

HELEN M-E. McCARTHY
16 East 84th Street
New York, N. Y.

RHinelander 4-1979

Vanderbilt 6-5555

PUBLIC RELATIONS CONSULTANT BY ASSIGNMENT

- May 1952 During the past year I have been working on accounts of this type.
to present
- Merchandising 1. Don A. Loftus Associates, Wilmington, Del., Cleveland, Ohio.
Presentation Prepared market studies and merchandising presentation for real
estate developments and self-contained shopping communities for
this firm which has sponsored and built such in 79 cities of
the country. Mr. Don A. Loftus.
Example -- FIVE STATES WONDER MILE, Wilmington, Del. 35-million
dollar shopping district now in the planning stage.
- Woman's Angle 2. Republican National Committee -- Consultant on women's angle in
in speech determining speech strategy, also prepared and wrote the speeches
strategy for Mrs. Ivy Priest, the then Vice-Chairman of the Republican
National Committee and now U. S. Treasurer. Advised on approach
to youth groups.
- Program 3. Critical analysis of educational program of DUPONT for the Pub-
analysis licity Department, Batten, Barton, Durstine & Osborn for
Mr. William P. Maloney, then Director of Publicity.
- Recruitment 4. Women's National Institute -- educational program to enlist more
program women's groups in organizations, church auxiliaries and public
groups in the Neighborhood Projects undertaking of the Women's
National Institute, sponsored by Consolidated Edison. Mrs.
Adele Scott.
- Sept. 1949 PUBLIC RELATIONS EXECUTIVE
to May 1952
- Director of Women's Division
LICENSED BEVERAGE INDUSTRIES, INC.
155 East 44th Street
New York 17, New York
- AIMS: Nationwide, industrywide public relations organization for the
liquor industry, established to increase the understanding and accept-
ance of this segment of America's economy on national and grass-roots
levels.
- Women's MY FUNCTION: Worked with women's groups outside the industry in
Division interests of the industry's public relations program; provided the
Organization woman's viewpoint in LBI staff planning for the activities of all its
divisions; acted as public relations consultant and prepared annual