

Mary-Scott Welch, 75, Writer, Editor and an Official of NOW

By [Bruce Lambert](#) Sept. 26, 1995

Mary-Scott Welch, a writer and feminist leader who fostered the concept of networking to advance a woman's career, died on Friday at her home in Manhattan. She was 75.

The cause was cancer, said Hubert Pryor, her companion.

Ms. Welch wrote "Networking: The Great New Way for Women to Get Ahead" (Harcourt, Brace, Jovanovich, 1980) in an era when more women were competing for jobs traditionally dominated by men.

Networking, through individual contacts and professional organizations, became an important technique for women to get career advice and make connections. Such contacts also helped offset the competitive advantage men often enjoyed through their own "old boy" network.

Ms. Welch wrote books on varied topics, including wilderness trips, cooking, travel for teen-age girls and etiquette. She was also a freelance magazine writer whose work was published in Redbook, Esquire, Ladies Home Journal, Woman's Day, Vogue, Harper's Bazaar, Reader's Digest and Modern Maturity. Ms. Welch also worked as an editor at Pageant and Look magazines and was editor in chief of Homemaker's Digest.

She served on advisory boards for Cornell University's Institute for Women and Work and for the National Organization for Women. In the 1970's, she was the coordinator of NOW's Rape Prevention Committee in New York City.

Ms. Welch, who was known as Scotty, was born in Chicago. After graduating from the University of Illinois, she was in the first group of Waves commissioned by the Navy during World War II.

For most of her career, she lived in New York City. She was married to Barrett Welch, a marketing and advertising executive, from 1943 until his death in 1981.

Her survivors include a son, Farley, of Portland, Ore.; three daughters, Laurie Welch of Washington, Margaret Welch of Seattle, and Molly Welch of Greenfield, Mass., and five grandchildren.