



FALLING IN LOVE WITH BUSINESS

BY

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Miss M. A. Tripp thinks that girls do not take their work seriously enough; they fail to realize that they sell their best efforts, time and thought during business hours to their employers.

Miss L. McLean believes that men are ready to give responsible positions to the capable, trustworthy woman who is willing to work for the necessary training and to obtain the needful experience.

THE Canadian business woman is gradually but surely establishing a co-equal status with man in the marts of trade and commerce.

This transformation has come about more particularly during the last fifteen years and is manifesting itself as regards responsibility assumed, salaries earned and general appreciation of work well performed.

Formerly the woman of business was an isolated creature looked at askance by the members of her own sex and social set and put up with by her employer because she kept "expenses down." To-day this same woman has assumed executive work, and in some cases is doing the work two or three men once did.

What has brought this about? Not the War altogether; since years ago many women holding leading positions had demonstrated their capability and were, on their own initiative, creating policies and carrying them out—doing the work formerly entrusted to men.

As near as can be ascertained with any degree of accuracy, the fact appears to be that the Canadian woman who goes to work is adopting all the success maxims that used to be given to her brother—and is also adding a few more of her own making, for good measure. In short, she is falling in love with business. She has learned by hardship and struggle in a quarter of a century what it took man many, many generations to find out: that out of bitterness of effort, honestly applied, oftentimes comes the joy of conquest. And she has discovered that she likes business because of the peace of mind, independence and possibilities for larger usefulness that it affords.

Take the opinions of those who have themselves passed through the whirligig of time in business offices and have achieved some measure of success in their chosen calling. The general feeling of those who have been and seen and done is that any healthy girl, who with a single definite purpose will give herself up to doing some one thing well, must inevitably be recognized and given the responsibility which she is capable of assuming. Handicaps of early poverty and incomplete education need not necessarily prove insuperable stumbling blocks, although the better the education, the more swift the success.

When I began looking for concrete cases to fit certain modern theories concerning woman in business, I found that those theories did not work out at all, but that in most problems, ordinary common sense cleared the ground and made it possible for the business woman to hold down her position.

Take Business Seriously

MISS M. A. TRIPP, whose residence is at 68 Bloor Street West, Toronto, fitted herself to become a trained nurse, and then through taste and study interested herself in the antique business of which she is now sole proprietor. Already she has built up an international reputation for authentic knowledge concerning old period furniture, china, silverware, hammered brass, and many other of those little things which add tradition and loveliness to the home. All this was accomplished after a close study of detail and painstaking research. Success could never have come if knowledge had not been pursued with unrelenting patience.

"In my opinion," said Miss Tripp, "girls do not take their work seriously enough when they embark on a business career. If they could understand that they should give their whole time and honest effort during office hours to their employer, and study how best to serve his interests, there would be very little business problem left as far as the woman in business is concerned. Modern education does not do enough for the girls of this country. It teaches them that marriage is the one and only great goal and that nothing else matters much if that end can be once attained.

"Girls should be taught that a well developed mind is of far more importance than a well decorated body. As

has been sadly neglected and that they have practically no knowledge of human nature, nor even of those small services that go to make a successful saleswoman. Vocational training is the

one and only salvation of woman in industrial and mercantile life. If a child has a leaning or desire toward doing some one thing well, the State should see to that it the child, no matter of which sex, should be educated along that line and should have an opportunity to cultivate those gifts to the highest point possible. In that way there would be less lost time in training incompetents, and more successful women doing work for which nature has peculiarly fitted her.

Shouldn't Emphasize Sex

MISS MARGARET PENNELL has been twelve years with The J. J. Gibbons Advertising Agency as space buyer. Her work involves the making of contracts with most of the publications in Canada, for many of the household products entering national as well as international markets. The business woman's problem as a problem did not worry her at all.

"I made up my mind to

stick everlastingly to business once I started in it. A woman should forget her sex entirely when once she makes up her mind to enter on a business career. I find that if a girl takes her work seriously, the ordinary man, whether as employer or desk mate, will take her seriously too. She should dress neatly but not ostentatiously; this does not mean she should make herself unattractive in dress, but there should be no overwhelming desire on her part to attract attention. Furthermore, any girl who puts in fairly long hours at business should have a 'hobby' or 'fad' apart and aside from the workaday world.

"Up to a short time ago, I was intensely interested in the Dickens Fellowship movement with the late E. S. Williamson. From practically nothing some eleven years ago, the membership increased to one thousand, with a waiting list of two or three hundred. Often when the work at the office pressed upon me, I found that the evenings devoted to this relieved my mind and gave vent to my feelings, which had been pent up during the day. About twelve years ago there were comparatively few girls in business in Toronto. To-day there is a multitude.

"In my opinion, the girls of the future will have a far easier time than we have ever had, because the opportunities are greater for those who have real merit and can interest themselves in their work. The girl who makes good now in executive work will be superior to her who makes good ten years hence, because pioneer work is character-making work, and the girls who are in business to-day are solving the major problems which have been confronting us for a great many years."

Work With Whole Heart

IT did me good to talk to Miss Florence MacDonald, "The Scribe" of Eaton's.

"My advice to the average woman entering business is to enter work as she enters play—with all her heart. Good hard plugging effort brings success—at least it will to-morrow if it did not yesterday. Woman should never ask any favours on account of her sex, because if she does she will get none, and if she thinks of it, it will only make her dissatisfied with work and life in general. I know no golden pathway that leads to large salary cheques and swivel chairs in front of large flat desks; but this one fact I do know, that any woman who knows how to do one thing thoroughly and well and can find the place to do it and will work everlastingly at it will finally achieve just as much success in business as her brother."

The Importance of Concentration

MISS L. McLEAN, Secretary-Treasurer of Norris-Patterson, Limited, who has been eleven years with that well known firm of advertising agents, says:

"I attribute whatever measure of success I have

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Miss Margaret Pennell advises every business woman to have a hobby as it furnishes relaxation by allowing the expression of a different phase of character, thus relieving the nervous tension of the day.

Mrs. Josephine Witt holds that we do best that which we like best, and advises girls to study out what they are best fitted for and to make that their aim and object.

Mrs. E. G. Cowdry contends that a business training is of incalculable benefit, whether the girl goes to a home of her own or remains in business; it crystallizes the true values of life.

regards the old story that men make it hard for women to get along in business, I think this is more fiction than fact; it has been my experience that men are easy to get along with, if you can show fair values in your work. One thing that the business woman should remember is that the average man has not the same credulity that women have, and this is probably because man has been on his own resources longer and has thereby developed his individuality to a greater extent."

Is Vocational Training Necessary?

MISS ANNE HOZACK, who has been twelve years with The Robert Simpson Company, and is virtually one of the superintendents of that large business, claims that a loss of objective is one of the reasons why most girls never get past the counter-selling stage.

"It has been my experience," she said, "with girls coming in search of a position, to find that their education



Miss Mary A. MacMahon says that vocational training is the solution of the employment problem, and that the schools should take this into consideration and endeavour to determine what each pupil is fitted for.