

### The Business Woman

By VALLIE M. SEITZ.

It is an admitted fact, even though it does come reluctantly from a great many sources, that woman has won success in the business world. That she is a factor is a fact not to be lightly scoffed at, and the critics and unbelievers realize that the foothold she has gained is not merely for the present. Through knowledge and experience she has firmly entrenched herself, not for today or tomorrow—but for all time. Women are in business to stay, and each year the number increases above the proportion of population increase.

Her success has not been lightly won however. On the contrary it is the result of travail of body and mind and opportunity and a million other things—but the sacrifices have culminated in her independence, and therefore have not been in vain.

Various versions have been advanced as to woman's entrance into the business field. The following ten are supposed to cover any excuses she might have to offer:

- (1) Women have no private incomes usually, and the men folks of the family are unable and quite often unwilling to support them.
- (2) Through death, accident or disease they are often compelled to contribute to the support of a large or dependent family.
- (3) In many instances the husband is unable to support his family in decent comfort on the salary he earns, and therefore thru a desire to assist, they go to work.
- (4) Women of today desire a higher standard of living than the standard with which their parents are satisfied.
- (5) Often the head of the family provides a comfortable home, but is unable to supply his daughters with pin money, good clothes, entertaining, an occasional trip, etc.
- (6) There is not sufficient work in the home, especially if the family is large, to keep the girls interested.
- (7) Love of an occupation for which a woman thinks she is fitted.
- (8) Desire to be independent, even though she can be supported at home.
- (9) Desire for business training so as to be self-supporting in case of need.
- (10) Because they prefer any work to housework.

Of course wherever there is private

or public discussion of women in business, there are sure to arise reactionaries, of both sexes, who urge that woman's place is not in business, and who attribute her presence there to selfish or inconsequential motives. Again there are extremists who declare that the place for the intelligent woman is in business outside of the home where she will receive her pay envelope. It is a little difficult to determine which is the voice of wisdom, however the weight of evidence indicates that probably 85 per cent of all the women who work in offices, stores, factories, shops, etc., work because it is necessary for them to support themselves or their dependent families.

There can be little doubt that the woman with business experience whether she has succeeded or not, is usually a more sympathetic, intelligent and companionable individual because of her experience. If she remains unmarried and succeeds in business she certainly holds a more self-respecting position than the old-fashioned spinster, without a private income, who held the anomalous position of "poor relation" to a tribe of pitying "in-laws." Again if she carries it is logical to assume that she carries into the home her habit of successful endeavor built on her business experiences.

In a newspaper interview ex-President Taft said "Every girl should be trained to some occupation which, if followed, will make her independent of marriage as a means of support. Then she need not marry except in obedience to the dictates of her heart. Business makes a woman self-reliant, not a clinging vine. When she marries she can contribute some strength to the partnership. Work and financial dependence are the best possible training for the civic and political responsibilities she may be called upon to assume some day."

If women expect to receive equal recognition with men in the distribution of jobs they must be properly qualified (1) By acquiring a thorough business education. (2) By adopting the same serious interest in work. (3) By formulating a big, definite purpose for the future.

That men are prejudiced against women in business is due to the fact that many of them are untrained, inefficient, inefficient and as unhappy in their work as the most slipshod housewife, who rebels at the monotony of her tasks.

This type is known as the "ostrich

woman" who blinds herself to realities about her work and her future. She feels that to be truly womanly she should look upon business as a temporary occupation to be pursued only until marriage brings a blessed deliverance. With little training, with no work ideals, her business interest begins and ends with her pay envelope. She keeps constantly in evidence her dilettante attitude towards business, thus aiding and abetting the prejudice against women for important posts.

Of course all business women are not to be judged by this type, however, we must recognize that their presence in business is certain to color the opinion of men toward women in business.

Every woman is justified in insisting strenuously on good pay for good work, and when all business women, as a class, will pursue this policy we will hear less frequently the complaint that a man doing the same work as a woman is receiving higher pay. Women do the cause of all women in business a grave injustice by accepting without protest lower pay than men for the same work.

Most firms consider employees who are old in point of service as of greater value to them than new, untrained help, and therefore show them greater consideration and pay them higher salaries. Of course, occasionally you encounter people who have no consideration or appreciation for their old employees.

The business woman wants and should have a home of her own, even if she is not married, a place that is not only a harmonious haven for her at the end of the day, but where she can exercise her innate instincts for home-building.

Happiness in her chosen work, happiness in her personal life, many interests, participations in movements of public welfare, the stimulus of a worth-while goal, and the development of a self-reliant, jovous personality that stands like a rock through all the vicissitudes of life—this is a vision of the many-sided American business woman. It is at once the reason and the justification of her presence in business.

#### FIRST EMPLOYMENT OF WOMEN

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Previous to and for several years after the Civil War it was slightly less than an affront to propose employment to a lady of this section. The women of the old South were surrounded by a spirit of chivalry that placed them upon a pedestal far above the reach of self effort in the way of wage earning. All this was well enough during the days of slavery but with abolition of that institution coupled with the ruin and havoc occasioned by the Civil War, with all social intercourse interrupted, women where there were several in a family, felt it was up to them to relieve as far as lay in their power the burden laid upon the shoulders of the heads of families and with this laudable desire began to consider the subject so seriously that when openings presented arose to the occasion as did their mothers when war stalked with fire and brand throughout the land.

Wages were low and employment difficult to secure during the time of reconstruction, in consequence of which men with families were seriously handicapped in their efforts to earn sufficiently to properly support their loved ones.

It was to relieve this embarrassing situation, that several citizens consulted together with the object in view of introducing female clerks in such stores as would be willing to employ them and among the number was Mr. Abe Rosenfield who agreed to try the experiment if a young lady willing to accept a clerkship could be found. One was found and the ice being broken it was not long before girls were to be seen behind counters of all large dry goods establishments. The first young lady to appear as a saleslady was in the Rosenfield establishment but Farrnbacher quickly followed with several and Raymond who had just been established employed quite a number.

To-day look where you may and you will find young women employed. They have invaded every institution, commercial, industrial, political, professional and even arts and sciences. In fact they outnumber men in all phases of activity. The women have certainly responded nobly and Woman's Enterprise expects before long to see a woman fill a political position and feels certain she will discharge the duties thereof fully as well, if not better, than many professional office holders. Wait and be convinced, oh, you men!

The Woman's Enterprise is the most readable paper ever published in Baton Rouge.

#### PIRATE GOLD.

A new Pathe serial, "Pirate Gold," is to be the attraction at the Louisiana Theatre on Saturday of each week until the completion of the ten chapters of romance and adventure in which George B. Seitz plays the heroic role. Marguerite Courtot, noted for her beauty and an actress of long experience, is the leading lady.

"Pirate Gold" is said to be an excellent example of the new style of episode play known in motion picture circles as "the Seitz Serial." For Mr. Seitz in addition to starring in the picture also produced and directed it. He began as a scenario writer and when later he branched out into production and direction he cast aside the conventional serial form, with its succession of death-defying stunts, for

a type of play having the characterization and situation of the straight drama to hold together the thrill scenes he incorporates in his pictures.

Mr. Seitz made his first appearance as a star in "Bound and Gagged." This serial, in ten episodes, was one of the most popular Pathe has ever presented and the rich vein of humor which ran through it was hailed with delight by the devotees of the episode plays. "Pirate Gold" also shows Seitz as a seeker after romance and adventure and he finds it not far from his home town, a village near New York. It relates the stirring tale of an up-to-date Captain Kidd treasure, which lies in a harbor on the Atlantic coast. Naturally there are pirates who covet the treasure, but this dashing hero gives them a thrilling run and manages to win out in the end.

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