

AR5994 1/6

S48/6

Professional papers - non-governmental employment - undated, 1931-1948

Civil Serv. Dept.  
State of N. Y.  
No. 8077 Bulletin  
Director of Public  
Employee Training.

No. 8022  
Ass. Pers. Technician

80781 Principal  
Pers. Techn.

8080 Senior Pers.  
Techn.

8082 Ass. Personnel  
Technician

Hulse 370 Dent. P. M. Reg-1233

Miss Edith Falk - 16 West 77 Street - New York City

Medical Examination

Doctors - Schloss-Eberes

2

Johanna Hirsch <sup>1943</sup> 1877

October 28, 1877 - 662

Address of Rudi Schlichter - 5 - Bellitz - <sup>Jack</sup>

Associate in work

Ameliese Friedsam

118-40 Metropolitan Ave

Kew Gardens, L. I.

Vi 7-3792 - (6 me)

Present Address? - 20-15 - Kew Gardens

Vi 9-9441

Flora Levi

5401 Harper Ave

Chicago, Ill.

2

Neighbors at 16 W 77 St.

Em 2-9119 Mrs. Kapp - Kallman - Em 2-9119  
and Mrs. H. H. Arnot - Em 7-2833

References:  
write or phone for permission  
to use names

K. Schreibstein 547 W-157 St.  
C. Ortega 3135 Sedgwick Ave Ki 3-4238  
~~Roy Cohen~~

Relatives of Mr. or Mrs. S. ?  
Hattie S. Loewenstein

Elsie Jacob 600 W-162 St.

Margot Platt WA 8-1439

~~Elsie Kramer~~

Karmis 450 East 24 St. Ki 4-1520

Titto Sartori 25-14 22nd Ave  
2. D. City. Au 8-2462

C. Raib 151 95 St. - Ki 7-2068

B. Schloss 125 W 72 St. Au 2-4780

Grete Schandenberg Au 3-0911

Neighbors at 970 Park Ave

Levi ?  
Mary ?  
Hattie ?  
Ben ?

write to Ben for  
permission to use his  
name - also Schloss

Mrs. Leon J. Rosenthal  
211 Cent. P. W. TR 7-2996

Phone 22 Schloss Au 2-9750  
" 8 Schlossinger Kh 4-5643/1130

Mrs. Caroline Ortega Ki 3-4438

Mrs. H. Kapp Au 7-7119

417 0453 W. Schlossinger

Mrs. Pomeroy  
Mrs. K. K. K.

Mrs. J. K. K. 1534 Selwyn

141 Fifth Ave Mrs. Regina  
TR 9-8172  
Me 5-7864

1175 11th St N  
15 311 11th St N  
1711 11th St N

111. 11th St N  
147 Fifth St  
11. 11. 11.

Mrs. Regina Schiff  
761 11th St N  
11th St N  
Caroline Schiff

111 11th St N  
111 11th St N

~~111 11th St N~~  
~~111 11th St N~~

Mrs. Leon  
Milton 1st  
407 E 1st  
11th St N

11th St N  
11th St N  
11th St N

Mrs. Kirstlin

11th St N  
11th St N  
11th St N

~~11th St N~~  
~~11th St N~~

11th St N  
11th St N  
11th St N



Falk, Edith No: 10791  
is a translator of the following languages  
or dialects:

German

Michael Agatslein

Director of Training

Form 854

November 15, 1948.

Our overseas GIFT-PARCEL-SERVICE  
is unaffected by the strike.

Your parcels are already in Europe,  
just let us know to whom we should have  
them sent.

Write us or telephone TR 9 - 1084.

FALCONA SALES CO.  
935 Madison Ave,  
New York 21 - NY



THIS SIDE OF CARD IS FOR ADDRESS



Written June 29, 1948  
Amalfi Personnel Agency, 15E-40St. LE 2-6371  
Personnel Service Agency, 27William St. HA 2-3887

Written July 20, 1948  
Walter Lowen, 420 Lexington Ave. MU 9-2630  
Mary Zales, 152W-42St. CH 3-6046  
Castle Hill, 2West 43St. PE 6-0169  
Dorothy E. Halperin, 152W-42St. LO 3-5092  
Jean Fields, 475Fifth Ave. MU 7-3240  
Executive Service Corp. 19W-44St. MU 2-4000  
June Hall, 7E-42St. VA 6-1291

N. Y. State Emp. Agency  
139 Centre Street

Written July 21, 1948  
Mrs. E.E. Brooke, 41E-42St. MU 2-2327.

Ami. Jewish Empl. Exchange  
14 W - 40 St. (BR9-6841)

Meridian Agency  
233 W - 42 St.

Personnel Interviewed  
all 30-40 hr \$65.-  
Retail Experience

Personnel asst. \$40.-  
Food Typist, Future.

Personnel Service  
Agency  
27 William Street

Brunell Personnel Serv.  
838-11 St. (Carm. B'ny) 413-6644

Executive Service Corp.  
19 W - 44 St.

Mr. E. E. Brooke (MU2-2327)  
41 E - 42 St. (Executive Agency)  
Hr: 9:30-2

Amplon, Assoc.  
18 John St. - 157 Madison Ave

Personalized Service  
58-44 St. Mu 7-8928

Sweet Brown  
331 Madison Ave, (43 St)

Carrie Company

Radio Magazine

Radio Craft  
25 West Broadway  
(near City Hall)  
Tel: RE 2-9690

---

Chris A. Tobison  
507 - 5 Ave  
Interw. 9-1:30  
(Foreign Service)





Kinderpension Esther Esselsohn  
Berlin-Zehlendorf-West  
Forststrasse 21 Tel.H4 42/52

Fräulein Edith Falk war vom 1. Juli 1930 bis 1. August 1931 in meiner Kinderpension als Erzieherin tätig. Im Laufe dieser Zeit hatte Fräulein Falk die Erziehung der Kinder, gestützt auf pädagogische Kenntnisse und Fähigkeiten, in Händen. Sie verstand es in besonderem Masse auf die Individualität jedes Einzelnen einzugehen und hat sich dadurch die Liebe und Freundschaft aller Kinder erworben. Bei den Schularbeiten, Handarbeiten, Spielen u. s. w. war Fräulein Falk eine verständige Helferin. Auch die Körperpflege hat Fräulein Falk mit viel Liebe und Gewissenhaftigkeit ausgeführt.

Wegen der schlechten wirtschaftlichen Lage verlässt Fräulein Falk zu meinem grössten Bedauern meine Kinderpension. Ich wünsche Fräulein Falk auf Ihrem ferneren Lebenswege auch weiter die besten Erfolge in Ihrer fruchtbaren erzieherischen Tätigkeit.

gez. Esther Esselsohn.

Berlin - Zehlendorf - West, den 1. August 1931.



~~8085 / Series~~  
~~Sta~~

N.Y. City Dept. of  
Commerce  
Surveys + Analysis  
of Job Conditions  
Labor Relations.

Research:

Public Relations

Directory

at Public Library

Market Research

Personal: Educ. Age, Mar. Stat.

Hull: 35 Broadway  
(Mrs. Trimp)  
Beckm 3-0981

Mc Kay: 31 Rockefeller  
P: 5-3137 Plaza

Stein: 64 ~~St~~ - 48 Street  
Tel: 255-417-446

*EXECUTIVE SERVICE CORPORATION* AGENCY  
A COMPREHENSIVE DISCRIMINATING PERSONNEL SERVICE

BERKELEY BUILDING  
19 WEST 44TH STREET

TELEPHONE · MURRAY HILL 2-4000

NEW YORK 18, N.Y.

W. GAIL CAMP  
PRESIDENT  
MICHAEL GALLINA  
VICE-PRESIDENT

July 21, 1948

Miss Edith C. Falk  
935 Madison Avenue  
New York 21, New York

Dear Miss Falk:

I have your letter of July 20th together with resume enclosed. I suggest that you come in for an interview at your earliest convenience.

For sometime there has been very little moving in administrative positions for women. However, we will be most happy to talk with you in the hope that something will turn up in the near future.

Very truly yours,

EXECUTIVE SERVICE CORPORATION



Priscilla Putnam, Placement Manager  
Women's Commercial Division

PP:AP

*Mary E. Zales* — PERSONNEL AGENCY

152 WEST 42ND STREET, NEW YORK 18, N. Y. • TELEPHONE CHelsea 3-6039-6046

July 21, 1948

Miss Edith C. Falk  
930 Madison Avenue  
New York City

Dear Miss Falk:

In reply to your letter, if you will come in to see me any morning, or if you wish to come in to see me in the afternoon, please phone me for an appointment.

I will be more than happy to discuss your very interesting background.

I am looking forward to seeing you very soon.

Yours very truly,

MARY E. ZALES PERSONNEL AGENCY

MZ:HS

*Mary Zales*

SERVING YOU WITH APPLICANTS WHO "THINK"

I hereby swear that I have made  
the translations of my European  
school credentials to the best of  
my knowledge and that I have  
~~made every effort~~ <sup>made every effort</sup>  
~~to~~ be as accurate as possible.



Explanatory Note:

Prior to entering the High School  
for Girls in 1921

I attended a 4 Year primary course  
at the elementary school at  
Milttenberg on the Main.

I entered the elementary school  
in 1917 (1911)

High School for Girls  
School of the Poor School Nuns of Our Lady  
Milttenberg on the Main. School Year 1926/27

Graduation Certificate of the High School for Girls.

Falk Edith

Daughter of the Merchant Karl Falk at Milttenberg  
on the Main, District Milttenberg on the Main,  
born on July 5, 1911 at Milttenberg on the Main,  
of semitic faith, attending since May 3rd 1921  
the High School for Girls of the Order of the Poor  
School Nuns of our Lady at Milttenberg on the Main,  
has undergone the final School Examination  
as a student of the 6th Grade at the close of  
the School Year 1926/27 and passed the  
examination.

The student worked with commendable  
diligence during her training and distinguished  
herself always by her eminent, tactful conduct.  
The Record of the Student was according to the  
final examination and during examens given  
throughout the Year as follows:

in Religion — excellent  
in German — satisfactory  
in History — satisfactory  
in Geography — satisfactory  
in Arithmetic — satisfactory  
in Natur & Social Sciences — commendable  
in Pedagogy — ~~commendable~~ satisfactory  
in Art Drawing — commendable  
in Needle Work — satisfactory  
in Gymnastics — satisfactory  
in Singing — commendable

The student took also part in the following  
Instructions with success  
in English - satisfactory  
in Stenography - commendable  
in Bookkeeping & Typing - commendable.

Miltenberg on the Main  
April 5, 1927

The Directrice  
(signed) Mar. Apollinaris Rosch  
Also Examiner.



Women's School of the Philanthropin at  
Frankfurt on the Main.

Public Secondary School.

Final School Report  
concerning the attendance of the Philanthropin  
for Edith Falk.

She visited the Women's School from  
Easter 1927 till Easter 1928

Conduct -- very good

Attention -- very good

Orderliness -- good

### Record

#### 1. Domestic Science:

Nutrition: satisfactory

Cooking: good

Housework: good

Needlework <sup>a) Plain</sup> Needlework: good

<sup>b) Dressmaking</sup>: good

Gardening: good

#### 2. Hygiene & Pedagogics:

Hygiene: good

Infant Theory & Infant Care: good

General Pedagogics: satisfactory

Small Child Pedagogics: satisfactory

Handicraft lesson in Kindergarten: good

Practical Work in Kindergarten: good

#### 3. Economic & Citizenship Theory:

Economic Arithmetic: good

Bookkeeping: good

Geography: very good

Typing: good

Private & Political Economy: good

History & Citizenship Theory: good

French Trade Correspondence: satisfactory

English Trade Correspondence: satisfactory



Municipal Kindergarten Seminar  
Unterweg 4

Frankfurt on the Main  
April 9, 1931

Certificate.

Hereby we certify that Miss. Edith Falk  
born July 5, 1911 at Miltenberg on the Main  
has attended from Easter 1928 till shortly  
before Easter 1929 the at that time 1 year  
study course for Kindergarten Teachers at  
the municipal Kindergarten Seminar at  
Frankfurt on the Main which followed  
the course of the Women's School.

She left the school because of Family  
& Health Considerations.

Her efforts in theory were good, partly  
less good, her technical efforts  
satisfied partly. Her practical work  
was satisfactory.

The Directrice:  
(signed) Ella Schwarz.



Marketing Service Section  
U. S. Dept. of Commerce  
"Directory of Marketing  
List Houses."

"How To Get a Marketing  
List."

Brooklyn Dept. of Public Safety  
May 1940

"How To Sell by Mail"  
by Earle A. Duckley  
McGraw-Hill Book Co.  
1938

The Reports of Great  
Mail Selling  
pub. monthly by  
Henry Hork  
17 E - 42 St.  
N. Y. C.

Consumer Research Report  
No. 3606  
General Motors  
Detroit

"Advertising Age"

Nov. 8 / Page 61

Production Yearbook

Copy Testing  
Compiled by the Ad. Research  
Foundation.  
Ronald (Gross)

Tested Advertising  
Methods: 659.1-L.  
by John Cappel.  
659.1-C. (Harper, Bros.)  
659.1-D 371.-42M. 658.8-P. 658.-85

Direct Mail Adv. + Selling  
(Rogers, Frank + Walter)  
L. R. Harper, N. Y. 1940

How To Make Money  
by Mail. (C. C. Rice)  
Howard St., Melrose 76 E. Mass. 1946.

Application filed Jan. 27, 1943  
Language Examination Feb. 10, 1943  
Final Papers turned in March 8, 1943  
Miss Edith Falk - 16 West 77 Street - New York City

Personal History Statement.

Karl Falk  
March 30, 1883

E. C. F.  
5ft. 6in.  
145lb.

Johanna Hirsch  
October 28, 1877

Typing 30  
words per minute

Arrived July 16, 1935

Naturalized July 17, 1941 at  
Southern District of N. Y.

Certificate No. 4969652

Edith Carrie Mathilde Falk

Attended Grammar School  
from May 1917 - May 1921

High School from May 1921 - April 1927

Other Schools

Women's School of Social Sciences  
or Finishing School

Courses: Economics - Social Sciences  
Political Economy - Hygiene, Language -  
History of Art & Music



Kindergarten Seminars  
Psychology - Practice & Theory  
of Kindergarten Work - History  
of Education

Both Schools attended from  
Easter 1927 - Easter 1929  
Residences after leaving  
School

Berlin from July 1930 - Nov. 1932  
Children's Home Dr. J. Steinberg  
& 1 Behlendorf ~~at~~ Foraker, 21

Miltenberg Father's Home.  
Nov. 1932 - July 1933

Le Havre July 1933 - July 1935  
Tutor & Doctor's Assistant  
Dr. A. Corcheron 9 Rue Gambetta  
Genève - Le Havre. ~~Dr. Infré~~

New York July 1935 - Sept. 1935  
Cousin S. Albert 760 Grand Concourse

New York. Sept. 1935 - Sept. 1936  
H. R. Bretter 118 Brite Ave - Scarsdale  
1400 Broadway

N. Y. Oct. 1936  
B. M. Gruenstein → 16 W 77 St → Oct. 1942  
Oct. 1942 - 970 Park Ave

Complete physical & educational supervision  
of 2 girls, all responsibilities relating  
to emotional adjustment & welfare.  
organization of recreational activities -  
teaching of kindergarten work - music -  
sports - assisting in school home work.

Associate Worker at B. M. Co; Mrs. A. Korner  
80-15 Greenfell Ave  
Kew Gardens, L. I.

Associate Worker at H. R. Bretter: Dr. Bernard Lenged  
21 W 89 St.  
New York City.  
NSc 4-3757

Tutor & Doctor's Assistant - Tutoring  
of 2 Boys in German - supervision  
of Sports, assisting at Doctor's office

Medical Examination made by  
Dr. Walter Heinemann 680 West End Ave  
Ri 9-5141 - 9827

Nursing of 16 month old Baby Boy incl.  
physical welfare & organization of  
Play activities

Prefers to work  
Research - Censorship - Organizational  
Newspaper - Propaganda - Relief

Brother Rudolf Falk  
Berlin - Beelitz Stadt - Schlageterstr. 5  
as Member of Semitic Race  
excluded from German  
Citizenship.

Residence at present unknown.  
Afflicted with infantile paralysis  
incapacitated to a considerable  
extent, when last heard from  
occupation - Student

Neighbors at 16 W 77 St. Mrs. H. A. Arnstam  
March 1938 to " 16 W 77 St. Mrs. M. E. Kapp  
October 1942  
October 1942 " 970 Park Ave Miss Mary Bond  
Present time " 970 Park Ave Miss C. Ortega

References: Elae Jacot 600 W 162 St. c/o Bratt N.Y.C.  
Mrs. Leon J. Rosenthal 211 Central Park West N.Y.  
Mrs. Regina Schiff 760 Grand Concourse Br.  
Mrs. Wilfred Nettles 1534 Selwyn Ave Bronx  
Dr. F. Schlesinger 3022 79 St. New York.

Dr. Oscar Schloss 125 East 72 Street  
Miss Flora Levy 5401 Harper Ave Chicago Ill.



STATE OF NEW YORK  
Department of Commerce  
112 State Street  
Albany, New York

FALCONA SALES CO.  
935 MADISON AVENUE  
NEW YORK 21, N. Y.

Small Business Supplement

No. 19 Mail Order Business

This supplement is an addition to more general information developed in the New York State small business program. The program includes publications in the fields of management aid and business statistics and cooperation with local groups of businessmen in providing advice and counsel on starting or operating small businesses. This supplement is for use in conjunction with other publications and services.

Investment---The most important requirement for a mail order business is a readily marketable, unusual product or service. Most products sold successfully by mail are in the \$1 to \$5 price range. The initial investment may be only large enough to pay for an advertisement and a small stock of the article that is to be sold. The sales method may be through advertising in current publications, the type depending on the product or service, or through direct mail solicitation. In either case it is wise to proceed slowly, testing results at each step.

Mailing lists may cost anywhere from \$3 to \$50 per thousand names, depending on how selective they are. At the start the business may be conducted in one's own home on spare time, with very small overhead costs. A postoffice box can be used for a mailing address, although an office building address may help to inspire confidence of prospective customers. One man built up a successful mail order business on borrowed capital of \$50. Others spend thousands for full page advertisements in popular periodicals with nation-wide circulation.

Sales Volume---If the product is new, sales prospects at the beginning will obviously be uncertain. It is probable that many more mail order ventures fail than succeed. The business, however, if successful may increase rapidly, and profits may be used to increase the amount of advertising. Many mail order businesses have annual sales running into thousands of dollars. One woman sells six to eight thousand dollars of gift items during the Christmas season alone. The chief characteristics of a product that will sell by mail are exclusiveness, novelty, or low price. Care must be taken not to violate postal and other laws, regulations and practices enforced by the Post Office Department, Federal Trade Commission, and Pure Food and Drug Administration. In addition, it is highly desirable to be familiar with the laws and regulations of the states into which the product is shipped as well as with practices enforced by Better Business Bureaus. It is better to be informed before one starts, than to be faced with an abrupt curtailment of the business after spending much time and money to develop it.

Qualifications---Imagination is the most important qualification required. The ability to recognize a need or market for a product, to find or develop a product to meet that need, and to originate effective selling methods is the chief essential.

Competition---If the product will sell by mail successfully, the chief competition will be from some similar product. Your ability to meet competition will depend on the appeal of your advertisement or letter, the selection of the proper medium to reach the people who need your product or service, or the number of potential customers included in the mailing list. Beginners are advised to employ the services of an experienced mail order advertising man or agency.

Operations---The main expenses are for advertising and shipping. The cost of the product should be not over 20% of the selling price, or 40¢, for example, for a product selling for \$2. You may spend as much as \$4 per item on advertising at the start to sell a \$2 product, but as sales increase the advertising cost will be spread over more and more items and the cost per item reduced. It is important to keep records of results of advertising and marketing methods employed. Use some method of keying to find out which publication, advertisement, or circular is the most profitable. Be sure the mailing list is a good one, so that your percentage of replies will be at least 2%. Much mailing of letters and circulars is wasteful because poor mailing lists are used.

Direct mail methods of advertising may vary in their cost and form from a mimeographed postcard to an expensive catalogue. Advertising in publications may vary from a short classified ad to a full page multi-color spread. Between these extremes is the type of selling warranted by the product and the resources of the business. The publication in which advertising is placed or the type of mailing list used depends upon the type of people to whom you wish to appeal as prospective customers. Advertisements in "quality" magazines are likely to be seen largely by people of medium or high incomes; in certain "pulp" by those with lower incomes. Some publications, such as those in photography or radio, are seen by people with special interests. If the product is designed to appeal to those interests, advertising in such publications may be more effective than in those of more general circulation.

Sources of Information---Among the sources of information that may be useful are the following:

"A Small Business of Your Own" by Harold S. Kahn, Knickerbocker Publishing Company, 120 Greenwich, New York, New York (\$1.00)

"How to Sell by Mail" by Earle Buckley, McGraw-Hill Publishing Company, Inc., 330 West 42nd Street, New York, New York

"Direct Mail Advertising & Selling" by Frank Egner and Walter Roche; Harper & Brothers, 49 East 33rd Street, New York, New York

"Successful Mail Selling" by Harold P. Preston, Ronald Press Company, 15 East 26th Street, New York, New York (\$3.00)

"Advertising & Selling" Robbins Publishing Company, 9 East 38th Street, New York, New York (monthly) (\$3.00)

"Mail Order Journal" J.C. Gerstner, 512 Fifth Avenue, New York (bi-monthly) (\$2.00)

"Printer's Ink" Printer's Ink Publishing Company, Inc., 205 East 42nd Street, New York, New York (weekly) (\$4.00)

"Reporter of Direct Mail Advertising" Henry Hoke (Ed. & Pub.), 17 East 42nd Street, New York, New York (monthly) (\$3.00)

March, 1946

"Tide"

Advertising Age

FALCONA SALES CO.  
935 MADISON AVENUE  
NEW YORK 21, N. Y.

Nov. 8/48

Page 61



Edith C. Falk  
935 Madison Avenue  
New York 21, N.Y.

Education: 1916-1927 Grammar School, High School, Business School.  
1927-1928 Women's School of Social Sciences.  
1928-1929 Kindergarten College.  
1943-1944 Evening Extension Courses, City College.  
1948-1949 Advertising & Selling Course, Advert. Club of New York.

Marital Status: Single.

Age: 36.

Languages: German, French.

Experience: 1929-1943 Exercised my profession as Kindergarten Teacher.  
Free lance contributor for newspaper.  
1943-1945 Joined the Office of Censorship:

Responsibilities: General administrative duties;  
Proof reading;  
Reviewing & editing of reports;  
Writing of special & recurrent reports;  
Caption writing;  
Gathering, compiling & evaluating of information;  
Setting up of new section; (Editorial Department)  
Interviewing & training of employees;  
Evaluation of employees work performance.  
1945-1948 Transferred to War Department Overseas, American  
occupied area in Germany, completing a three(3) year contract  
in February 1948:

Responsibilities: Same as above, plus: Own correspondence;  
Preparation of copy for brochures & bulletins dealing with  
specified & general subjects;  
Formulation, dissemination & interpretation of methods,  
policies & procedures;  
Contact & liaison work with departments, organizations  
and public;  
Organizing & setting up of Field Teams;  
Keeping of informational files, reference & library material,  
Subject Matter Filing; (Dewey Decimal System)  
Supervision of personnel;  
Preparation of job-analysis;  
Interviewing, screening, placing, guiding & evaluating  
of employees;  
Organizing & setting up of employee training program;  
Preparation & delivery of lectures;  
Preparation of training material;  
Setting up of training schedules;  
Ascertaining of training needs.  
July 1948: Free lance work for Publicity Firm:  
Preparation of four page (700 words) brochure.

Edith C. Falk  
935 Madison Avenue  
New York 21, N.Y.

Education: 1916-1927 Grammar School, High School, Business School.  
1927-1928 Women's School of Social Sciences.  
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Marital Status: Single.

Age: 30.

Languages: German, French.

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1948-1949 Advertising & Selling Course, Advertising Club of New York.

Experience: 1929-1943 exercised my profession as Kindergarten Teacher,  
free lance contributor for newspaper.

1943-1945 Joined the Office of Censorship:  
Responsibilities: General administrative duties;  
Proof reading;  
Reviewing & editing of reports;  
Writing of special & recurrent reports;  
Caption writing;  
Gathering, compiling & evaluating of information;  
Setting up of new section; (Editorial Dept.)  
Interviewing & training of employees;  
Evaluation of employees work performance.

1945-1948 Transferred to War Dept. Overseas, American occupied  
area in Germany, completing a three year contract in  
February 1948:  
Responsibilities: Same as above, plus:  
Own correspondence;  
Preparation of copy for brochures & bulletins dealing with  
specified & general subjects;  
Formulation, dissemination & interpretation of methods,  
policies & procedures;  
Contact & liaison work with departments, organizations  
and public;  
Organizing & setting up of Field Teams;  
Keeping of informational files, reference & library material,  
subject matter filing; (Dewey Decimal System)  
Supervision of personnel;  
Preparation of job-analysis;  
Interviewing, screening, placing, guiding & evaluating  
of employees;  
Organizing & setting up of employee training program;  
Preparation & delivery of lectures;  
Preparation of training material;  
Setting up of training schedules;  
Ascertaining of training needs;  
Organizing of refresher courses.

July 1948. Free lance work for publicity firm:  
Preparation of four page (700 words) brochure.



Edith C. Falk  
935 Madison Avenue  
New York 21, N.Y.

Education: 1916-1927 Grammar School, High School, Business School.  
1927-1928 Women's School of Social Sciences.  
1928-1929 Kindergarten College.  
1943-1944 Evening Extension Courses, City College.  
1948-1949 Advertising & Selling Course, Advert. Club of New York.

Marital Status: Single.

Age: 36.

Languages: German, French.

Experience: 1929-1943 Exercised my profession as Kindergarten Teacher,  
Free lance contributor for newspaper.

1943-1945 Joined the Office of Censorship:

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