiable name. Crocker came from a retired executive of the company, and Betty was seen as a warm and approachable name. Thus became, "Betty Crocker".

In 1924, 13 actresses from around the country performed as the voice of Betty on local radio stations. Listeners gained baking tips and recipes on the air for 24 years. Finally in 1936, Betty Crocker was put into real-life form, well, at least in a portrait. Betty's artist, Neysa McMein, brought together all of the women within the General Mill's Home Service Department and "blended their features into an official likeness." They hoped to portray Betty as a real woman, and it worked. Betty Crocker was named one of the most famous women in America, only second to Eleanor Roosevelt! Over 75 years of business and eight makeovers later, Betty's look has gotten younger, and slightly more ethnic to appeal to a larger, more diverse population.

Her Relevance Today

Betty Crocker has expanded beyond the baking world and into additional practical food items and tools such as taco shells, pastas, and soups, to "Betty Kitchens", used for instructional purposes. The General Mills corporation has grown so expansively that many might not even realize how much of their cupboard contains these popular products. Antique cookbooks are constantly being auctioned off online, sometimes for quite a hefty price. Even my own mother has lent me with some hesitation, one of her Betty Crocker cook books to find a recipe, so as long as I returned it just as the way it was found. It has become a brand both respected and revered by mothers and chefs alike. Betty's hair, her dress and temperament have all adapted over the years to reflect the ever-changing faces of the American woman.

So, just like our favorite fiction novel, we have all come to know and admire a pretend character in Betty Crocker. We have been comforted in relating to Betty, sharing interests and being guided by her cooking and baking expertise. Betty is a confidante to share recipes and cooking tips with, and experiencing the familiar waves of sentimental merit, each time we open up to a old favorite, a tried and true recipe.

-Elise Mische



Above: Original Betty Crocker, 1936



Left: Current Betty Crocker, 1996





BETTY JOEL: DESIGNING FOR THE MASSES

Born in Hong Kong in 1918, Betty Joel was one of the early 1900's most inspirational furniture designers. She was the daughter of a British diplomat and renowned art collector and was inspired through him during her childhood along with the rich textural designs of Hong Kong. Her design career started in 1921 in England where she resided and met her husband David Joel while he was in the Navy. Even though neither Betty nor David had formal design training Betty was inspired to start designing furniture when she needed to furnish their own home.



With simple designs, friends encouraged her to go into business and create replicas. She started from small beginnings in a Hayling Island workshop, meeting the needs of the post-war period. By the 1930's, Betty had established herself as a key link to the modern movement. The glamour of the 1930's furniture design showcased by Hollywood's silver screen actually originated in Britain by Betty and other designers. By 1937 her name was the most spoken in the furniture design field. Betty's furniture consisted of extensive bodywork, and modernity with traditional quality. She was a confident realist without concerns of design theory, art movement or political ideology. Her clients varied from royalty to show business and professional names. Her pieces were the bulk of the modern movement and consisted



mostly of expensive pieces and usually in light-colored woods.

Betty took an idea, and created an empire. Without any proper training or schooling she helped start a movement, inspired Hollywood film designers and made a name for herself. Besides just designing furniture she also designed film and theatre sets, carpets, textiles, radio cabinets and cast-iron heating stoves. Her first shop was a retail outlet in Knightbridge and consisted of showrooms for all room types. What made her shop so unique was the fact that the furniture was made, designed and sold by the same establishment.

Although Betty retired in 1937 and passed away in 1985, her husband David Joel continued her firm. One can still purchase furniture designed by Betty Joel online, most of which is in Europe and almost all of it is out of the average person's price range.

-Jenny Sehenuk

BETTY BRIGADE: THE JANE OF ALL TRADES

Betty Brigade was founded by Sharon McRill in 1991. For almost a decade Sharon obtained a corporate job and one day, Sharon had an epiphany. She realized that she could better use her organizational skills to help people be happier and more organized.

Betty Brigade provides a wide variety of services to help busy individuals get organized, plan a party, take a vacation, and most importantly, Betty Brigade allows its clients to utilize their free time enjoyably. Betty Brigade offers the following services: pet care, personal assistance, household projects, event and party planning, wedding planning, residential moving, coordination, and business moving coordination.

Brigade is based in Ann Arbor, Michigan. This extraordinary servicing company has been featured on shows and written about in local newspapers like the *Ann Arbor Business Review*, which stated the Betty Brigade had been named one of the 'top ten growing companies'. Betty Brigade only offers service within a 30 minute radius of Ann Arbor, Michigan at no additional charge. Any location outside of the 30 minute radius will be considered for an additional charge. It would be great if Betty Brigade had branches nationwide! According to its reviews and homepage, Betty Brigade may be coming to a city near you!

-Tiairra Pascasio





BETTY BEAUTY: THE HAIR DOWN THERE

Have you ever thought of coloring the “hair down there?” Well, now you can with a product called *betty Beauty*. Nancy Jarecki (genius and inventor of *betty Beauty*), while traveling in Rome, would see the colorist hand their clients little brown baggies filled with something mysterious. Nancy walked up to the receptionist and asked, “what is in the bag?” The receptionist responded “Per sotto, per farli combaciare,” meaning: “For the hair down there...to make it match.”

There are different types of Betty like FUN Betty (hot pink color) not just for special occasions. There is also BLONDE betty, BROWN betty, AUBURN betty and BLACK betty for the more traditional women who want the curtains to match the drapes. The color is applied with a mascara type wand and the product will cost you about \$14.99 (cheaper the more you purchase). Jarecki has just added READY betty (a gentle hair removal with different shapes included) and BRIDAL betty (for something blue) and SEXY betty (luscious lilac).



Jarecki has also developed a line for men. There is BROWN betty and BLACK betty. It turns out men confided, “I need all the help I can get.” *betty Beauty* is doctor and gynecologist tested. It is gentle and safe without any burning sensations. If you are interested in purchasing betty beauty please visit, www.bettybeauty.com Then one question stands... **Which betty are you?**



-Erin Matthews, M.S.

BETTY DODSON: THE NEW DR. RUTH

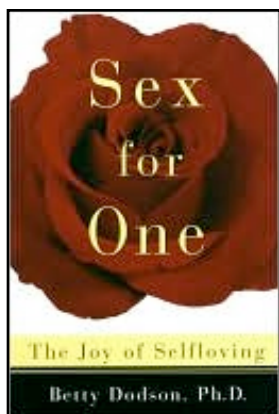
I would like to introduce you to the new Dr. Ruth... Dr. Betty Dodson (she has her PhD in clinical sexology). Her career actually started as an artist but she soon left the art world for the sex world. She is considered the founder of the pro-sex feminist movement and is an expert on female masturbation and to a lesser extent, male masturbation.

For the past 20 years of Dodson’s career, she has emphasized taking the embarrassment out of masturbation and showing that it is a healthy form of sexual expression. She explains, “anyone can learn to fully enjoy the pleasures of self-love” and she points out that “masturbation is still the safest sex.”

Through her career she has written articles, lectured, ran workshops, appeared in documentaries and been interview on her extensive knowledge of sex and masturbation. Her first book, *Liberating Masturbation: A Meditation on Selflove* (1974)

became a feminist classic; *Sex for One: The Joy of Selfloving* (1987) has sold over a million copies and *Orgasms for Two: The Joy of Partner Sex* (2002) embraces sex with other people. She has produced DVD’s on female sexuality and she continues her practice of helping women discover their bodies and sexual pleasure. She does this through what she calls “a hands-on approach to Sex Coaching”.

Dr. Betty Dodson runs a website, podcast and blog with Carlin Ross (sex activist and entrepreneur) and has put herself at the “forefront of female sexuality.” You can Facebook, Twitter, YouTube, and/or subscribe to their RSS feed. Dodson and Ross are funny and honest women who talk about sex, erotica, and masturbation (just to name a few)—they are sexual liberals and we need more of them. Visit their website often <http://dodsonandross.com/>



-Erin Matthews, M.S. and Valerie Yu, editor



BETTY BOOP

It is the era of the black and white film, and America is plagued by the darkness of the depression. A few, who can afford such a luxury, sit in a theater as lovely lady click-clacks onto the screen.

Wearing a short dress that shows a defined décolletage, high heels and a garter belt, the people are graced with the sight of the worlds first sex symbol: Betty Boop.

Betty made her first appearance in films during the 1930s. She was one of many cartoons of the era called *talkartoons* and served as a reminder of the carefree days of the 1920s flapper period. One of the most notable appearances of recent generations was her cameo in the Oscar winning film, *Who Framed Roger Rabbit*, where she expresses how difficult life has been since cartoons went to color.

Today, Betty Boop merchandise sells millions of units around the world each year. One of the reasons that she can drive the sales of merchandise may be the desire of women to possess what Betty did; the overt, yet girlish sex appeal that had never been seen before. Betty was the first character to portray a full sexual woman. In 2009, Betty was voted the second sexiest cartoon character, right behind Jessica Rabbit.

It was the advent of Home Video that created an appreciation for films in their original versions, and Betty was rediscovered again in Beta and VHS versions. The ever expanding cable television industry saw the creation of American Movie Classics, which showcased a selection of the original black and white Betty Boop cartoons in the 1990s, which led to an eight volume VHS set, *Betty Boop, the Definitive Collection*. This rediscovery sent merchandise sales through the roof.

There are thousands of Betty collectors around the world and she appears on everything from lunch boxes, ashtrays and even tennis shoes. It is clear that such a powerful and sexually forward female character will remain popular for years to come.

-JoLissa Jones



Contributors



VALERIE YU
Valerie is a senior and a Family Studies option.



ERIN MATTHEWS, M.S.
Erin is an FCS Professor and the advisor for SAFCS.



TIAIRRA PASCASCIO
Tia is a senior and a family studies option.



AMANDA ALLEGRA
Amanda is a senior and Vice President of SAFCS.



ELISE MISCHE
Elise is Nutrition option and a junior.

STEVEN H. BARDO
Steven is a Consumer Affairs option.

BOBBIE BODIE
Bobbie is a Nutrition option.

DENA CIOLFI
Dena is the graduating president of SAFCS.

JOLISSA JONES
JoLissa is a Biology major and a *Betty* fan from Howard University.

ISABEL MENDOZA
Isabel is a Consumer Affairs option and a senior.

MELISSA MITCHELL
Melissa is a Nutrition option.

JENNIFER PLOTKIN
A family studies option, Jennifer is a graduating senior.

JENNY SEHENUK
Jenny is an honorary SAFCS member.

WE WANT TO HEAR FROM YOU!!!



It is EXTREMELY important to us in SAFCS that we highlight each option, discussing current issues, trends or just fun things to know. Please, write for the Betty. Your major is important, LET'S HEAR ABOUT IT!!!! The editor can't write it all. SHE NEEDS YOUR HELP! NOW!

Send an article to the editor, Valerie Yu, at valerie.yu.17@csun.edu and watch for it in the following issue!

Submit your article with your full name, major and option, and a picture of your pretty face.