

- Miss GICA BOBICH was born and brought up in the Italian town of Zara in Dalmatia. From 1938 until the outbreak of the war and in the years following, she travelled extensively throughout Europe many times, especially in the Balkans, the Near East as well as North Africa, publishing articles on her travels in the leading Italian magazines. She is the only woman-journalist who has contributed to "SCIENTIA," an Italian scientific magazine with world-wide distribution in five languages. Many of her articles were also reprinted in high-school books.
- Miss Bobich has also published articles on ethnology archeology and peasant art in the "LEIPZIGER ILLUSTRIERTE", the "WIENER ILLUSTRIERTE", the "NEUE ZURCHER ZEITUNG", the "ILLUSTRATION FRANCAISE", "LA GEOGRAPHIE", etc. Her articles on Roumania, gave such a vivid picture of that country that the Roumanian Embassy in Rome had them reprinted in booklet form for publicity abroad.
- After the war, Miss Bobich travelled extensively in Western Europe and Scandinavia on behalf of several Italian newspapers and published many articles on social, economic and political conditions in those countries in the leading newspapers of Rome, Venice, Bologna, Naples, Catania, Palermo and Bari.
- 1948, as official delegate of A.N.D.E. (the Italian League of Women Voters), Miss Bobich spent a year in the USA travelling from coast to coast on a good-will tour. During her 20,000 mile lecture tour organized by herself without the help of an agent, she covered: NEW YORK, WATERBURY, HARTFORD, BRIDGEPORT, GRAND RAPIDS, CHICAGO, ST. LOUIS, DENVER, SALT LAKE CITY, SEATTLE, S. FRANCISCO, LOS ANGELES, HOUSTON, NEW ORLEANS, BALTIMORE, PHILADELPHIA, PITTSBURGH, WASHINGTON, D.C. and many smaller centers. In addition to her lectures, she wrote articles and broadcast in the towns she visited and met with many prominent personalities in the economic and political field.
- On her return to Italy, in 1949, she was engaged by the Marshall Plan to lecture, broadcast and write articles on conditions in the USA and until the end of 1951, she covered 45 Italian provinces informing public opinion about her experiences in the USA.
- 1952, she was engaged by the "Cassa per il Mezzogiorno" as an expert on economic and social problems and until the end of 1953, she covered the depressed areas south of Rome lecturing and writing articles to illustrate the imposing reconstruction program of the Italian Government for the 37 underdeveloped provinces.
- 1954-55, she carried out an information program in the Italian and American press on the economic and social conditions in the Italian Industry under the auspices of the Italian Association of Manufacturers.
- 1956, as official delegate of the "ITALY-USA ASSOCIATION", Miss Bobich spent 6 months in the United States, lecturing in Washington, D. C., Baltimore, Lancaster, New York, New Haven, Hartford and other centers. In addition to her press and TV interviews, she was invited by the Middlebury College in Vermont to deliver a series of lectures at the Italian Summer School on the following subjects: "Reconstruction in Southern Italy", "Peasant Art and Tourism in the Unknown South", "Human Relations in the Italian Industry".
- 1958, she became a permanent resident of the United States and was elected Vice-President of the "Unione Istriana-Trieste". In the same year Miss Bobich conducted a lecture tour in the Middle West on European affairs, and Italian reconstruction.
- 1959, the Department of Modern Languages of Marymount Manhattan College engaged her as an instructor of Italian, French and German.
- 1960-1961, in addition to her language program at Marymount Manhattan College, she is conducting a special course in economic and political sciences. At present she is also working on a series of articles on current affairs for the Italian and American press.
- Miss Bobich has a doctorate from Rome University in economic and political sciences. Besides Italian, her mother tongue, she speaks German, French, English and Serbo-Croatian and has a wide experience in public relations.

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- 1964, received the "Outstanding Citizens Award" of the Chase Manhattan Bank for her activities in Public Affairs.

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## GICA BOBICH FINDS MEASURE OF HER POTENTIAL IN AMERICA

« There is a turning point in everyone's life », says Gica Bobich, Check Processing, evenings. « Mine was when I first came to America as a visitor in 1948 ».

At that time she was like millions of other Italians who were struggling to adjust to peace after the ravages of World War II. She came from a cultivated family in the Italian province of Zàra on the eastern Adriatic coast but the conflict left her virtually penniless.

Gica became interested in public affairs for the first time after the war and joined the Italian League of Women Voters (A.N.D.E.) in Rome where she settled in 1947. Her initial visit to the United States was as a delegate of the organization to a conference in Washington, D.C. in 1948.

### Asked to make tour

At the conclave, she was greatly impressed by the involvement of the American women in politics and public affairs. In turn, she became acquainted with such Americans as U.S. Rep. Margaret Chase Smith, Rep. John Davis Lodge and Mrs. Francesca Lodge, Mrs. Clare Boothe Luce, Mrs. Henry Cabot Lodge and other prominent people.

« I was asked to make a cross-country speaking tour by the American League of Women Voters », Gica recalls. « I had never spoken in public before, but the **League** and the **General Federation of Women's Clubs** told me they would sponsor me. I tried and to my surprise it came easily and naturally », she says. « I stayed in the United States 14 months instead of the three I had intended and I covered 20,000 miles — all by Greyhounds! — lecturing in 18 cities from coast to coast ».

Appraising the experience, she says: « I fell in love with America. For the first time in my life I realized that in the past I had been walking with the legs of my father and my grand-father. Before the loss of our property, everything I did was an expression of my possibilities but not a measure of my potential. The measure came when I came to America for the first time ».

When Gica returned to Italy, in 1949, she accepted an appointment to a Marshall Plan agency in Rome. For two years she lectured and made broadcasts in the industrial areas of Northern Italy to « create a favorable image of the United States at a time when it was difficult to do so ». She transferred to **CASSA PER IL MEZZOGIORNO** a government agency for the reconstruction of the depressed South in 1952 and in 1954 she went to work for the **CONFINDUSTRIA**, the Italian Association of Manufacturers.

### First political venture

Gica returned to the United States under the auspices of the **Confindustria**, the **Banco di Napoli**, the **Italian State Tourist Agency** and other organizations in 1956. In her lectures and TV interviews she presented a democratic Italy which was booming after 10 years of the Marshall Plan. When she returned to Italy in 1957, she made her first important venture into politics by joining « **La grande destra** » The Great Right Movement organized by Marshall Giovanni Messe, the Italian hero of two World Wars. The body sought to counter the rising tide of Communism in Italy by uniting all political parties from the Center to the Right, but it did not succeed and in 1958 Gica « came home to America ».

« I didn't have a mission and I didn't have any money », she recalls. « It was a new experience, like the release of someone who never thought of practical things finding himself alone with only his brain to depend on ».

Gica had earned her Ph. D. after the war and was able to take a position as an instructor in Italian, French, German and political science at Marymount Manhattan College where she stayed until 1964. But she began to yearn for greater involvement in public affairs and politics and she wanted to realize some other personal ambitions.

« It is hard to have free time when you are a full-time professor », Gica says. « I wanted to work on some projects I had had in mind for some time ». She left Marymount and turned down offers from other colleges while looking for a job that would leave her days free.

### Joined evening staff

Gica joined the Chase Manhattan Bank in May as an evening staff member in the Check Processing Division. « I like the job enormously » she says, « especially the warm atmosphere of the department. It is very pleasant to see smiling faces all around you ».

Relieved of her teaching burdens, she translated « Prosperity through Freedom » by Lawrence Fertig into Italian for the **Confindustria** and has written an Italian grammar for English-speaking adults. It wasn't long before she was caught up in politics again. Gica was invited by the Republican National Committee to help Senator Barry Goldwater campaign in broadcasting and writing in newspapers and magazines that were directed to Italian Americans. She was granted a leave of absence during the campaign to work with the independent committee « Citizens for Goldwater » in New York and with the party headquarters in Washington.

Although her candidate was defeated, Gica says she is undaunted. « I am so enthusiastic about political work that I am already thinking about what I can do for the Republican Party in the future », she says.



