

The Dear Girl's Place Is—Whod—She's Deciding That Herself!

MODERN MAID SCRAPS MASCULINE IDEA THAT IT'S IN THE HOME AND IS RAKING IN THE COIN IN THE BUSINESS WORLD —

SHE APPROPRIATES HIS CUSSINESS AND EVEN HIS JOB —

STILL, EVEN IN THE BUSY MARTS OF TRADE, THAT YEARNING FOR SOAP SUDS AND THE DUST CLOTH REMAINS IN THE FEMINE BREAST, SOME OF OMAHA'S SUCCESSFUL BUSINESS WOMEN WISTFULLY DECLARE —



MISS LENNIE MONTGOMERY, EMPLOYMENT SUPERVISOR FOR WESTERN UNION TRAFFIC DEPT., HOLDS THAT THE TENDENCY TO HOME LIFE IS INBORN IN ALL WOMEN —



DORIS GOETHE, ONE OF THREE WOMEN IN U.S. WHO ARE GEN. LIFE INS. AGENTS MAINTAINS HOME MAKING IS INSTINCTIVE WITH WOMEN



MISS FLORENCE LABOSCHIN, DEPARTMENT STORE BUYER, INSISTS THAT "THE HOME IS THE PLACE FOR EVERY REAL WOMAN"



MRS. MARY H. CONANT, OWNER OF SEVERAL HOTELS DECLARES SHE HAS ACQUIRED A MAN'S VIEWPOINT AND IS THROUGH WITH HOME LIFE —



MRS. LEO GROTT, OMAHA REPRESENTATIVE OF LARGEST ART ADVERTISING CONCERN IN WORLD, SAYS HOME LIFE WOULD BORE HER TO EXTINCTION



MRS. ALICE ABBOTT, STATE REPRESENTATIVE FOR A LARGE TONIC COMPANY FOR 20 YEARS, AVERS THAT BUSINESS LIFE HAS MADE HER A BETTER MOTHER AND WIFE —



MRS. PEARL HUNGATE, WHO HAS CHARGE OF AN OFFICE BUILDING, SAYS MOST GIRLS GO INTO BUSINESS LIFE MERELY AS A TEMPORARY PROPOSITION —



MISS LILLIAN A. RICHARDS BELIEVES BUSINESS MAKES WOMEN BETTER HOME MAKERS.



MISS MARY STURGEON, ASSISTANT GEN. MANAGER OF DEPARTMENT STORE, AFFIRMS THAT BUSINESS WOMEN LOVE THEIR HOMES —

By ELLA FLEISHMAN. A few years ago, a certain trite little phrase fell from every masculine pair of lips, and some women's too, viz., "Women's place is in the home!" Today no one argues that antique homily. The dear girls up and proved the contrary! Now they look upon home as merely a place to hang their \$50 bonnets, so the men say. They won't keep the home fires burning at all. They don't marry or won't stay married. They're too busy "raking in the coin."

Why there's nothing that General Volstead act to prevent a feminine version even of the lamp post encounter, if they wish, argue the ultraradicals. At least, that daintily manicured fingers can deal out a "royal flush" or a "full house" to quite as exciting a tune as the male sex, masculine gender, is no revolutionary statement. Notice of the charge that they so lightly regard the home in favor of their new love, the business world, was served by The Bee upon more than a score of the most successful Omaha business women.

They were found in all the busy marts hitherto untrod by dainty slippers. In Many Fields. Building managers, realtors, selling farm loans and mortgages, advertising and employment specialists, character analysts, department store managers and buyers, heads of their own enterprises—many unique fields augment the already familiar woman doctor, lawyer, teacher and social worker. Some pleaded guilty. Others "not guilty."

"I would never go back to my old life as something of a society woman," said Mrs. Leo Grotte, who has taken a most successful fling into the advertising world as Omaha representative for the Gerlach-Barkolow company since her husband's health failed, six years ago. "I'm downtown so much of the time, I'm getting to be an utter stranger, almost, to my children," confessed Mrs. Mary Hulst, advertising manager for the Napier company and correspondent for several trade journals.

"I'd rather scrub floors and play in soapsuds than do anything else and I'm positively jealous of the woman that I see hanging up a line of fresh clothes of a Monday morning," quoth Miss Kate Gurnette, deputy United States marshal, if you please. "We business women can manage our homes better because of our business training, than does the average home woman," Miss Doris Goethe, the only general agent for any insurance company in the city.

"But doesn't business, especially a successful career, tend to atrophy what is known as the home instinct?" they were asked. "No! No! No!" chorused a score. "Yes! Yes! Yes!" re turned another score just as vociferously.

"A woman can do both!" "No woman could do both!" "A woman is a better homemaker for having had business training, or if she does both, the diversity of the two react favorably on both." "No woman can serve two masters." "Home-making is a natural instinct with every normal woman. She never loses it." "Home love atrophies if not exercised, just as one's musical talent." Variation in the above "quotes" show that the dear girls themselves don't agree on the subject.

"Ask the Sphinx or Mona Lisa—they may know!" was the most illuminating response to the dilemma. At any rate, the investigation brought two important results: one, a confession from several prominent women that confidence in their ability to make their own way led them to the divorce court rather than submit to a husband's incompetence to support them adequately, and second, gave a new highlight on the scope to which women's activities now extend outside of the teaching and stenographic fields. If all the prominent business women interviewed were to be lined up for a debate on the question: "Resolved, That a successful business career lessens her regard or attention to her home or home life," this would be the lineup: How They Vote. Affirmative: Mrs. Ben Marti, Mrs. Mary Hulst, Miss Louise Schumate, besides Mrs. Conant and Mrs. Grotte, Miss Lydia Sturgeon, Miss Myrtle Fitz Roberts, Mrs. Perle Hungate. Negative: Florence Laboschin, Belle Ryan, Mrs. Alice G. Abbott, Mrs. Randall Pollock, better known as Miss Harding; Miss Anna Doyle, Miss Lena Belman, Miss Belle Hatch, Miss Lillian Richards, Miss Naomi Schenk, Miss Katherine Gow, Miss Mary Sturgeon, Miss Lone Duffy and a host of others. It divides even sisters, the Sturgeon girls prove. The affirmatives make up in conviction what they lack in numbers. "I would never again want to keep house, doing all of my own work," said Mrs. Marti, who took over her husband's employment agency on his death, several years ago. "I have learned that I am capable of doing bigger things than cleaning, scrubbing and dusting."

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MRS. RANDALL POLLOCK FINDS HER GREATEST JOY IN HER \$40,000 MANSION, THOUGH THE MANAGEMENT OF HER BIG CAFETERIA ALLOWS HER BUT LITTLE TIME TO SPEND IN IT —

Mrs. Grotte confessed her personality underwent a strange metamorphosis after a scant two years in the business world. "I've lost almost every domestic instinct I ever had. I would never be satisfied to stay at home again and cook and putter around and go out socially, the way I used to do. It would bore me nearly to extinction, in contrast with the busy life and daily meeting with so many people which I now have."

Forced Into Business World. Forced into the business world in middle age by her husband's breakdown, their fortune gone and with a young son to support, Mrs. Grotte is one of the most successful women in commercial life here. She is rapidly forging into the annual five-figure class, say those who know.

Mrs. Grotte's motto is: "Don't mistake a difficulty for an impossibility." It was like climbing a mountain before breakfast, Mrs. Grotte admits, when she started out.

"I used to tremble like a leaf when I had to interview some big business man. Now I have sufficient confidence in what I am selling and the returns my patrons will receive."

It Is Just Play. Soitspoken, of the good looking, wholesome type and with hair just tinged with silver, her sex gets her an interview frequently where men solicitors are not admitted.

Selling art calendars and a line of holiday cards is just play for Mrs. Grotte. "I'd much rather land an advertising campaign account. I sell direct-by-mail campaigns for everything from bakeries to surgical supply houses."

This is only her second year in the business world. The first year she made 70 per cent over her quota. This year, despite poor conditions, she expects to double last year's record.

But the woman who wants to make a success in business cannot be troubled by the details of house management, Mrs. Grotte is convinced. She maintains a combination suite and office in the Wellington hotel.

"I find my work takes all my energy and time," she said. Has Man's Attitude. Taught by her husband's breakdown, Mrs. Grotte adopts a program which could well be utilized by all women in industry.

Just like a man's, is Mrs. Conant's self-confessed attitude toward home, life and the world in general. "I live just like a man—don't know a woman's viewpoint about a home or home things. It would be hard for me to describe a home even, having been without one for 26 years. I don't sew or cook or plan my clothes even. When I need any I just walk into a store and buy them."

"If I had a home, I know I'd leave the dishes unwashed, the beds unmade and forget to dust the furniture while I sat down to write a business letter," Mrs. Conant freely admits.

Success as Mother. "When I go into my daughters' homes I am like an utter stranger. When they pass me anything I set it down. I don't know what to do with it or where its place is. When I get through visiting in my children's homes I'm always glad to get back to my own little corner in the hotel. One doesn't get out of the habit of public life easily."

For all these proclivities, that Mrs. Conant was a successful mother as well as business woman, needs no other test than to mention the names of her two sons, Harley, associated with her in the hotel business, and Homer, New York artist now traveling in Europe; and three happily married daughters.

"I've always tried to make home in my little corner in the hotel," is her explanation. "I would never be satisfied to merely keep a home and live the social life again either," said Mrs. Perle Hungate, in charge of the Peters Trust building and the only woman member of the Omaha Building Owners and Managers association.

"But I think all girls go into business life with the idea that it is only temporary—that sometimes they will have a home of their own."

Conditions Are Changing. "It isn't women who are changing, it's conditions," according to Mrs. Hungate's theory. "Many women are forced into business by necessity."

Mrs. Hungate is one of the few women who have done both—kept a home, and raised two children and sent them to the university, besides keeping to her desk daily. "It appears to me that home life would be exceedingly dull to a business woman who has led as active a life as the present-day downtown world demands," said Miss Myrtle Fitz Roberts, employment manager of the Orchard-Wilhelm company and former vocational guidance director for the board of education.

But Miss Roberts is not pessimistic about the lessening of woman's interest in the home, generally speaking. "It's hard for successful women to settle down to just housework and to beg for every nickel and dime—she likes to be independent," said Miss Fay Watts, head of an employment agency under her name. She and Miss Lennie Montgomery, employment supervisor for the Western Union traffic department, indeed advanced an entirely new angle of the question—quite the opposite of the debate now being waged.

Many Better Off at Home. The fact that women are always clinging to the home idea is a real many of them could attain in the business world if they could concentrate, these women apostles asseverate. "Many women in the business world today would be better off at home. Their heart and soul are not in it," said Miss Watts from out her vast experience. "They work only for quitting time and pay day."

"Business has made me a better mother, a better wife and a truer friend—it has assuredly not lessened my interest in the home. I am just as domestic in all my tastes today as if I had never set foot in a business office."

Mrs. Abbott is a "marvel" in what she accomplishes, so her friends say. This is how she reports it herself: "For 20 years I have run my seven-room house from cellar to garret, raised my children, made their clothes, even to underwear, by sewing at night; also made my own house dresses, done all the baking and made a big Sunday dinner, besides running my office. Not once did I let go."

Besides raising her own three children, she mothered 10 boys and girls until they were placed out for adoption.

Goes on Lecture Tours. "The only domestic help I had in all that time is someone to do the laundry work and help around the house," she said. She concedes there may be some kinds of business which tend to make women masculine.

Mrs. Abbott goes on lecture tours, too, but she always manages to preserve the atmosphere of a real home about her house, her husband and two grown children testify.

Sharing Mrs. Abbott's views is Mrs. Randall Pollock. We mean the former Miss L. C. Harding, no relation to the president that she has discovered yet, but well-known in Omaha, before Warren Gamaliel or Harding blue had ever leaped into the national eye.

Mrs. Harding-Pollock is proprietress of the Woodmen cafeteria, reputed to be one of the best money-makers in town; former owner of the Seven Oaks poultry farm, and for 16 years board of secretary of the Omaha Board of Trade.

The Greatest Insight. "My home is the achievement of my lifetime," said Mrs. Harding, who has given a glimpse of the \$40,000 mansion in Mine Lusa will bear testimony it is "some achievement."

"Though I have scant time to spend in it, it is my greatest joy. I planned every detail, even to furnishings and grounds."

The greatest insight any one can offer her is to make the careless comment, as many have done, "Why do you want such a beautiful home? You are never in it much." Mrs. Harding confesses she almost burst into tears the last time some one made the careless query. "Why, that's the reason I appreciate it so much because I've worked so hard to attain it!" Indeed Mrs. Harding believes she built up her financial success by

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