## PART THREE

Writings by and about DORIS E. FLEISCHMAN

## **BOOKS**

3866. A Wife Is Many Women. New York: Crown Publishers, Inc., 1955. 209 p.

The book combines autobiography and general comment on the state and status of being a woman, wife, mother, homemaker, and professional woman. The chapters are: 1. The Magic Aye—Introduction; 2. Lady in the Balcony Is Just a Housewife—Household General Manager; 3. Women Are Funny about Money—Household Treasurer; 4. In Praise of Parents—Mother; 5. Horse and Buggy Layman—Doctor and Nurse; 6. Miles of Aisles—Purchasing Agent; 7. To Market—Purchasing Agent; 8. Knife and Fork Judgments—Provider of Food; 9. Double Your Partner—Wife and Professional Partner; 10. Butterfly in Armor—Love. Condensed in *Omnibook: Best-Seller Magazine* of April 1956. See N. 4035.

3867. An Outline of Careers for Women: A Practical Guide to Achievement. Garden City, New York: Doubleday, Doran & Co., 1928. 514 p.

This book, compiled and edited by DEF, contains articles by women successful in a variety of businesses and professions. In the introduction, DEF says: "It is not so long since the feminist movement broke down the barriers that kept women from occupational fields which men had regarded as exclusively their own. To-day there are few pursuits which women do not follow with more or less success. The opportunities are almost unlimited, and for this reason it is difficult for the young woman to make her choice of a career when she emerges from the educational cloisters. The purpose of this book is to present in one volume sufficient information concerning the various professions and businesses in America to help the ambitious and intelligent woman to decide which vocation she should follow." DEF's chapter on public relations says: the public relations profession is so new that "no traditions have grown against women's participation in it, and women will share the responsibility of developing and shaping this new profession." She outlines the basic steps of public relations counselling, quotes from ELB's chapter on public relations in An Outline of Careers (N. 1) on the mental characteristics required of the public relations counsel, and discusses the "negligible" competition in the field, necessary preliminary training, salary and disadvantages of the profession.

**3868.** Universities—Pathfinders in Public Opinion. New York: Edward L. Bernays, 1937. 38 p.

See N. 14 for abstract.

3869. What the British Think of Us. New York: English-Speaking Union, 1958. 40 p.

See N. 15 for abstract.

## CONTRIBUTIONS TO BOOKS

**3870.** Bernays, Edward L. *An Outline of Careers: A Practical Guide to Achievement by Thirty-Eight Eminent Americans.* New York: George H. Doran Co., 1927, 431 p.

In the chapter, "Concerning Women," DEF notes that although "there are few professions or industries in America in which there are absolute or even tacit rules limiting the status or progress of women . . . the chances of woman to succeed in a given career are far less than those of a man. That is so obvious that it is taken for granted by men. It is taken for granted by women also, and that is the chief reason why less inroads have been made on masculine territory of supremacy. Women's ambition is hampered by a premonition of failure." DEF also notes that women become secretaries because "they have a temporary attitude towards their work which makes it feasible for them to enter a business where they start far from the bottom, and usually are willing to end far from the top." Also "Job by job, it is generally found that women are paid less than men." DEF points out the advantages women have: "Mentally she has no reason for accepting an unproved belief that she is inferior . . . she comes to the old problems and situations of men with a fresh point of view and a new enthusiasm that cannot fail to have beneficial results in an age when the new point of view is a prime necessity . . . It is needless to say that they have carried over into their commercial relationships certain sensitiveness which they have thus far retained in their contact with people." DEF concludes by giving a statistical survey of the general fields of occupation. and a comparative view of women's and men's interests, based on the U.S. Census of 1920. (p. 423-31)

**3871.** ——. The Engineering of Consent. Norman, Oklahoma: University of Oklahoma Press, 1955. 246 p.

In their chapter, "Themes and Symbols," DEF and Howard W. Cutler discuss themes and their symbols as they may be used in public relations. "Themes must appeal to basic human motivations if they are to be employed successfully." They discuss themes appropriate to four different types of publics: individuals, subgroups of society, the family, and the over-all public. They advocate using a variety of personalizing, humanizing themes. They then discuss symbols appropriate to the four types of publics, and techniques of symbol use. (p. 138–55)

3871a. Chicago Tribune Forum on Distribution and Advertising, Eighth Annual. Today's Marketing Concept Begins and Ends With the Consumer. Three Panel Discussions. Chicago: Chicago Tribune, 1957.

The third panel was titled "Today's Marketing Concept at Work in Advertising." In discussing how to project the "company image," DEF answers the following questions: what is a company image; why is it important for a company to project an effective image; what broad values of society should be part of an effective company image; what kind of image should be presented to the public; what media should be used; and how can social science help define and project this image. DEF also comments on Vance Packard's The Hidden Persuaders and other topics in later discussion.

3872. Loveman, Amy, Frederica Barach and Marjorie M. Mayer, eds. Varied Harvest: A Miscellany of Writing by Barnard College Women. New York: G. P. Putnam's Sons, 1953. 304 p.

Reprint of DEF's "Notes of a Retiring Feminist" from *The American Mercury* of February 1949. (N. 3874)

3873. Ringel, Fred J., ed. *America As Americans See It.* New York: Harcourt, Brace & Co., 1932, 365 p.

This symposium, with chapters by Stuart Chase, Robert E. Sherwood, Olfan Fadman Bruce Biven Clare Booth and others, contains DEF's chapter to be and lovements. In a she lists various contradictory and asserts are of American women held by men of several nations. She contains a statistics and classifications of American women by race, and agon to 105-117.

## **ARTICLES**

3874. The American Mercury. "Notes of a Retiring Feminist." Vol. 68, n. 302 (Feb. 1949), 161–8.

Discussing the Lucy Stone League's battle in the early 1920's for validation of the legal right of married women to keep their unmarried names, DEF says: "We were fervid idealists in those days, fighting usually for means rather than for ends. We feminists wanted our own personalities, wanted to throw off the ascendancy of the male . . . We grasped for a symbol—a name—instead of developing personalities of our own." She gives recollections of her wedding to ELB. "We thought marriage a private matter, and we believed deeply that any public notice of it was vulgar and even obscene." "A ring was taboo since we believed it was a symbol of wife-ownership." All in all, DEF found that keeping her own name and thus "keeping up the appearance of independence" was not a practical idea. It caused confusion in dealing with introductions, children, doctor's offices, billing, travel and the like. DEF concludes that a woman "is mistaken in thinking that keeping her father's name is more significant than taking her husband's name. We were quilty of belief in magic. We thought a name itself has power to confer a separate identity. It is the actions of women and the attitudes of men towards them that determine a woman's status."

3875. Baltimore (Maryland) American. "Lithuania's Joan of Arc Som in U. S." 14 June 1919.

Profile of Mariona Kizis of Pittston, Pennsylvania.

3875a. The Boston Globe. 26 August 1965. P. 30.

DEF's poem "Drought."

**3876.** Chicago Tribune Magazine. "Should Men Do Housework?" 15 Jan. 1956. P. 29.

An excerpt from DEF's A Wife Is Many Women.

3877. The Dietetic and Hygienic Gazette. "Sketches." Vol. 29, n. 4 (April 1913), 171.

"D. F." writes a sketch of a shoemaker triumphing in a difficult job and coming back to reality by greeting his customer humbly with "Madame, you wish?".

3878. Independent Woman. "Public Relations—A New Field for Women." Vol. 10, n. 2 (Feb. 1931), 58–9, 86.

DEF recommends the new profession of public relations as a new and promising field for women with few traditions against feminine participation in it, excellent remuneration and variety of opportunity. She discusses the prerequisites in education, points out the varied activities involved in the profession: organizing investigating, writing, travelling, etc. The rewards are ample.

3879. —— "Keys to a Public Relations Career." 20 (Nov. 1941), 332-3, 340.

DEF outlines the scope and functions of the profession and the part women play in it, and refers to ELB's *An Outline of Careers* and the qualifications essential for the work.

**3880.** Ladies' Home Journal. "Women in Business." Vol. 47, n. 1 (Jan. 1930), 16, 59–60, 62.

DEF analyzes the causes of women's position of inferiority in business. She finds that women's self image is generally one of dilettantism and that this attitude of women toward their own careers is created in the nursery and is reinforced by the psychological patterns developed between the women and their male colleagues or bosses at work. To succeed in business women must overcome prejudices and handle the sexual reverberations delicately. She lists a great number of women successful in a variety of fields, and urges that young women consider their own careers seriously and with an aim of achieving the highest success.

**3881.** Leader Magazine. "The Feminist at Bay." Vol. 7, n. 1 (5 Nov. 1949), 11–12.

DEF discusses her "brave gesture for women's rights" in keeping her maiden name after her marriage and points out that "for practical purposes it creates enough misunderstandings to fill a three act comedy."

3882. Matrix. "Personal and Professional Public Relations." Vol. 58, n. 1 (Fall 1972), 5, 18.

Excerpts from DEF's address "Human Progress through Human Understanding," accepting the 1972 Headliner Award of Theta Sigma Phi, for distinguished service in journalism and communications, at their annual meeting in Houston on Oct. 7, 1972. (See N. 3961).

3883. ——. "On Finishing the Revolution." Vol. 61, n. 3 (Spring 1976), 4.

This article was written in collaboration with ELB, Just as the Bicentennial celebrations should "stress finishing the unfinished 1776 Revolution" and

fulfilling "the promise of the American dream not yet fulfilled," WICI chapters and members "can launch all kinds of seriously planned events to emphasize those points in the communication field that need fulfillment for women." The Bernays suggest that WICI members isolate and define the specific unfulfilled elements they want to tackle, list specific grievances, prepare a public opinion brief for their guidance, and plan meetings, seminars, conferences and other events at which the specific goals are made visible to a larger public.

**3884.** *McCall's Magazine.* "You Can't Get Help . . ." Vol. 73, n. 12 (Sept. 1946), 2, 66, 68.

Discussing the then current problem of scarcity of domestic labor, DEF lists the reasons why domestics are needed and the reasons why household service is detested: its lack of status and dignity, hours too long, free time and holidays unregulated, lack of economic security, duties not stipulated or held to, poor working conditions, and unsatisfactory pay. She recommends a number of changes to make the job of a domestic satisfactory.

- **3885.** New York Evening Post. "Americanization Centre Plans Larger Activities." 28 August 1919. P. 6.
- **3886.** New York Sun. "Who's Afraid of the Dark! Honestly, Now, Aren't You?" 6 August 1916. Section 5, p. 6.
- 3887. New York Times. "Snug Harbor for Actor." 12 Oct. 1919. Section 4, p. 11.

Story about the Actor's Fund of America organizing December 5 as Actor's National Memorial Day. Theatre proceeds of this day would be used to endow the Actor's Fund.

3888. ---....... "Woman Ex-War Worker." 11 Jan. 1920. Section 9, p. 7.

"Her Problem One of Re-adjustment Rather Than of Mere Re-employment."

**3888a.** ——. "Broad Program Urged to Further British-American Relations." 19 April 1959. Section 10, p. 4.

See N. 253 for abstract.

3889. New York Tribune. 12 July 1914. Section III, p. 10.

"'Betterment' Theme of Women's Conference." Conference of Great Women held at the home of Mrs. O. H. P. Belmont in Newport. Quoted are Mrs. Belmont, the Duchess of Marlborough, Miss Mary Bartelme, Mrs. Maud Bullington Booth of the Volunteers of America, Dr. Katherine B. Davis, Mrs.

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Florence Kelley of the National Consumers League, and Senator Helen Ring Robinson of Colorado.

3890. — ........ 26 July 1914. Section III, p. 11.

"A New Training Doubles the Factory Girl's Wages." Vocational training for women. Quoted is Miss Elkus, director of women's work at the Educational Alliance.

3891. \_\_\_\_\_. 16 August 1914. Section III, p. 9.

"Women Question Anti-War Parade's Efficacy." Quoted on plans for a suffragists' demonstration are Mrs. Carrie Chapman Catt, Mrs. Harriot Stanton Blatch, Mrs. Mary Elizabeth Lease, Mrs. Henry Villard and Miss Lillian Deaver.

3892. — ........ 18 Sept. 1914. Section III, p. 7.

"Women, Internationally, Above War's Hatred." Discussion of the international suffragist movements' attempts to end the war. Quoted are Mrs. Rosika Schwimmer, Mrs. Arthur M. Dodge (National Association Opposed to Women's Suffrage), Miss Mabel Boardman, Miss Eva Ward, Mrs. Mary Dennett, Mrs. Carrie Chapman Catt, Mrs. Marie Corbett. Conflict between the Red Cross (aiding war victims) and suffragists (advocating immediate cessation of hostility).

3893. — . 1 Nov. 1914. Section III, p. 9.

"New York to Rival Paris as Fashion Centre?" Attack on the notion that Americans are incapable of creative fashion design. Interview with Lady Duff-Gordan, trade name "Lucille," who declares Americans must not be afraid to develop their own potential.

3894. — .. 22 Nov. 1914. Section III, p. 10.

"All the Woman's World's A-Knitting Now." Discussion of how all women have joined in the effort to knit things for the soldiers. Comic description of women at house-parties, lectures, and the theatre, all clicking away.

3895. ——. 18 Dec. 1914. P. 7. "Mary Austin Thinks Freedom of Choice in Mating Is Merely Nominal Here, Therefore the Novelist Urges Municipal Marriage Bureaus."

Interview with Mary Austin, advocate of Municipal Marriage Bureaus.

3896. ——. 21 Dec. 1914. P. 7. "Too Much Charity Paternalism Leads Miss Morgan to Make Dance Hall a Commercial Venture Society."

Interview with Miss Ann Morgan regarding a dance hall to be opened on top of the Strand to provide inexpensive amusement for respectable young

people. It will be a place where young women can go alone with no sense of impropriety, to be supervised by the women's committee.

3897. \_\_\_\_\_. 5 Jan. 1915. P.5. "Niece of Sir Wilfred Laurier and Protegee of Lord Strathcona, Singer Lived in Sultan of Java's Seraglio."

Interview with Mile. Eva Gauthier, who tells of her four years' experiences in a Javanese harem, studying folksongs under protection of the Royal Dutch Government.

3898. ——. 14 Jan. 1915. "The Popular Songs So Guilelessly Sung By Our Daughters Are Vicious, Warns Mme. Fremstad."

Interview with the opera star Olive Fremstad.

3899. \_\_\_\_\_ 24 Jan. 1915. Section III, p. 12.

"Lip Reading Campaign is Salvation for the Deaf." Visit to the Silent Voice League and interview with lip reading expert Mrs. John Peyton Clark.

"Feminism? What is It?" "Thus speaks H. Granville-Barker, on all other topics a rather well informed young man." Discussion with the producer about women.

3901. ——. 1 Feb. 1915. P. 7.

"'Dear Miss Rhena' Makes Bellevue a Joy Palace for Sick Children." Interview with Miss Rhena A. Pugsley, Pioneer Hospital kindergartner.

3902. — ... 2 Feb. 1915. P. 7.

"'Uplift' 'Reformation', 'the Poorer Classes?—I Hate Those Words,' Says Mrs. Speyer of Charity System's Nomenclature." Interview with Mrs. James Speyer of the Mayor's Committee for Unemployed Women.

3903. \_\_\_\_\_ 5 Feb. 1915. P. 7.

"Who Owns the Art Museum?" Interview with Miss Helen Greenleaf of the School Art League who guides children's tours of the Metropolitan Museum.

3904. ——. 7 Feb. 1915. "State and National Suffrage Activities."

Interview with Dr. Anna Shaw.

ARTICLES BY DORIS E. FLEISCHMAN / 3874-3960 2014. ----. 20 March 1915. P. 7. "In Her Youth the American Woman

Is Beautiful, But Her Unprepossessing Middle Age Is Indicative of Stupid-

3905. — 7 Feb. 1915. Section III, p. 12.

"Pavlowa Rehearses, Then Talks About Her Art." Interview with Anna Pavlova in rehearsal for the ballet "Raymonda".

3906. — -. 7 Feb. 1915. Section III, p. 13.

"Picturesque Campaigning in Missouri." Interview with Mrs. Walter McKnab Miller, president of the Missouri State Suffrage Association on the introduction of the movement into small towns in Missouri.

3907. — 9 Feb. 1915. "The Minimum Wage Agitation Doesn't Distress Working Girl Residents of Varick House."

**3908.** ---- 12 Feb. 1915. P. 7.

"Saying Family Life is Mainly Sentimentalism and Baby's Place on a Farm, Rosalie Jones Turns Herself to the Automobile Business." Rosalie Jones, wealthy suffragist, is interviewed.

3909. ---........ 13 Feb. 1915, P. 7.

"Coming from Strife-Ridden Servia, She is Perplexed at Peace Movement for a Warless Universe." Miss Yelena Losanich, Serbian patriot and nationalist, is interviewed.

**3910.** ——. 26 Feb. 1915, P. 7.

"Unless Social and Economic Conditions Change We Must Choose Between Woman's Intellect and Her Children, Is a Woman Scientist's Challenge." Interview with Mrs. Leta S. Hollingsworth, scientist among feminists.

"American Art, American Bohemianism," American Temperament—They Are All Folly Says Helen Dryden, American Fashion Artist." Miss Helen Dryden is interviewed.

3912. — 14 March 1915, Section III, p. 13.

"Woman at the Lightweight Championships." "The Reporter, in an Inquiring Mood, Father in a Dubious One, and the Artist Eagerly Receptive, See some Boxing Matches and Report by Word and Picture."

3913. ---... 17 March 1915. P. 7. "Every Child Should Learn A Manual Art Says Willard Wirt, Explaining Vocational and Avocational Training In Public Schools."

Interview with Willard Wirt of Gary, Indiana.

Interview with Helena Rubenstein.

ity A Real Beauty Specialist Declares."

3915. -- 21 March 1915. Section III, p. 12.

"A Play School that is Frankly Experimental." Interview with Miss Pratt of The Play School.

3916. \_\_\_\_\_ 21 March 1915. Section III, p. 12.

"Wherein the Woman Reporter, on the Scent of the Woman's Angle, Horticulturally, Found there Wasn't Any." At the Flower Show at the Grand Central Palace, an interview with Harry A. Bunyard, president of the New York Florists' Club as to why there are no women florists.

3917. --- 28 March 1915. Section III, p. 12.

"A Reporter Visits the Courts and Interviews Judges and Officials Who are Skeptical of Woman's Ability to Interpret the Law Impartially."

3918. — 30 March 1915. "'Natural Education' Replacing Years of 'Imbecile Boredom,' Under Present Regime May Make Prodigies of All Children, Mrs. Stoner Believes."

Interview with Mrs. Winifred Sackville Stoner.

3919. --- 4 April 1915. Section III, p. 12. "A Sorely Taxed Leader Reveals Her Secret."

Interview with Mrs. Vernon Castle, fashion trend-setter.

3920. \_\_\_\_\_. 8 April 1915. P. 7. "Nine Women Enlist to Slay, Once for All, the Dragon Called 'The College Woman's Unfitness For Marriage.' "

Interview with nine college women who deny that they are unfit mothers and wives. Mrs. Charles Tiffany, Mrs. Walter L. Hervey, Mrs. Edgar Parsons, Mrs. Frances E. Brewer are quoted.

3921. \_\_\_\_\_\_ 9 April 1915, P. 7. "Because Fathers Are Indifferent the World Is Full of Half-Orphans, Declares Dr. Wile, Advocate of Parents' Meetings."

Interview with Dr. Ira S. Wile advising special training for fatherhood.

**3923.** ——. 18 April 1915. Section III, P. 9. "Paris Sends Forth Supreme Fashion Message."

Description of some of the best gowns in the fashion exhibit at Wanamaker's.

3924. ——. 19 April 1915. P. 5. "No Matter What They Want You to Talk About, Talk About Animals, Seton, And He Does, Leaving One to Draw Feminist Parallels."

Interview with Ernest Thompson Seton.

3925. ——. 24 April 1915. P. 7. "There Can Be No 'Ideal Home,' But There Can Be Homes of Individuality."

Interview with interior decorator Ruby Ross Goodnow.

3926. ——. 26 April 1915. P. 5. "To Work Is No Social Crime—In Norway At Least—Says The Tennis Champion, Who Finds New York Hedged With Snobbery."

Interview with Norwegian tennis star Miss Molla Bjurstedt.

3927. ——. 27 April 1915. P. 7. "This Time Modish Clothes Are Condemned As the Great Reason for Marital Unhappiness in America."

Interview with fashion designers "Paul and Virginia" (Mrs. W. Forbes Morgan Jr. and Miss Jane Kitteridge).

3928. — 1 May 1915. P. 7. "Mrs. O. H. P. Belmont Proposes the Women's Political Party to Secure Legislative Reforms Desired By Woman Voters."

Interview with Mrs. O. H. P. Belmont.

3929. — . 14 May 1915. P. 7. "Never Give Up Your Work and So Outwit Old Age, Advises a Woman Who Entered a Profession at Seventy."

Interview with Mrs. Paul Robie, interior decorator.

3930. — 16 May 1915. Section III, P. 10.

Article on well-designed outdoor furniture.

3931. ——. 24 May 1915. P. 7. "Housewives Need Neither Federal Investigation, Wages Nor Maternity Commissions; They Need Education. Advise Household Experts."

Role of housewives discussed by Mrs. Julian Heath, Mrs. Christine Terhune, and Mrs. Henry Bruere.

3932. ——. 28 May 1915. P. 7. "Logical France Will Not Legitimize Its War Babies, nor Will Morality Fall or Woman Rise Suddenly as War's Result, a French Woman Explains."

Interview with Mm. Catulle Mendes, poet and lecturer.

**3933.** ——. 29 May 1915. P. 7. "With Ninety-Nine Schoolchildren Out of a Hundred Having Bad Teeth, Tooth Brush Drills Are More Important Than Fire Drills."

Toothbrush drills for schools, suggested by Dr. C. Ward Crampton.

3934. ——. 2 June 1915. P. 5. "The Marriage Factor in a Woman's Life Makers Her a Poor Business Investment, And An Inefficient Worker."

Interview with Miss Jane J. Martin, advertising manager.

3935. \_\_\_\_\_\_ 3 June 1915. P. 5. "Never Talk In the Subway Advises One of the Two Actresses Said to Speak An 'International' English."

Interview with actress Edith Wynne Matthison.

3936. ——. 4 June 1915. P. 7. "'Swapping Wives and Husbands' a Hopeful, Not a Bad Social Sign, Says Nina Wilcox Putnam, Controverting Judge Crane."

Nina Wilcox Putnam, novelist and feminist, and Judge Frederick E. Crane are interviewed on divorce.

**3937.** \_\_\_\_\_\_, 7 June 1915. P. 5. "Americanization Day, the Safest, Sanest, Most Beautiful Fourth of All, is Backed by the Nation's Women."

Interview with Mrs. Gifford Pinchot.

**3938.** 8 June 1915. P. 7. "If War Must Be, Then Women Should Fight Too, Is Belief of Mrs. Bridget Dunn, President of the Building Cleaners' Union."

Interview with Mrs. Bridget Dunn, president of the Building Cleaners' Union.

**3939.** \_\_\_\_\_\_. 10 June 1915. P. 5. "To Teach Them Personal Responsibility Is the Idealist Aim of Women's Trade Unions, 'A Movement Kept Alive by Genius.' "

Mrs. Raymond Robbins, leader of the Women's Trade Union.

**3940.** ——. 16 June 1915. P. 7. "Better Mothers Must Come—The Greatest Profession in the World Must Make a Science of Mother-Love, Says Sarah Comstock."

Sarah Comstock of the Garland School of Home-making is interviewed.

3941. \_\_\_\_\_. 20 June 1915. Section IV, p. 11.

Article on summer gowns.

**3942.** 20 June 1915. Section IV, p. 12. "The Working Girl's Vacation on a Paying Basis."

Interview with Miss Anne Morgan on her new working girl's vacation special.

**3943.** ——. 21 June 1915. P. 7.

Interview with Rabbi Stephen S. Wise, who suggests formation of a Commission to Survey Status of War Widows and Children Abroad.

3944. ——. 27 June 1915. Section IV, . 13.

"Play Streets in New York."

3945. — . 19 August 1915. P. 5. "There Is No Predisposition for Peace in Europe, Especially Among Women, Ruth Kauffman Finds."
Mrs. Reginald Wright Kaufman discusses English women's morale.

"Who Owns the Wedding Presents, Anyhow?" Lucille Pugh is quoted.

- 3947. ——. 18 Oct. 1915. "American Women Are the Greatest Women and Their Nation the Greatest Nation, Says Mme. Assad Ullah."
- **3948.** ——. 29 Oct. 1915. P. 7. "Kitchen Politics and New Conversational Food is the Wholesome Contribution of California's Women Voters, Says One of Their Leaders."

Interview with Miss Maud Younger, labor leader and suffragist from California.