

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

Rhineland 4-1979

Vanderbilt 6-5555

PUBLIC RELATIONS CONSULTANT BY ASSIGNMENT

- May 1952  
to present
- Merchandising  
Presentation
- Woman's Angle  
in speech  
strategy
- Program  
analysis
- Recruitment  
program
- During the past year I have been working on accounts of this type.
1. Don A. Loftus Associates, Wilmington, Del., Cleveland, Ohio. 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.
  2. Republican National Committee -- Consultant on women's angle in determining speech strategy, also prepared and wrote the speeches for Mrs. Ivy Priest, the then Vice-Chairman of the Republican National Committee and now U. S. Treasurer. Advised on approach to youth groups.
  3. Critical analysis of educational program of DUPONT for the Publicity Department, Batten, Barton, Durstine & Osborn for Mr. William P. Maloney, then Director of Publicity.
  4. Women's National Institute -- educational program to enlist more 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  
to May 1952

PUBLIC RELATIONS EXECUTIVE

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 acceptance of this segment of America's economy on national and grass-roots levels.

Women's  
Division  
Organization

MY FUNCTION: Worked with women's groups outside the industry in interests of the industry's public relations program; provided the woman's viewpoint in LBI staff planning for the activities of all its divisions; acted as public relations consultant and prepared annual