

# PURDUE

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## UNIVERSITY

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## FINDING AID TO THE HELEN GOULD COLLECTION OF PURDUE DANCE CARDS AND THEATER PROGRAMS, 1922-1926

**Purdue University Libraries  
Virginia Kelly Karnes Archives and Special Collections  
Research Center  
504 West State Street  
West Lafayette, Indiana 47907-2058  
(765) 494-2839**

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Processed by: Mary A. Segó, May 14, 2014

## Descriptive Summary

<b>Creator Information</b>	Gould, Helen, 1905? (date of birth)
<b>Title</b>	Helen Gould collection of Purdue dance cards and Theater programs
<b>Collection Identifier</b>	MSA 294
<b>Date Span</b>	1922-1926, predominant 1923-1924
<b>Abstract</b>	The collection consists of 41 dance cards, 4 theater programs and 7 Purdue related ephemera and miscellaneous memorabilia from Helen Gould's tenure as a Purdue student, 1922-1926.
<b>Extent</b>	0.6 cubic feet (2 mss boxes)
<b>Finding Aid Author</b>	Mary A. Segó
<b>Languages</b>	English
<b>Repository</b>	Virginia Kelly Karnes Archives and Special Collections Research Center, Purdue University Libraries

## Administrative Information

<b>Location Information:</b>	ASC
<b>Access Restrictions:</b>	Collection is open for research.
<b>Acquisition Information:</b>	Acquisition method unknown
<b>Accession Number:</b>	20140513
<b>Preferred Citation:</b>	MSA 294, Helen Gould collection of Purdue dance cards and Theater programs, Karnes Archives and Special Collections, Purdue University Libraries
<b>Copyright Notice:</b>	Purdue University

**Related  
Materials  
Information:**

Martha Bemis Rogers dance cards

<http://www4.lib.purdue.edu/archon/index.php?p=collections/controlcard&id=1530&q=dance+cards>

Simeon V.B. Miller scrapbook, 1900-1906

<http://www4.lib.purdue.edu/archon/index.php?p=collections/findingaid&id=308&q=dance+cards&rootcontentid=8641#id8641>

Charles Zergiebel collection, 1919-1923

<http://www4.lib.purdue.edu/archon/index.php?p=collections/controlcard&id=394>

## **Subjects and Genres**

### **Persons**

Gould, Helen

### **Organizations**

Purdue University

Kappa Alpha Theta

Beta Theta Pi

Pi Kappa Alpha

Panhellenic Association of Purdue University

Mars Theater, Lafayette, Indiana

### **Topics**

Purdue University--Alumni and alumnae

Purdue University--Students--Social life and customs--20<sup>th</sup> century

Purdue University--Students

Student activities--United States

Women's Archives at Purdue University

### **Form and Genre Types**

Artifacts

Buttons

Dance cards

Ephemera

Memorabilia

Notes

Programs

Souvenirs

### **Occupations**

Student

## Biography of Helen Gould and History of Dance Cards

Helen Gould was a Purdue University student from 1922-1926, as indicated in the *Debris* yearbook. Little more is known about her. Her dance cards and theater programs reflect the many dances and performances she attended as a Purdue student.

A dance card was used by a woman to record the names of the gentlemen with whom she intended to dance each successive dance at a formal ball, and it listed all the dances for the evening. Opposite each dance is a space to record the name of the partner for the dance. They appear to have originated in the 18<sup>th</sup> century, but their use first became widespread in the 19<sup>th</sup> century Vienna, especially at the massive balls during Fasching before Lent.

A dance card is typically a booklet with a decorative cover, indicating the sponsoring organization of the ball and a decorative cord by which it could be attached to a lady's wrist or ball gown. As in Gould's case, they are often kept as souvenirs of the evening.

### *Sources:*

*Debris*. West Lafayette, Indiana: Senior Class of Purdue University, 1924. Online.

Retrieved May 14, 2014 from: [http://en.wikipedia.org/wiki/Dance\\_card](http://en.wikipedia.org/wiki/Dance_card)

## Collection Description

### Scope

The collection consists of 41 dance cards, 4 theater programs and 7 Purdue related ephemera and miscellaneous memorabilia from Helen Gould's tenure as a Purdue student, 1922-1926.

### Arrangement

**1. Dance Cards, 1922-1926 (0.4 cubic feet).** The dance cards cover a wide range of organizations, but some of those featured are: Kappa Alpha Theta, Beta Theta Pi, Pi Kappa Alpha, Sigma Chi, Theta Chi, Purdue University Women's and Men's Pan Hellenic formals, Purdue "Blanket Hop," "Annual Cadet Hop," "Leap Year Formal Dance" (1924), Purdue University Junior Promenade," and "Jefferson High School Senior Dance" (1924). Gould made notes on many of the dance cards, stating the status of her evening at the event. Most of the dance cards are for 1923-1924.

Materials in the series have been sleeved and are arranged chronologically; each dance is arranged by the exact date it took place.

**2. Theater Programs, 1922-1924 (0.05 cubic feet).** This series contains two theater programs for productions of "The Little Theatre of Purdue" along with programs for the production of "The Gingham Girl," and the "Fifteenth Annual Production of The Harlequin Club of Purdue University," presented at the Mars Theatre in LaFayette, IN. The programs also feature advertisements for the businesses in the area during that time period.

Materials in the series are arranged chronologically and have been placed in separate folders for preservation purposes.

**3. Purdue Related Ephemera and Miscellaneous Memorabilia, 1922-1925 (0.15 cubic feet).** This series contains the unique Purdue memorabilia found among Gould's dance cards and theater programs. It contains a Chi Omega rush program - 2 ½" x 3 ½" leather covered booklet, dated September 9 -16, 1922. Also found in this series are a 1922 Purdue "P" Homecoming pin; a handwritten invitation to Alpha Chi Chapter of Kappa Alpha Theta 1923 initiation ceremony and a take away (favor) - leather coin purse from the Purdue Men's Pan Hellenic 1924 formal. Two undated items are a football shaped tag for "Booster Day To Send The Purdue Band to Chicago and Indiana Games" and a flyer for a Purdue pep session, which has the lyrics for "Let's Go Purdue," by O.K. Quivey printed on it.

These items have also been placed in chronological order.

## **Descriptive Rules**

Describing Archives: A Content Standard

## **Processing Information**

All materials have been housed in polyester sleeves, acid-free folders, and acid-free boxes and are grouped into individual series for preservation purposes. The dance cards, programs and other materials are arranged in chronological order.

## DETAILED DESCRIPTION OF THE COLLECTION

### **Series 1. Dance Cards, 1922-1926**

(0.4 cubic feet)

#### **Box 1** *Dance Cards, 1922-1926*

##### Folder

1. Dance cards, (5 cards), 1922
2. Dance cards, (13 cards), January - June, 1923
3. Dance cards, (7 cards), October - December, 1923
4. Dance cards, (6 cards), January - March, 1924
5. Dance cards, (7 cards), April - December, 1924
6. Dance card and Prom Week Program, "Purdue University Junior Promenade 1925," Memorial Gymnasium, Friday, May 9, 1924
7. Dance card, "Theta Chi Formal Dance," Trophy Room, March 27, 1926
8. Dance card, "A Trip To Spain Via Car Rails Ship Rails Bar Rails, Sigma Chi Tour, No. 202, Conducted by Morse-Anderson Orchestra, "See America First!" undated

### **Series 2. Theater Programs, 1922-1924**

(0.04 cubic feet)

#### **Box 2** *Theater Programs, 1922-1924*

##### Folder

1. Program, "The Little Theatre of Purdue Presents, "The Charm School," A Three Act Comedy by Alice Duer Miller and Robert Milton," Fowler Hall, December 12, 1922
2. Program, "The Little Theatre of Purdue Presents, "The Tailor-made Man," a Cohan production by Harry James Smith," Mars Theatre, LaFayette, February 15, 1924
3. Program, "Mars Theatre, LaFayette, Indiana, Lawrence Schwab and Daniel Kusell present, "The Gingham Girl," Wednesday Night, February 20, 1924"
4. Program, "Two Little Girls In Blue," The Fifteenth Annual Production of The Harlequin Club of Purdue University, Mars Theater, LaFayette, May 8, 9 and 10, Majestic Theater, Fort Wayne, May 12, 1924"

### **Series 3. Purdue Related Ephemera and Miscellaneous Material, 1922-1925**

(0.07 cubic feet)



**Box 2** *Chi Omega Rush Program, Homecoming Pin, Take Away Coin Purse, Purdue Band Booster Tag and Pep Session Flyer, 1922-1925*

Folder

5. Program, "Rush Program of Chi Omega Fraternity," 2 ½" x 3 ½" leather covered booklet, September 9 -16, 1922
6. Pin, Purdue P, "Homecoming, Purdue vs. Indiana," 1922
7. Invitation, Alpha Chi Chapter of Kappa Alpha Theta initiation, 1923
8. Souvenir, leather coin purse, 3 ½" x 2", "Men's PanHellenic Formal Dance," February 22, 1924
9. Note about prom favor, 1925
10. Tag, "Booster Day To Send The Purdue Band To Chicago And Indiana Games, Compliments Haywood Tag Company, Lafayette," (in shape of football), undated
11. Flyer, "Pep Session, Fowler Hall, Friday, Nov. 24<sup>th</sup>," (includes the song, "Let's Go Purdue," by O.K. Quivey), undated