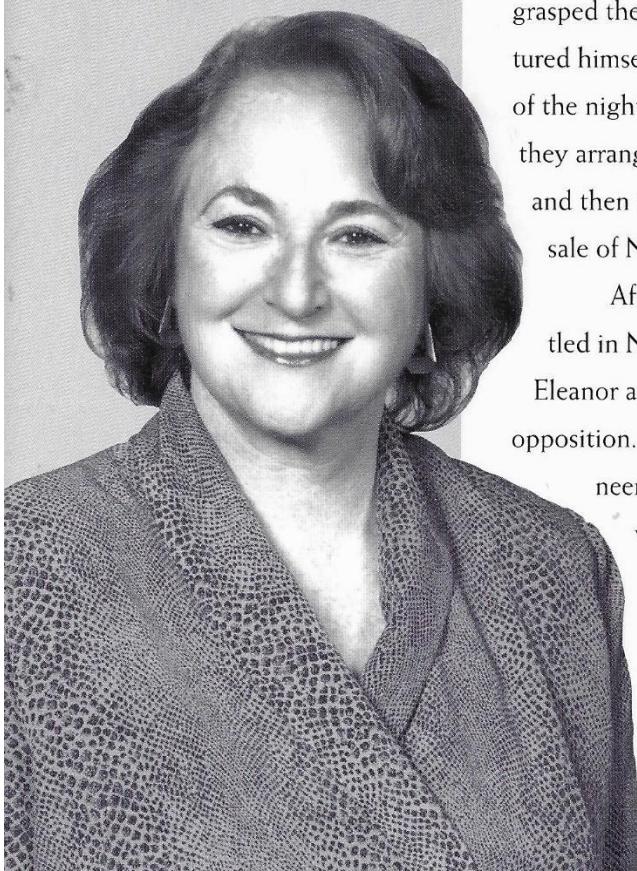


Since Baum's arrival at Cooper Union, the female engineering enrollment there has grown from five percent to nearly a third.

Eleanor Baum, dean of the School of Engineering, Cooper Union, New York



ELEANOR BAUM (b. 1940)

BREAKING THE GLASS CEILING

Throughout her life, Eleanor Baum, dean of the Cooper Union School of Engineering, has beaten many odds. Her family's miraculous escape from Nazi-occupied Europe when Eleanor was an infant was one of high drama, ingenuity and good fortune. Then in recent years, Eleanor's appointment as dean of an engineering school—the first such academic position to be held by a woman in the United States—was an extraordinary accomplishment.

She was born Eleonora (after Eleanor Roosevelt) Kuszelewicz to secular parents, Salamon and Niuta, in Vilnius at the outbreak of World War II. Her parents grasped the impending danger, and armed with papers that Salamon had manufactured himself, and with Niuta's jewelry, fled with their infant daughter in the middle of the night, traveling across the continent to Vladivostok, then to Japan, where they arranged passage on the last refugee ship to leave. They arrived in Vancouver and then traveled to Montreal, where they remained until 1945, living off of the sale of Niuta's pearls.

After the war, the Kuszelewiczs changed their name to Kushel and resettled in New York, where Eleanor attended public school. In high school, when Eleanor announced her intention to become an engineer, she met with universal opposition. Her plan was further undermined by repeated rejections from engineering schools, simply because many didn't have separate bathrooms for women.

Eventually she was accepted to the program at the City College of New York, but admission, it turned out, was not to be her greatest hurdle. During her studies she faced continued gender discrimination and even sexual harassment—not uncommon for women in traditionally male dominions. However, by 1964, when the very pregnant Eleanor walked

($\text{SiO}_2 + \text{Na}_2\text{CO}_3 + \text{CaO}$)



Engineers from the distaff side. Vivien Kellems (left) and Edith Clarke, two of the three female members of the American Institute of Electrical Engineers in the General Electric laboratories in Schenectady, New York. Clarke was a GE engineer who specialized in power transmission problems (1940).

across the stage at the Brooklyn Polytechnic Institute to be awarded a Ph.D. in electrical engineering, the initial ripples of laughter were soon drowned out by applause.

Eleanor first worked in the aeronautical industry, but soon opted for an academic career. She joined the faculty of the engineering department at the Pratt Institute, later becoming the chair of the engineering department and then its dean. Since 1989 she has been the dean of the Cooper Union College of Engineering.

Baum's professional affiliations and honors are extensive. Central to her mission is her passionate advocacy and commitment to bring more women into the engineering profession. Her national efforts at outreach to students of all ages, along with an aggressive recruitment policy, have engendered greater female visibility in this male-dominated profession. Since her arrival at Cooper Union, the female engineering enrollment there has grown from five percent to nearly a third.

Eleanor is married to physicist Paul Baum and they have two daughters, Elizabeth and Jennifer. In 2007 Eleanor Baum was inducted into the National Women's Hall of Fame.



Eleanor Baum on the roof of Cooper Union College

MOTHERS OF INVENTION

Mary Dixon Kies (1752-1837) was the first woman granted a U.S. patent. Issued in 1809, it was for a process for weaving straw with silk, adopted by the New England hat-making industry, one of the few industries to prosper during the War of 1812.

Helen Blanchard (1840-1922) invented the zig-zag stitch sewing machine in 1873, which sealed the edges of a seam, making a garment sturdier.

Edith Flanigen (b.1929) worked on the emerging technology of molecular sieves, which led to innovative applications in water purification and environmental cleanup.

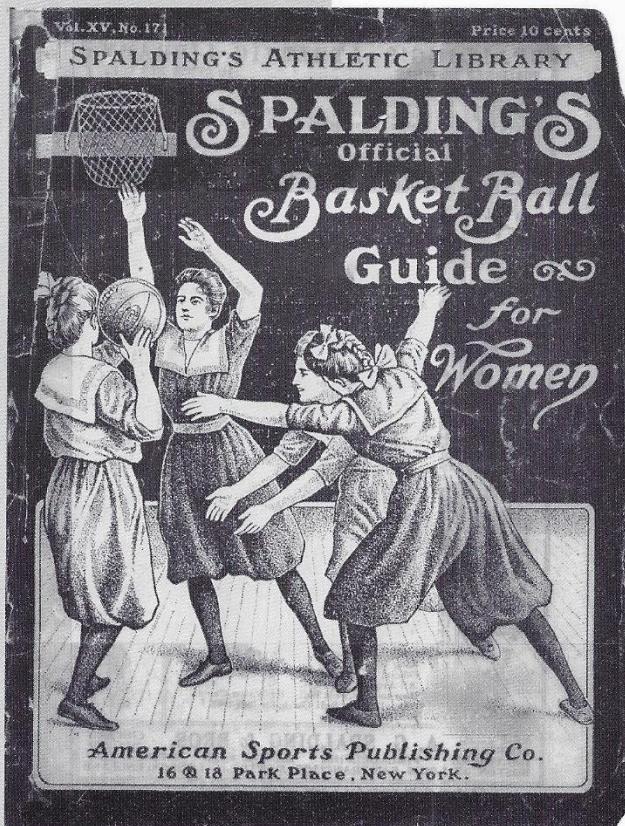
Stephanie Kwolek (b.1923), a scientist at the Dupont Laboratory in Buffalo, New York, invented Kevlar aramid fiber, used for making protective vests for law enforcement officers and soldiers.

Ann Moore (b.1940) invented the Snugli infant carrier in 1962. She was a Peace Corps worker who adapted the idea from African women.

Patsy Sherman (1930-2008), with fellow 3M chemist Sam Smith, created Scotchgard™, one of the most widely used and valuable products in stain repellency and soil removal.

Adele (Katz) Goldstine (b.1929) wrote the operator's manual for ENIAC, the first general-purpose electronic computer at the University of Pennsylvania's Moore School of Engineering in 1943.

Team sports for women, especially contact sports, were considered too strenuous and "unladylike."



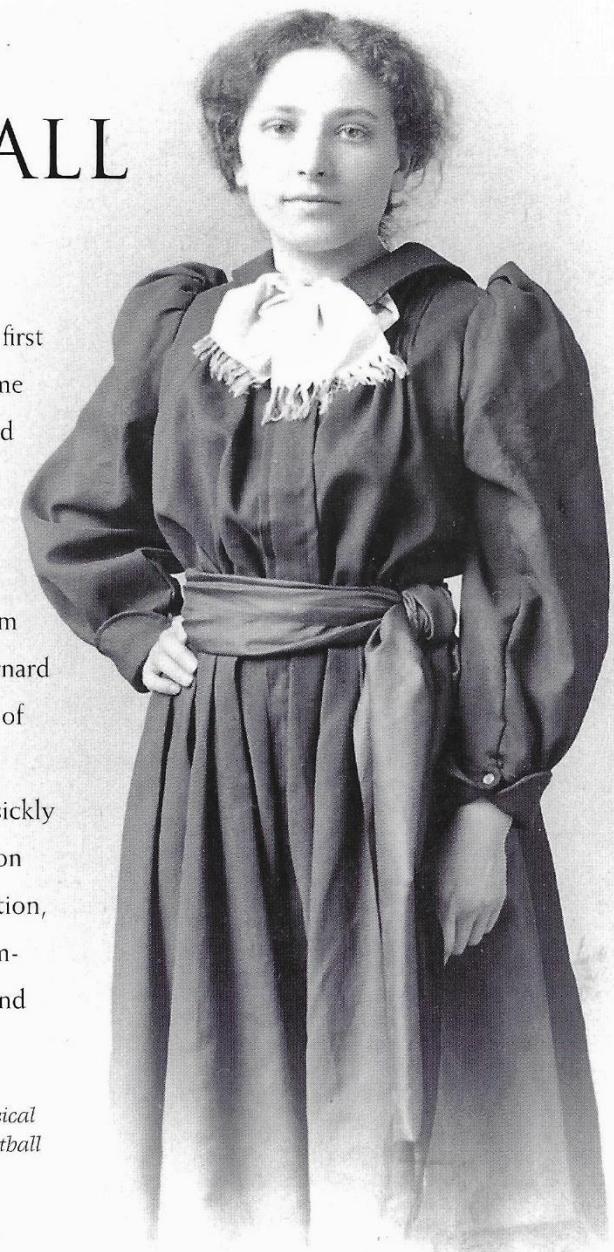
Spalding's Official Basket Ball Guide for Women was written by Berenson in 1901.

SENDA BERENSON (1868–1954) MOTHER OF WOMEN'S BASKETBALL

In 1985 Senda Berenson (Abbott) was among the first three women elected to the Basketball Hall of Fame in Springfield, Massachusetts. This honor followed a long and improbable journey from Vilna, where she was born in 1868. Her family immigrated to the United States, where they settled in Boston, and subsequently changed their name from "Valrojenski" to "Berenson." Her older brother Bernard Berenson became a renowned collector and critic of Italian art.

Senda, who had a strong artistic flair, was a sickly child, unable to complete her training at the Boston Conservatory. In order to strengthen her constitution, her parents sent her to the Normal School of Gymnastics, where she studied anatomy, physiology, and hygiene, and was trained to teach gymnastics.

Senda Berenson, Smith College director of physical training (1892-1911), founder of women's basketball



Girl's basketball team, Tulalip Indian School, 1912. By the early twentieth century, women's basketball was popular throughout the United States.

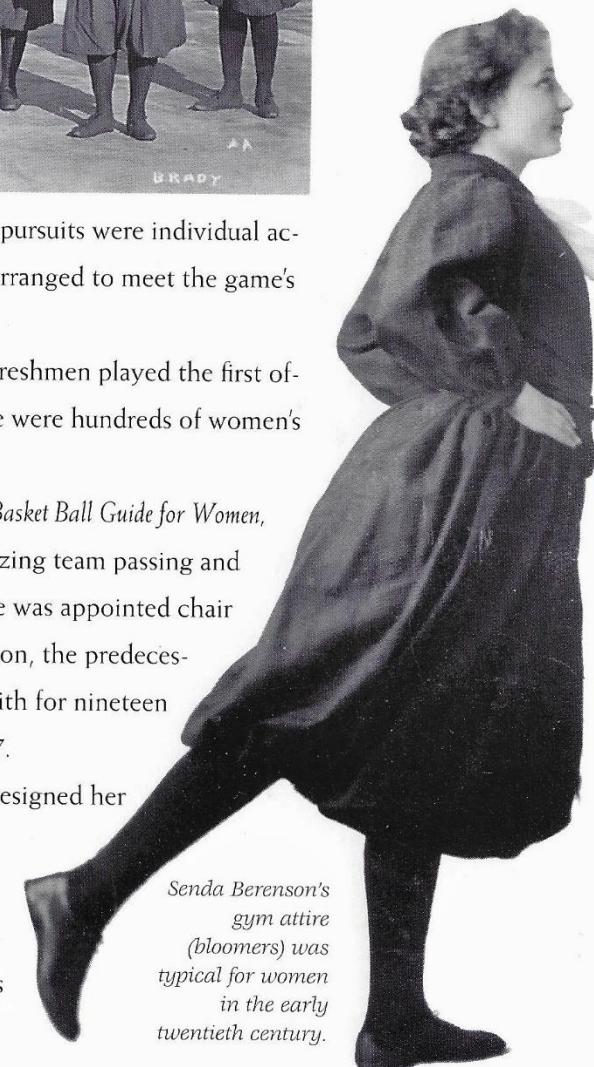
At the age of twenty-three she began teaching at Smith College. Shortly after her arrival, Berenson was intrigued by the new game "basket ball" that was generating much excitement. Team sports for women, especially contact sports, were considered too strenuous and "unladylike." The preferred athletic pursuits were individual activities such as hiking, horseback riding, swimming, archery, and tennis. Nonetheless, Berenson arranged to meet the game's inventor, Dr. James Naismith, who encouraged her to adopt the game for her female students.

In March 1893, under Berenson's guidance, two opposing teams of Smith sophomores and freshmen played the first official game of women's basketball. No male spectators were permitted. Within several years, there were hundreds of women's basketball teams playing the new sport.

Berenson was asked to create the first official rule book for women's collegiate basketball—*Basket Ball Guide for Women*, published by Spalding Athletic Library (1901). The gender-specific rules she developed, emphasizing team passing and position over individual prowess, remained standard for women's basketball for seventy years. She was appointed chair of the basketball-rules committee of the American Association for the Advent of Physical Education, the predecessor to the National Association for Girls and Women in Sports. Berenson held her position at Smith for nineteen years and served as chair of the United States Women's Basket Ball Committee from 1905 to 1917.

In 1911 Berenson married Herbert Vaughn Abbott, a Smith College English professor, and resigned her post to become director of physical education at a private girls' school.

Berenson, the acknowledged "mother of women's basketball," encouraged the participation of all students in sports rather than only those who demonstrated unusual athletic skills. Like Naismith, she stressed socialization and cooperation rather than competition, which she believed was unduly emphasized in most interscholastic programs.



Senda Berenson's gym attire (bloomers) was typical for women in the early twentieth century.

*Broadcasting
from WDBO in
Orlando between
1930 and 1933, she
spoke out against
racial bigotry and
prejudice.*

PAULINE BERMAN (1889–1978) RADIO NEWS COMMENTATOR

Pauline (Klein) Berman was born in 1889, on the eve of a new century, ready to inherit its newest technology—radio.

Although Berman's birthplace was Poughkeepsie, New York, her parents, Zelda and Benjamin Klein, soon moved to Jacksonville, Florida, because of her father's health.

Pauline married Nat Berman, ten years her senior, in 1908. The couple moved to Orlando—the first Jewish couple to do so—and had two daughters, Sylvia and Zelda. From the beginning of her marriage, Pauline demonstrated great talent and energy as an institutional organizer. In Orlando there was still no infrastructure to administer welfare programs, no charity organizations, nor any women's organizations, the major agents of social reform in early twentieth-century America.

Her organizational activities involved both the Jewish and non-Jewish communities, including founding Orlando's first women's organization, as well as serving the Orlando Civic League, B'nai B'rith, the Jewish Welfare Board, the United Missionary Society, and the American Cancer Society. She was the first woman to serve on Orlando's YMCA board of directors and was a volunteer for the Red Cross during World War II, receiving all the nighttime emergency calls in and around Orlando.

Notwithstanding her invaluable contributions as a community organizer, Berman is best remembered as the first woman in the nation to host her own radio program. Broadcasting from WDBO in Orlando between 1930 and 1933, she spoke out against racial bigotry and prejudice. During these years, an era that witnessed rising levels of racial and religious intolerance, ethnic discrimination, and ideological and social fragmentation in America, Berman's outspokenness, especially as a Jewish woman, was remarkably bold.

Throughout her life Berman remained deeply committed to social action and championed civic harmony that transcended racial and religious borders. After four decades, during which time Orlando



Pauline Berman (1909)

ALSO BEHIND THE SCENES . . . A NEW GENERATION OF NEWSWOMEN

Claudia Dreifus (b. 1944) first established her reputation as a master interviewer of international political and cultural figures. She moved to the New York Times science department where she perfected the art of making complicated scientific ideas accessible to the general readership.

Frances Lewine (1921–2008) battled for women in journalism, fighting to open the National Press Club and the Gridiron Club—a Washington journalists' organization—to women. Assigned to the White House in 1956 to cover the first lady and the Washington social scene, Lewine became the AP's first full-time female White House correspondent in 1956, a post she retained for six presidential administrations.

Sylvia (Feldman) Porter (1913–1991), with a degree in economics and finance from Hunter College, persuaded the male-dominated finance sector at the New York Post to hire her to write a column. By 1938 Porter was the financial editor for the Post and also hosted a money management radio program. In her forty-three-year tenure at the Post, she wrote many best selling books about finance.

Barbara Seaman (1935–2008), soon after the birth control pill came on the market in 1960, began writing articles about the dangers of its primary ingredient, estrogen. She wrote about hormonal contraceptives, childbirth, and the unwillingness of some doctors and drug companies to disclose risks to patients.

had become a well-organized community—in no small measure thanks to Berman's tireless work—she sought to extend her reach. In 1955 she was sent by the International Relations Committee of Business and Professional Women's Groups of Europe to visit women throughout postwar Europe, collecting their stories for her advocacy of women's rights.

In recognition of her extensive and varied activities, Berman received numerous awards from Orlando's civic and religious communities. It can be said that Berman was like a general in a colossal army of female volunteers whose work and commitment to improving the lives of others was unpaid and, except for a relative few, have remained largely unsung.

Beta Sigma Phi First Lady

Honor Goes To Pauline Berman At Annual Tea

By HELEN SHUMAN
Mrs. Nat (Pauline) Berman yesterday
was named 1963 Beta Sigma Phi First
Lady.

The announcement was made at the sorority's annual tea at Duvalwood Country
Club. Mrs. Frank Gobbi, emcee presi-
dent, Mrs. Jod R. Wells, immediate past
First Lady, presented Mrs. Berman with
a silver bowl in recognition of the honor.

THE NEW first lady, selected by a
special committee from many nominations,
is strongly behind in the improvement
of good public relations and better under-
standing among all people.

Mrs. Berman came to Orlando in 1969
as a widow. Through the years she has used
her time and talents for the promotion of a
better city and a better community. She is a
very capable person, never seeking never
working publicity.

When Mrs. Berman first came to
Orlando, she traveled the "Trail of mercy"
to the elderly Yuleeka basket to the needy.
These baskets contained canned food, bacon
and gravy, tortillas, one of her
many talents is a rickety house from which a
little child came running, calling, "Mom-
my, mommy, the Lady Santa is here."

IN 1955 Mrs. Berman helped organize
the first women's group above the Orlando Civic Center. She served as
chairwoman on the city board under
late James L. Giles. She also served on the
city planning commission. She was the only
woman on the Orange County NRA Board.

In the early days of welfare programs
for the city poor, Mrs. Berman was assisted by
volunteers. Mrs. Berman worked with the com-
munity to help the poor. Director, Mrs.
Katherine Mutz. She and Mrs. Mutz organized
the original Mother's Mission Plan which
was adopted by the county.

The United Missions Society was
formed in 1952 and Mrs. Berman served on
the executive board. This was the nucleus
for the present Young Women's Community
Club.

IN THE RECENT issue of 1965 Mrs.
Berman made a tour of seven European
countries, sponsored by the International
Relations Committee of Business and
Professional Women's Clubs of Texas. In

hospital other than a small private one, so
the drive was on for the construction of the
first Orange General Hospital, now known
as Orange Memorial Hospital.

Mrs. Berman served as a volunteer
worker under Donald Cheney, Judge of the
Juvenile Court. Governor Dave Solar
appointed her to serve on the Florida
Welfare Board. During World War II she
was the night volunteer nurse for the Red Cross
emergency calls for the Red Cross.

She had her own radio program from
1928-33, and was the first woman radio news
commentator to the nation.

IN 1947 Mrs. Berman fostered
inauguration of the program "Keep Your
Neighbors." The American Cancer Society
nominated Pauline Berman as its service
chairman. It was at this time the Cancer
Loan Closet, which is still in operation, was
formed.

DURING THE summer of 1955 Mrs.
Berman made a tour of seven European
countries, sponsored by the International
Relations Committee of Business and
Professional Women's Clubs of Texas. In

her work in starting the Group
Council, Mrs. Berman was the first
Chairwoman of the 1962-63 Woman of the Year
Award. Another first in her
membership is the YMCA
Directorship.

Mrs. Berman has two daugh-
ters, Mrs. Al Prince grandchild, Mrs. Al Prince
Katherine. Her daughters ad-
dicted to the awards their mod-
esty. The Beta Sigma Phi
award was known as Mrs. Berman
a secret from her daughters until
when they attended the tea as

FIFTEEN FIRST LADIES
and Mrs. Robert Hogan, tea
Margaret Piper, Mrs. A.
Miss Emma, Mrs. Mrs.
Johnson, Mrs. John W. Freed
Mrs. Russell, the late Mrs. H. W.
Clouds Jr., Mrs. Henry
A. McMillin Jr., Mrs. Robert
Miss Helen Ryan and Mrs.
Mrs. Robert Hogan, tea
Fred D. Maymeyer, Mrs. Gobbi
Vince, 1964 Sweetheart, and
Mutting, 1964 Miss America. The
apparel consists of a white lin-
en service and silver and
yellow tapets, matching the
yellow gowns provided by
Simpson Music Co., with
Barbara Neubauer of Ed-
Marilyn Duckworth enter-


Mrs. Pauline Berman

SOUTHERN LIVING COLOR Photograph by Harold Kyle

AT THAT TIME Orlando had no



To her millions of loyal readers, Blume's sympathetic presentation of awkward subjects places her in the rarified stratosphere of adults who understand adolescent concerns.



Judy Blume, 2007

JUDY BLUME (b. 1938)

TALES OF A CHILDREN'S AUTHOR

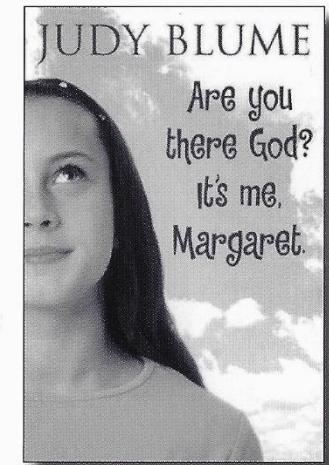
In 1970, even though Judy Blume's book *Are You There God? It's Me, Margaret* was a publishing success, there were efforts to have it banned from America's libraries. Blume had written a realistic book about sexual development for a young teenage audience and for a world that she thought was receptive to frank discussions about such matters. Attempts to censor it were thwarted by the *New York Times Book Review*, which ranked it as one of the best children's books of the year.

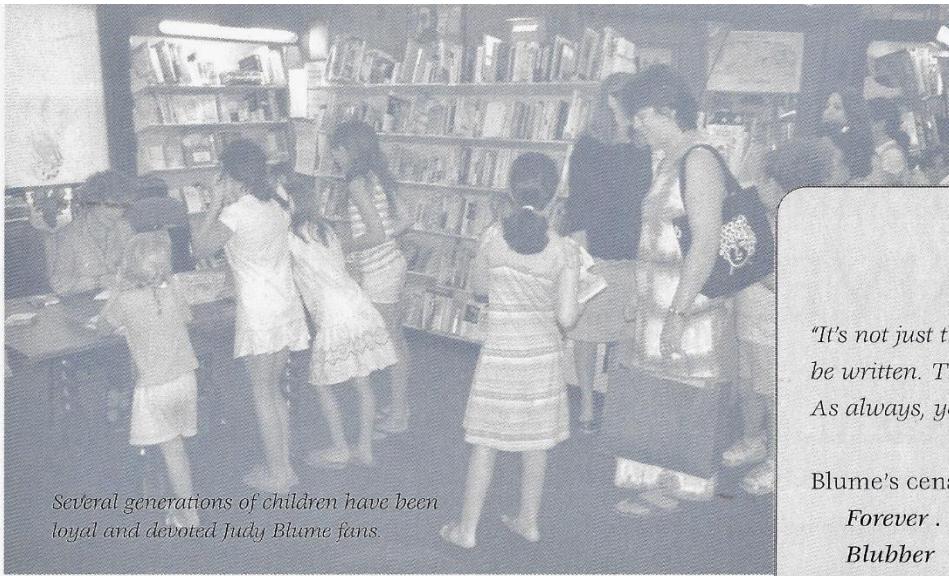
Judy (Sussman) Blume, born in Elizabeth, New Jersey, spent much of her childhood inventing her own stories. She graduated from New York University in 1960 with a BA in education, married and had two children, Randy and Lawrence.

More than eighty million of Blume's books have been sold worldwide. A fundamental reason for their popularity, beyond the pure entertainment value of such characters as the irrepressible Fudge, is their range and subject matter, providing a sensitive understanding of the issues that confuse and confound children and adolescents. Her works for younger children,

Tales of a Fourth Grade Nothing, *Otherwise Known as Sheila the Great*, and *Blubber*, explore sibling rivalry, self-esteem, and social ostracism. Books for preteens and teens, *Are You There God? It's Me, Margaret* (1970), *Deenie* (1973), and *Just As Long As We're Together* (1987), concern divorce, friendship, and puberty. *Tiger Eyes* (1981) addresses questions of death and loneliness, and others confront subjects like adoption, religion, ethnicity, and race.

Threats of censorship continue to dog Blume's books that deal with controversial themes. *Forever*, the story of a sexually active teen, including an open discussion





Several generations of children have been loyal and devoted Judy Blume fans.

of birth control and abortion, appeared on the American Library Association's list of the 100 Most Frequently Challenged Books. *Deenie* tackles the issues of body image and self-esteem, an abiding concern among adolescents today. But for millions of her loyal readers, Blume's sympathetic presentation of awkward subjects places her in the rarified stratosphere of adults who understand adolescent concerns.

Judy Blume has received wide recognition for her contributions to children's literature. Her honors include the New York University Distinguished Alumna Award, the American Library Association's Margaret A. Edwards Award for Lifetime Achievement, and, in 2004, the National Book Foundation Medal for Distinguished Contribution to American Letters. She is the founder and trustee of The Kids Fund, and serves on boards of several literary guilds. Having suffered attempts to have her writings banned from schools and libraries, Blume remains an ardent protector of intellectual freedom.

A SAMPLING OF BANNED CHILDREN'S/YOUNG ADULT BOOKS

"It's not just the books under fire now that worry me. It is the books that will never be written. The books that will never be read. And all due to the fear of censorship. As always, young readers will be the real losers." Judy Blume

Blume's censored works are among her most beloved:

Forever . . .

Blubber

Deenie

Are You There, God? It's Me, Margaret

Tiger Eyes

Other banned books not written by Blume include many children's classics:

The Chocolate War, Robert Cormier: Uses 171 offensive words (Imagine taking the time to count them!), and includes a scene about masturbation.

Harry Potter Series, J.K. Rowling: Promotes witchcraft.

Bridge to Terabithia, Katherine Patterson: Contains offensive language, promotes Satanism (a character's family doesn't go to church or believe in God).

The Giver, Lois Lowry: Promotes suicide.

To Kill a Mockingbird, Harper Lee: Contains profanity, sexual, and racial themes.

The Diary of a Young Girl, Anne Frank: Contains sexually offensive passages.

The Adventures of Huckleberry Finn, Mark Twain: Contains racism, offensive language.

Lord of the Flies, William Golding: Suggests that humans are like animals.

How to Eat Fried Worms, Thomas Rockwell: Encourages children to eat fried worms.

In Rifkin's school, children learned fractions and the metric system through cooking . . . and science in the parks of Wilkes-Barre and along the banks of the Susquehanna River.

10 THE PLAYTHINGS DIRECTORY 1938

CHILD TESTED
A New Standard for Successful Toy Merchandising
A Vital Link Between Mfr. and Consumer

"Child Tested Toys" are playthings which educators and psychologists approve, parents feel secure in buying, and children like to play with.

The Tested Toy Laboratory of 103 Park Avenue, New York City, functioning as a consultation service to manufacturers, takes your toy to the child, his parent and teacher, prepares a detailed analysis of your product, offers constructive criticism and an authoritative survey of sales potentialities. Each toy is child tested by a large group of children representing a cross section of ages, tastes and interests.

The seal of the Tested Toy Laboratory is the consumers' guarantee that the toy has met the highest standards of adults and children.

Like "Sterling" on silver, this seal tells its own story of quality and playability to clerk and consumer.

TESTED TOY LABORATORY, 103 Park Ave., New York
LILLIAN RIFKIN, Director

© T.T.L. 1937

Advertisement for Blumenfeld's toy testing laboratory, 1938. Her innovation was to use children to test the toys.

LILLIAN RIFKIN BLUMENFELD (1897–1982) PROGRESSIVE EDUCATOR

Lillian Rifkin loved children, and above all else, she respected their potential for inquiry and discovery, which they could fulfill if only given the proper learning environment. In an era that hailed progressivism as a social objective, Lillian Rifkin embraced and preached its values in the classroom.

Lillian Rifkin was born in Wilkes-Barre, Pennsylvania, the youngest and only American-born child of East European immigrants. She graduated from Wilkes-Barre High School in 1915 and the Bloomsburg State Normal School, a two-year teacher-certification institution, in 1917. Carl Jung, the renowned psychologist whom she heard at an international conference on education, and John Dewey, with whom she studied at Columbia University, were major influences. Rifkin was particularly drawn to Dewey's educational philosophy that considered the classroom not only a place to accumulate knowledge but also a laboratory for daily living.

Rifkin taught in a number of progressive schools, including the famous Walden School in New York. Early in her career she had established her own school in Wilkes-Barre, the School in the Barn, which was noteworthy for such unusual activities as carpentry and sculpture and for the fact that the student body was interracial. Following principles of Dewey's laboratory school, children learned fractions and the metric system through cooking, comprehended history through drama, and studied science in the parks of Wilkes-Barre and along the banks of the Susquehanna River.



Lillian Rifkin Blumenfeld, circa 1960

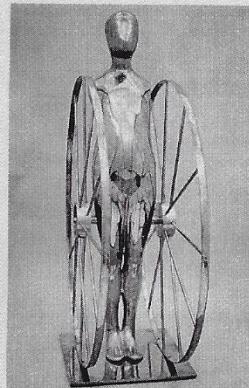
Rifkin's interests in children extended beyond the classroom. In the 1930s she was an early advocate for safe children's toys, establishing her own company, the Child Tested Toy Laboratory, in 1938.

While the concept had already existed, Rifkin's remarkable insight was

to have children test the toys. She also wrote extensively for both children and adults: her publications include *Our Planet the Earth*, *The Wheel*, the *When I Grow Up* series, and works for educators such as *Consider the Child*. And like the children she wanted to inspire, Rifkin was immensely curious about the world, traveling to Moscow in 1929 in search of family, and to the newly established state of Israel, meeting with prominent child psychologists and educators.

In 1954 Lillian married Gustav Blumenfeld, a retired businessman. They moved to Florida, where Lillian, supposedly retired, volunteered at the Early Childhood Academy, and was subsequently named its associate director. Lillian Rifkin Blumenfeld's career spanned half a century, from Dewey to Head Start, and it epitomized her own adage: "Children do not need discipline if they are interested."

The Wheel



The Wheel, 1980, is one of Lillian's many educational books for children.

PROGRESSIVE EDUCATION

The progressive education movement began in the late nineteenth century as an alternative to the traditional schools that offered classical preparation for university. The classroom of the progressive educator encouraged experiential learning (learning by doing), integration of subjects, problem solving, cooperative learning, a vision of the classroom as a laboratory for democracy and social responsibility, and evaluation of students based upon projects rather than tests.

This poem written by Lillian Rifkin Blumenfeld reflects the philosophy of the progressive educator, but through the eyes of her young student. The full text of the poem is in the Appendix.

The Kid's Lament: If I Ran the School

*If I ran the school,
I'd let the kids paint their desk and chairs,
And decorate the halls, and paint the door
And hammer nails in the floor and build a stage
At one end of their room if they wanted to
Because it would be their school
If I ran the school.*

*If I ran the school,
I'd let the kids eat their lunches in peace
So nobody would be breathing down their necks
saying,
"Hurry Up! Eat faster! Hurry Up! No talking! Hurry Up!
Hurry, Hurry!"
The kids could all carry their lunch trays to their rooms
Where they could laugh and talk, and eat just like
ordinary people do
If I ran the school.*

Cohn was the fourth woman invited to practice law before the United States Supreme Court.



Felice Cohn, 1950

FELICE COHN (1878*-1961) THE PIONEER LAWYER

Had Felice Cohn been born in New York City, Baltimore, or Chicago, she probably would have become a teacher, a housewife, and eventually a club woman. But Felice was born in Carson City, Nevada, and it was the providence of geography that enabled her to become a lawyer. Felice was the fifth women admitted to the Nevada bar, its first Jewish female attorney, and the fourth woman invited to practice law before the United States Supreme Court.

Felice, granddaughter of an immigrant rabbi, was born to Pauline (Sheyer) and Morris Cohn, early Nevada pioneers. Her father became a successful businessman, establishing the first creamery in Nevada, and he was also engaged in mining.

The western United States in the early twentieth century provided a unique social environment for women, far different from that of their counterparts in the East. The openness of society, relaxed social and cultural conventions, and the vaunted individualism of the developing region allowed women to reconfigure feminine roles that transcended the domestic sphere. In addition to the West's acceptance of women's suffrage decades before the passage of the Nineteenth Amendment, it also offered greater access to higher education, professional positions, and even politics. It was an environment that would allow a female attorney to argue a case before an all-male jury.

In this world, Felice was able to sidestep the usual trajectory of marriage and the orbit of women's organizations. Instead, she graduated from Washington Law School and was admitted to the Nevada Bar in 1902, the California Bar in

* There is some debate about the date of Felice Cohn's birth, which most records state was 1884, but recent research suggests that 1878 is correct.



*Eureka Suffrage Society, circa 1913.
Courtesy Nevada Historical Society*