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## PROGRAM

September 26

8:30 am - 9:30 am    Registration & Coffee

9:30 am - 10:30 am    Welcome & Introduction

Keynote Address - Betty Ford (Pending changes in her schedule)

10:30 am - 12:30 pm    Image & the Homemaker - W. Antoinette Ford

During this session, all attendees will be assembled in one room. On stage will be representatives of four "image makers" who affect homemakers. Each member of this panel will speak for 15 minutes on image as it relates to women in the home, according to his or her specific area of specialization.

After each panel participant has spoken, women discuss among themselves the various aspects of what they have heard and how it relates to their own home.

12:30 pm - 2:00 pm    Informal Lunch - Speaker - Jill Ruckelshaus

2:00 pm - 3:30 pm    Three Concurrent Sessions

A. Legal Problems of the Homemaker - The purpose of this session is to enlighten homemakers on their rights and obligations under the law. Each panelist will discuss a separate problem for twenty minutes, with discussion encouraged.

B. Consumerism - A frank discussion of the problems of consumers as homemakers. In this session homemakers vocalize their problems as consumers. Three major consumer areas are emphasized: Food, Professional Services, and Apparel.

C. Financial Status - This will be a panel presentation of women and finance, including female mindsets towards money and the financial dependence of women. Open discussion.



September 27

9:00 am - 10:00 am Coffee

10:00 am - 12:00 am Identity and the Homemaker

In three concurrent sessions, attendees will see three scenarios and will respond in a discussion group led by a moderator.

12:00 am - 2:00 pm Luncheon Honoring Homemakers - Jill Ruckelshaus

2:00 pm - 3:30 pm Three Sessions, Attendees Choice as on  
Previous Day

A. Dynamics of Growth - A discussion of and by homemakers at different stages of life.

B. Depression, Alcohol & Drugs - A frank discussion and presentation by individuals who have expert knowledge and experience.

C. Self-Confidence and Women - Self-exploration of the problems which affect women's self-confidence in the home.

3:30 pm - 5:00 pm Hon. Yvonne Braithwaite Burke





BARBARA RESNICK

*Barbara Resnick is the owner of Barbara Resnick Associates, a firm that organizes and coordinates conferences, meetings, and seminars for organizations and educational institutions.*

*In addition, she is heavily involved with the development and implementation of programs and conferences that deal with the economic and social problems of women.*

*A former program specialist for a non-profit organization she evaluated funding requests, coordinates meetings and conferences and organized programs.*

*Ms. Resnick has also been a New York City school teacher and will be teaching a course at Gallaudet College in Washington, D.C. starting September.*

*Ms. Resnick holds an M.A. from George Washington University.*



September 26, 1975

8:30-9:30 Registration - Convention Lobby

9:30-10:15 Keynote Address - Room: Persian II

The Honorable Congresswoman  
Yvonne Braithwaite Burke

Introduction by Elizabeth R. Beall  
Georgetown University

10:15-10:35 Room Change

10:35-12:30 Three Concurrent Sessions  
(Participants will select one)

a) Legal Problems of the Homemaker - Room: Persian II  
Panelists: Cathy Douglas, Lois Schiffer,  
Catherine Boucree, Edith Sloan

b) Financial Problems of the Homemaker  
Room: Chesapeake II  
Panelists: Gail Winslow, Sara Finch, Virginia  
Johnson, Jane Bryant Quinn, Patricia Cavin

c) Consumerism and the Homemaker  
Room: Chesapeake I  
Panelists: Majorie Windt, Valerie Dalski,  
Barbara Gregg, Ann Rossmeier

12:30-12:45 Room Change

12:45-2:00 Luncheon - Persian Room I

W. Antoinette Ford - "Who Is A Homemaker?"  
Introduction by Barbara Resnick - Director "Identity  
and Homemaking"

2:00-2:30 Room Change

2:30-4:00 Image and the Homemaker - Persian Room II

Panelists: Nona Bear, Nancy Brinkerhoff,  
Richard Manoff, Eleanor Page, Charlotte Kaufman



September 27, 1975

- 8:45 Registration Desk Open - Convention Lobby
- 9:00-9:15 Coffee - Persian Room II
- 9:15-10:00 Address - Persian Room II  
Ms. Peggy Conkling, President  
Parents Without Partners
- 10:00-10:15 Room Change
- 10:15-12:15 Identity and the Homemaker  
a) Persian Room II - Moderator: Chalice Olesciwicz  
b) Chesapeake Room I - Moderator: Judith Moyers  
c) Chesapeake Room II - Moderator: Merle Brosius
- 12:15-12:30 Room Change
- 12:30-1:10 Luncheon - Persian Room I
- 1:10-1:40 Ms. Eleanor McGovern  
Introduction by Jinx Melia, New TransCentury Foundation
- 1:40-2:00 Awards
- 2:00-2:30 Break
- 2:30-4:00 Three Concurrent Sessions  
a) Dynamics of Growth - Chesapeake II  
Panelists: Joan Montgomery, Cecile Freeman, Virginia  
Cremeans, Ruth Brooks, Roberta Hollander  
b) Depression, Alcohol and Other Drugs-Chesapeake I  
Panelists: Patricia Saltonstall, Bonnie  
Farris, Barbara Burwell, Kit Breen  
c) Confidence and the Homemaker - Persian II  
Panelists: Jinx Melia, Elise Reeder,  
Eloise Harmon, Ann Jarrett



Come and get involved . . .



HOW DO YOU FEEL ABOUT BEING A HOMEMAKER?



Georgetown University  
School for Summer and Continuing Education  
Washington, D.C. 20057



HOW DO YOU FEEL  
ABOUT BEING A HOMEMAKER?

September 26-27, 1975

# Identity and Homemaking

Please share this with a friend

**The following  
women who will  
be participating  
in the  
conference . . .**

Yvonne Braithwaite Burke  
Jill Ruckelshaus  
Cathy Douglas  
Jane Bryant Quinn  
Patricia Szaltonstall  
Gail Winslow  
Patricia Cavin  
W. Antoinette Ford  
Marjorie Windt  
Judith Moyers  
Lois Schiffer  
Nona Bear  
Roberta Hollander  
Barbara Gregg  
Joan Montgomery  
Ann Rossmeier  
Merle Brocuiss  
Bonnie Farris  
Virginia Johnson  
Sara Finch  
Jinx Melia  
Nancy Brinkerhoff  
Elise Reeder  
Catherine Boucree  
Chalice Olesciwicz  
Richard Manoff  
Ethel Buck  
Virginia Cremeans  
Ruth Brooks  
Ann Jarrett

**. . . would like to  
know! Wouldn't  
you?**

Georgetown University and the New TransCentury Foundation present a two-day conference on Identity and Homemaking. Outstanding guest lecturers, small group sessions and opportunities for sharing experiences with other women will serve to:

- ♦ Provide Status and Recognition to Homemakers
- ♦ Bring Attention to the Problems and Needs of Homemakers
- ♦ Come and Get Involved
- ♦ Find Support for your chosen Lifestyle

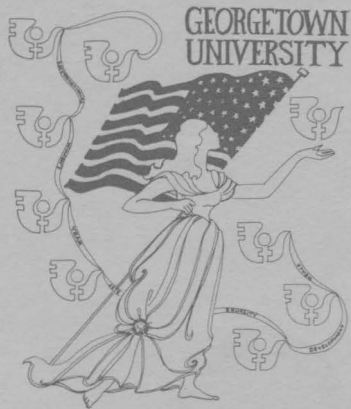
## September 26, 1975

9:30-10:30 a.m. Keynote Address  
10:30 a.m.-12:30 p.m. Three Concurrent Sessions  
(a) Legal Problems of the Homemaker  
(b) Consumerism  
(c) Financial Problems of the Homemaker  
12:30- 2:00 p.m. Informal Lunch and Speaker  
"Who Is A Homemaker?"  
2:00- 3:30 p.m. Image and the Homemaker

## September 27, 1975

9:00-10:00 a.m. Informal Coffee—Guest Speaker  
10:00-12:00 noon Identity and the Homemaker  
12:00- 2:00 p.m. Luncheon Honoring Homemakers  
2:00- 3:30 p.m. Three Concurrent Sessions  
(a) Dynamics of Growth  
(b) Depression, Alcohol and Other Drugs  
(c) Self Confidence and the Homemaker  
3:30- 5:00 p.m. Guest Speaker

Fee \$25.00. Make Check Payable to Georgetown University School for Summer & Continuing Education



**Identity and  
Homemaking  
Registration**

Name: \_\_\_\_\_  
Last First Initial

Address: \_\_\_\_\_  
Zip \_\_\_\_\_

Telephone #: \_\_\_\_\_ Amount Enclosed \$ \_\_\_\_\_  
Please charge to my BankAmericard:

BankAmericard No. \_\_\_\_\_ Expiration Date \_\_\_\_\_

Child care required: yes no If you require childcare please call 229-3079 or 530-2824

Signature \_\_\_\_\_

Direct all  
Inquiries to: Elizabeth R. Beall  
Assistant Dean  
SSCE  
Georgetown University  
625-3001

Barbara Resnick  
Project Director  
The New TransCentury  
Foundation, 462-6666

**Detach and  
mail to:**  
School for Summer and  
Continuing Education  
Georgetown University  
Washington, D.C. 20057

Registration application must be received by Sept. 18, 1975  
No refunds after September 18, 1975  
A limited number of scholarships are available.



ATTAINING IDENTITY THROUGH HOMEMAKING  
POSITIVE AND NEGATIVE ASPECT OF HOMEMAKING  
AS A VIABLE PROFESSION

On September 26 and 27, a two-day conference for the woman in the home will be co-sponsored by Georgetown University and the New TransCentury Foundation. Guest lecturers including some of the country's most eminent homemakers, active workshops and open-floor discussions will serve to:

1. provide status and recognition to homemakers
2. give women an opportunity to share their concerns and suggestions with other women
3. explore the changing role of women in the home
4. highlight the need for research into the problems facing women in the home
5. review the public and private image of the homemaker
6. share the expertise and insight of professionals in assisting homemakers with their problems

*Sheila,*

*These are old schedules, but they list  
all of the participants*

*-Barbara*



## Background Information

The conference "Identity and Homemaking" was conceived as an opportunity for homemakers to speak their minds on their problems and needs. All points of view will be aired. While saying that homemakers should maintain their own identities, the conference will go no further in espousing any specific viewpoint.

### Day I. Friday

The topics that will be discussed are as follows:

- I. Displaced Homemakers--Speaker: Congresswoman Yvonne Braithwaite Burke.
- II. Image--Homemakers as portrayed in the media; presentation of magazine advertisements and discussion.  
Panel: Nona Bear, Nancy, Brinkerhoff, Charlotte Kaufman, Eleanor Page, Richard Manoff.
- III. Who is a Homemaker?--Speaker: W. Antoinette Ford.
- IV. Legal Problems: Past and Future, ERA, Women as a Legal Minority.  
Panel: Edith Sloan, Cathy Douglas, Lois Schiffer, Catherine Boucree.
- V. Financial Problems: Social Security; Investments; Taxes; Estate Laws; KEOGH; Insurance; Grey Panther problems; Welfare Mother problems.  
Panel: Patty Cavin, Jane Bryant Quinn, Virginia Johnson, Sara Finch, Gail Winslow.
- VI. Consumerism--Problems of and power of homemakers as consumers.  
Panel: Ann Rossmeier, Valerie Dalski, Karen Wouters, Barbara Gregg.

### Day II. Saturday

- I. Parents (Homemakers) Without Partners--Speaker: Peggy Conkling.
- II. Identity and the Homemaker: Three Scenarios and Discussion  
(i.e. Importance of Being Able To Eat Off The Floor  
Volunteerism  
Disagreeing From One's Spouse  
Isolation of the Homemaker)
- III. Luncheon--Speaker: Eleanor McGovern
- IV. Dynamics of Growth: Transition from one stage to another  
(Young married; Grown children; Retirement; Senior citizen)  
Panel: Joan Montgomery, Virginia Cremeans, Cecile Freeman, Ruth Brooks.
- V. Depression, Alcohol and other Drugs: Causes and Seeking Help  
(i.e. Isolationism of homemaker; Is it necessary to leave the home?)  
Panel: Patricia Saltonstall, Brenda Hagert, Barbara Burwell, Bonnie Farris.
- VI. Confidence and the Homemaker: Mindsets.  
Panel: Jinx Melia, Eloise Harmon, Ann Jarrett, Elise Reeder.



The panel participants represent a broad section of homemakers--from welfare mother to economically well-off homemaker. Registrants also cover a wide range. To inform homemakers about the conference publicity was undertaken through Newspaper advertisements; Radio Programs ("The Home Show", "Voice of America"); Television Programs ("Nine in the Morning"); Local newspapers, Telephone campaign; mailings (Georgetown's list, American Home Economic Association, American Assoc. of University Women, etc.). It is not an organized group.

Co-sponsors: Georgetown University and the New TransCentury Foundation.

Long Range Goal: Research and interest into a homemaker's needs.

Principals: Elizabeth R. Beall, Associate Dean, Georgetown University; Jinx Melia, New TransCentury Foundation; Barbara Resnick, Director and Organizer.





IDENTITY AND HOMEMAKING

September 26, 1975  
September 27, 1975



September 26, 1975

8:30-9:20 REGISTRATION - Convention Lobby  
(Please register children in the Commonwealth I  
Room, Second Floor)

9:20-10:20 KEYNOTE ADDRESS - Persian Room II - Third Floor  
  
The Honorable Congresswoman Yvonne  
Braithwaite Burke - California  
  
Introduction by Elizabeth R. Beall  
Asst. Dean, School of Summer and Continuing  
Education, Georgetown University


10:20-12:10 IMAGE AND THE HOMEMAKER - Persian Room II

12:10-1:40 LUNCHEON - Persian Room I  
  
W. Antoinette Ford, Esq.  
"Who Is A Homemaker?"  
  
Introduction by Barbara Resnick, Director  
Identity and Homemaking

1:40-3:20 THREE CONCURRENT SESSIONS  
(Please choose one)  
  
1. LEGAL PROBLEMS OF THE HOMEMAKER - Chesapeake Ro  
2. FINANCIAL PROBLEMS OF THE HOMEMAKER -  
Chesapeake Ro  
3. CONSUMERISM AND THE HOMEMAKER - Persian Room II

3:20 BUSES LEAVE FOR WHITE HOUSE

4:00 WHITE HOUSE PRESENTATION  
  
Mrs. Betty Ford  
Outstanding Homemaker Award



September 27, 1975

8:45 REGISTRATION DESK Open - Convention Lobby

9:00-9:15 COFFEE - Persian Room

9:15-10:15 SPEAKER - Persian Room II

Peggy Conkling, President  
Parents Without Partners

Introduction by Jinx Melia,  
New TransCentury Foundation

10:15-12:30 IDENTITY AND THE HOMEMAKER\*

Persian Room II

Chesapeake Room I

Chesapeake Room II

\*Skits reproduced with the permission of B'nai  
Brith Women

12:30-2:00 LUNCHEON HONORING HOMEMAKERS - Persian Room I

Eleanor McGovern, Co-author  
Uphill: A Personal Story

Introduction by Jinx Melia  
New TransCentury Foundation

2:00-2:30 BREAK

2:30-4:00 THREE CONCURRENT SESSIONS  
(Please choose one)

1. DYNAMICS OF GROWTH - Chesapeake Room II

2. DEPRESSION, ALCOHOL AND OTHER DRUGS -  
Chesapeake Room I

3. CONFIDENCE AND THE HOMEMAKER - Persian Room II



CONFERENCE PARTICIPANTS

NONA BEAR

CATHERINE BOUCREE

NANCY BRINKERHOFF

RUTH BROOKS

MERLE BROSIUS

YVONNE BRAITHWAITE BURKE

BARBARA BURWELL

PATRICIA CAVIN

PEGGY CONKLING

VIRGINIA CREMEANS

VALERIE DALSKI

CATHY DOUGLAS

BONNIE FARRIS

SARA FINCH

W. ANTOINETTE FORD

CECILE FREEMAN

BARBARA GREGG

BRENDA HAGERT

ELOISE HARMON

ROBERTA HOLLANDER

ANN JARRETT

VIRGINIA JOHNSON

CHARLOTTE KAUFMAN

RICHARD MANOFF

ELEANOR MCGOVERN

JINX MELIA

JOAN MONTGOMERY

JUDITH MOYERS

CHALICE OLEKSIEWICZ

ELEANOR PAGE

JANE BRYANT QUINN

ELISE REEDER

ANN ROSSMEIER

PATRICIA SALTONSTALL

LOIS SCHIFFER

EDITH SLOAN

GAIL WINSLOW

KAREN WOUTERS

To be handed out at  
the conference

IDENTITY AND HOMEMAKING

September 26, 1975  
September 27, 1975





September 26, 1975

8:30-9:20

REGISTRATION - Convention Lobby  
(Please register children in the Commonwealth I  
Room, Second Floor)

9:20-10:20

KEYNOTE ADDRESS - Persian Room II - Third Floor

The Honorable Congresswoman Yvonne  
Braithwaite Burke - California

Introduction by Elizabeth R. Beall  
Asst. Dean, School of Summer and Continuing  
Education, Georgetown University

10:20-12:10

IMAGE AND THE HOMEMAKER - Persian Room II

12:10-1:40

LUNCHEON - Persian Room I

W. Antoinette Ford, Esq.  
"Who Is A Homemaker?"

Introduction by Barbara Resnick, Director  
Identity and Homemaking

1:40-3:20

THREE CONCURRENT SESSIONS  
(Please choose one)

1. LEGAL PROBLEMS OF THE HOMEMAKER - Chesapeake Room I
2. FINANCIAL PROBLEMS OF THE HOMEMAKER -  
Chesapeake Room II
3. CONSUMERISM AND THE HOMEMAKER - Persian Room II

3:20

BUSES LEAVE FOR WHITE HOUSE

4:00

WHITE HOUSE PRESENTATION

Mrs. Betty Ford  
Outstanding Homemaker Award

September 27, 1975

8:45                    REGISTRATION DESK Open    -    Convention Lobby

9:00-9:15            COFFEE    -    Persian Room

9:15-10:15          SPEAKER    -    Persian Room II

                         Peggy Conkling, President  
                         Parents Without Partners

                         Introduction by Jinx Melia,  
                         New TransCentury Foundation

10:15-12:30        IDENTITY AND THE HOMEMAKER\*

                         Persian Room II  
                         Chesapeake Room I  
                         Chesapeake Room II  
                         \*Skits reproduced with the permission of B'nai  
                         Brith Women

12:30-2:00          LUNCHEON HONORING HOMEMAKERS    -    Persian Room I

                         Eleanor McGovern, Co-author  
                         Uphill: A Personal Story

                         Introduction by Jinx Melia  
                         New TransCentury Foundation

2:00-2:30            BREAK

2:30-4:00            THREE CONCURRENT SESSIONS  
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                         2. DEPRESSION, ALCOHOL AND OTHER DRUGS -  
                         Chesapeake Room I

                         3. CONFIDENCE AND THE HOMEMAKER - Persian Room II



CONFERENCE PARTICIPANTS

NONA BEAR	ROBERTA HOLLANDER
CATHERINE BOUCREE	ANN JARRETT
NANCY BRINKERHOFF	VIRGINIA JOHNSON
RUTH BROOKS	CHARLOTTE KAUFMAN
MERLE BROSIUS	RICHARD MANOFF
YVONNE BRAITHWAITE BURKE	ELEANOR McGOVERN
BARBARA BURWELL	JINX MELIA
PATRICIA CAVIN	JOAN MONTGOMERY
PEGGY CONKLING	JUDITH MOYERS
VIRGINIA CREMEANS	CHALICE OLEKSIEWICZ
VALERIE DALSKI	ELEANOR PAGE
CATHY DOUGLAS	JANE BRYANT QUINN
BONNIE FARRIS	ELISE REEDER
SARA FINCH	ANN ROSSMEIER
W. ANTOINETTE FORD	PATRICIA SALTONSTALL
CECILE FREEMAN	LOIS SCHIFFER
BARBARA GREGG	EDITH SLOAN
BRENDA HAGERT	GAIL WINSLOW
ELOISE HARMON	KAREN WOUTERS

This was one of the first  
write-ups. It tells what  
each session is about

ATTAINING IDENTITY THROUGH HOMEMAKING  
POSITIVE AND NEGATIVE ASPECT OF HOMEMAKING  
AS A VIABLE PROFESSION

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2:00 pm - 3:30 pm    Three Concurrent Sessions

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B. Depression, Alcohol & Drugs - A frank discussion and presentation by individuals who have expert knowledge and experience.

C. Self-Confidence and Women - Self-exploration of the problems which affect women's self-confidence in the home.

GEORGETOWN UNIVERSITY  
WASHINGTON, D.C. 20057

SCHOOL FOR SUMMER  
AND CONTINUING EDUCATION

Patty Matson  
The White House  
1600 Pennsylvania Avenue N.W.  
Washington, D.C.

Dear Patty;

Following your suggestion I am sending you some materials on the "Identity and Homemaking Conference". If the press has any questions I will be happy to answer them either directly or through you. Please feel free to contact me at any time.

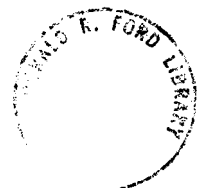
As I am neither an employee of New TransCentury or of Georgetown (I am doing this on a consultant basis) I am not always reachable at the 462-6666 number. I often work out of my home - 223-5389.

Hope that the enclosed materials will answer some of your questions.

Sincerely,



Barbara Resnick  
Director  
Identity and Homemaking





# CAST PROOF

**Over  
\$5,000 in  
prizes  
Awarded Monthly**

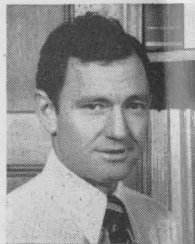


**Draw "Winky"**

Let "Winky" help you test your talent. You may win one of five \$845.00 Commercial Art Scholarships or any one of seventy-five \$10.00 cash prizes!

Draw "Winky" any size except like a tracing. Use pencil. Every qualified entrant receives a free professional estimate of his drawing.

Scholarship winners will receive Fundamentals of Commercial Art taught by Art Instruction Schools, Inc., one of America's



## Editor's Notebook

**YOU'LL BE NOTICING** a new sparkle in the magazine in coming months, reflecting the appointment of Herbert Bleiweiss as Art Director. I first met Herb almost 15 years ago, when we were both on *McCall's*, and since then my own admiration for his skills has been echoed by art directors' clubs all over the country; Herb has a whole drawerful of gold medals. An accomplished photographer himself, he knows how to guide other photographers and artists to extract every ounce of drama, meaning and sheer visual beauty from an assignment. Herb has worked with every celebrity you can think of. Of them all, he says, his favorite is Sophia Loren (with him, at right), who obviously returns his affection. Perhaps it's because they're both warm, funny people—and share an interest in food. (Is it true, Herb, that the way to a woman's heart is through her stomach?) Herb and his wife, Rachel, who is editor of *American Home Crafts* magazine, live in a beautiful old Tudor house on the Hudson River where *he* does the cooking. I can testify that he's almost as good a chef as he is an art director!



Henry Sandbank



nacher—The White House

**HOW DO YOU FEEL** about being a homemaker? was the subject of a recent conference sponsored by Georgetown University and the New Trans-Century Foundation for women in the Washington, D.C., area. Zoe Coulson, GH Institute Director, attended too, and with the other participants went to tea at the White House. Afterwards Mrs. Ford invited Zoe to

leading home study art schools.

Try for an art scholarship that may lead you into the exciting fields of advertising art and illustrating, cartooning or painting. Your entry will be judged in the month received. Prizes awarded for best drawings of various subjects received from qualified entrants age 14 and over. One \$25 cash award for the best drawing from entrants age 12 and 13. No drawings can be returned. Our students and professional artists not eligible. Contest winners will be notified. Send your entry today.

MAIL THIS COUPON TO ENTER CONTEST

ART INSTRUCTION SCHOOLS, INC.

Studio 6J-1060  
500 South Fourth Street  
Minneapolis, Minnesota 55415

Please enter my drawing in your  
monthly contest. (PLEASE PRINT)

Name \_\_\_\_\_

Occupation \_\_\_\_\_ Age \_\_\_\_\_

Address \_\_\_\_\_ Apt. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

County \_\_\_\_\_ Zip Code \_\_\_\_\_



Telephone Number \_\_\_\_\_

Accredited by the Accrediting Commission  
of the National Home Study Council.

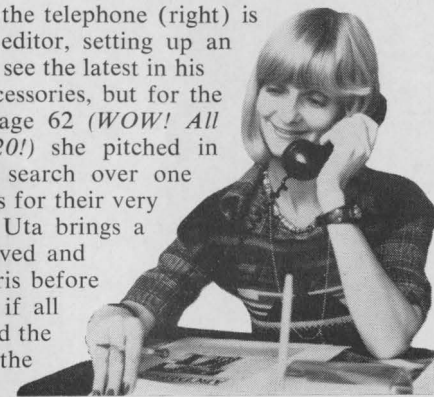
10

Karl Schur



the same sense of liberation [as the career woman,]" said Mrs. Ford, a point of view that delighted Zoe since it exactly coincides with her own.

**THE ATTRACTIVE BLONDE** on the telephone (right) is Uta Hille, a GH assistant fashion editor, setting up an appointment with a manufacturer to see the latest in his line. Uta normally specializes in accessories, but for the sensational feature beginning on page 62 (*WOW! All these great fashions for under \$20!*) she pitched in with our other fashion editors to search over one hundred dress and sportswear houses for their very best buys. Born in East Germany, Uta brings a cosmopolitan flair to her job; she lived and studied in Munich, London and Paris before coming to New York to work. As if all the exercise she gets tramping around the garment district weren't enough, off the job she loves to ski and hike.



Vincent Polizzotto

*J.M.C.*

GOOD HOUSE—JANUARY, 1976—2-1-76—DEAD SLUG

**COLOR ON THIS PAGE**

**RACK 15 SLIDE 45**





November 6, 1975

*Cleveland*

Dear Carolyn:

After talking with your father, I am enclosing two sets of remarks Mrs. Ford delivered in Cleveland before the IWY Congress and at the White House before the Identity in Homemaking Conference group.

I hope this material will be of help to you. However, if you need anything else, please don't hesitate to call me.

Sincerely,

Sheila Rabb Weidenfeld  
Press Secretary to  
Mrs. Ford

Ms. Carolyn Stevens  
2903 N Street  
Washington, D.C.

Enclosures

3A9





FROM THE DESK OF

**Sally Quenneville**

*Cleveland*

*Ms. Carolyn Stevens*  
*2903 N 1/2*  
*D.C.*

*Carolyn*

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# GOOD HOUSEKEEPING

*Identity in Homemaking  
Conference*

959 eighth avenue/new york, n.y. 10019/the institute/zoe coulson, director

October 20, 1975

Ms. Sheila Weidenfeld  
Press Secretary to Mrs. Gerald Ford  
The White House  
Washington, D. C. 20037

Dear Sheila:

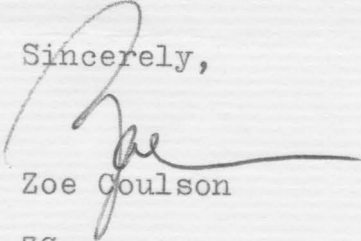
Thank you for sending me the two pictures from my visit to The White House during the Homemakers Conference. I appreciated your hospitality and now it is fun to have these pictures as record of my visit.

Our editor is going to use one of them in the magazine and I will be sure that you receive a copy when it comes out. Please tell Karl Schumacher how well I thought they turned out.

I noted that you too are acting as an advisor to The Women's Institute so perhaps I will see you at some of the meetings.

I enjoyed meeting you and I hope you will not hesitate to call on me if you think we can be of help.

Sincerely,



Zoe Coulson

ZC:ec

"IDENTITY AND HOMEMAKING," A CONFERENCE AT THE MARRIOTT TWIN BRIDGES HOTEL, WILL ADDRESS THE ECONOMIC, LEGAL AND SOCIAL PROBLEMS OF WOMEN IN THE HOME. SPEAKERS INCLUDE REP. YVONNE BURKE, D-CAL., SPONSOR OF THE DISPLACED HOMEMAKERS BILL IN CONGRESS; ELEANOR MCGOVERN; CATHY DOUGLAS, ATTORNEY; ANTOINETTE FORD, MEMBER OF THE PRESIDENT'S CLEMENCY REVIEW BOARD; EDITH SLOAN, DIR., NATIONAL COMMISSION ON HOUSEHOLD EMPLOYMENT. CONTACT: ANNE BANVILLE, 296-9190

END FRIDAY CALENDAR

THE WHITE HOUSE  
WASHINGTON

Patti,

Helpful in thought of  
remarks for Homemakers 9/26?

S.



# Housewives Reject 'Stigma'

By Megan Rosenfeld  
Washington Post Staff Writer

Mary Pat Egan's work day begins at 6 a.m. It ends sometimes at 9 p.m., sometimes at 10 p.m., and she's on duty seven days a week. If she were earning the minimum wage, she'd make at least \$10,530 a

seven months and 10 years, and lives in a modest suburban Vienna home with a station wagon in the driveway.

Despite the pressure from feminists in recent years for women to pursue careers in the "real" world and leave the drudgery of housework and restrictions of child-rearing as soon as possible, Egan, like many of her neighbors, has chosen to stay



*Los Angeles Times*  
*9/30/75*

# Profession: Full-Time Homemaker



**'Tremendous Amount  
of Satisfaction ...'**

**BY MARLENE CIMONS**  
Times Staff Writer

WASHINGTON—Barbara Arlow, 31, lives in Bethesda, Md., a suburb of this city, and is the mother of a 6-year-old son and a 3-year-old daughter. She has been married to a successful lawyer for the past 10 years and quit her salaried job when her first child was born. She is a full-

*Los Angeles Times*  
*9/30/75*

# on: Full-Time Homemaker

## 'Tremendous Amount of Satisfaction ...'

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WASHINGTON—Barbara Arlow, 31, lives in Bethesda, Md., a suburb of this city, and is the mother of a 6-year-old son and a 3-year-old daughter. She has been married to a successful lawyer for the past 10 years and quit her salaried job when her first child was born. She is a full-time homemaker and loves it.





## Focusing on Home

### HOMEMAKING, From B1

age homemaker's work at \$5,500 a year.

There was some talk at the conference (which was sponsored by Georgetown University and The New Century Foundation) of public objectives, such as the Displaced Homemakers Bill. It would help find training, jobs and services for homemakers who are ineligible for welfare or social security and who are "displaced" through widowhood, divorce or the loss of family income.

Generally, though, the skits performed by Earth Onion Women's Theater and the talk that blossomed in a variety of speeches, panels and group discussions focused on more personal problems and goals. The 75 participants ranged from inner-city welfare mothers to affluent matrons from the Stepfords of this area. The ages spanned at least five decades, but there

Whether she lives or dies depends on you." Mom became "a perfectionist housewife, exorcizing every germ so the babies would live." As the babies grew, she began taking part-time jobs, "but whenever they needed full time, I quit." She says, "The young are more savvy now and know when you work on your own salvation, you free others to work on theirs." But if asked whether she lost her own identity through her "mother trip," she replies, "Heck, no."

• A welfare mother of five who gets nothing from her ex-husband but nevertheless quit her job to become a full-time homemaker. She organizes Headstart and senior citizens projects in her home, but she also makes sure she and her children get out of the house. "Women feel guilty because 'We're all in little boxes, trembling,'" she says. "Hop out like Jack-in-the-box and you'll feel much better."

## Focusing on Home Role: It's What You Make it

By Don Shirley

You could see "The Stepford Wives" on the closed-circuit TV system in the rooms of the Twin Bridges Marriott Hotel Saturday night. That's the movie in which wealthy suburban husbands replace their wives with customized replicas.

The replicas are domestic and docile and obsessed with maintaining their husbands' houses, gardens and

Homemaking, like any job, has its trying moments, and no one was there to sing the praises of window washing and floor scrubbing. But for willing volunteers, homemaking can have its rewards too, some of the homemakers pointed out, and it is a job which must be done. Yet it is not a universally appreciated task.

The remarks of the homemakers Saturday did not pin the blame for

# Cleanliness Is Akin To Godliness

Homemaker Panelists Lament 'Goofing Off'

By Judy Flander

Washington Star Staff Writer

You're a homemaker. Usually toeing the line and getting the house in order before you think of yourself. But today you "goofed off;" you spent the whole day reading or puttering. You are a mess and so is your house when your husband comes home, bringing a co-worker he forgot to tell you he'd invited for dinner.

uninvited guest? The question — obviously not hypothetical — was posed in a session on confidence, moderated by Jinx Melia, manager of women's programs for TransCentury. "I would fall all over myself apologizing, even though I'd hate doing it," one woman admitted. "After having such a wonderful afternoon, I'd be in a good mood and go in and cheerfully make dinner," said a young mother

# UNIVERSITY NEWS

Geo. Univ. News  
Alumni 11/75



First Lady Betty Ford accepted an "outstanding homemaker" award at a White House gathering in September. The presentation highlighted a two-day conference, "Identity and Homemaking," cosponsored by Georgetown University and the New TransCentury Foundation. Betty Beall (center), associate dean, School for Summer and Continuing Education, and Barbara Resnick (r) conference director, were conference coordinators from Georgetown.