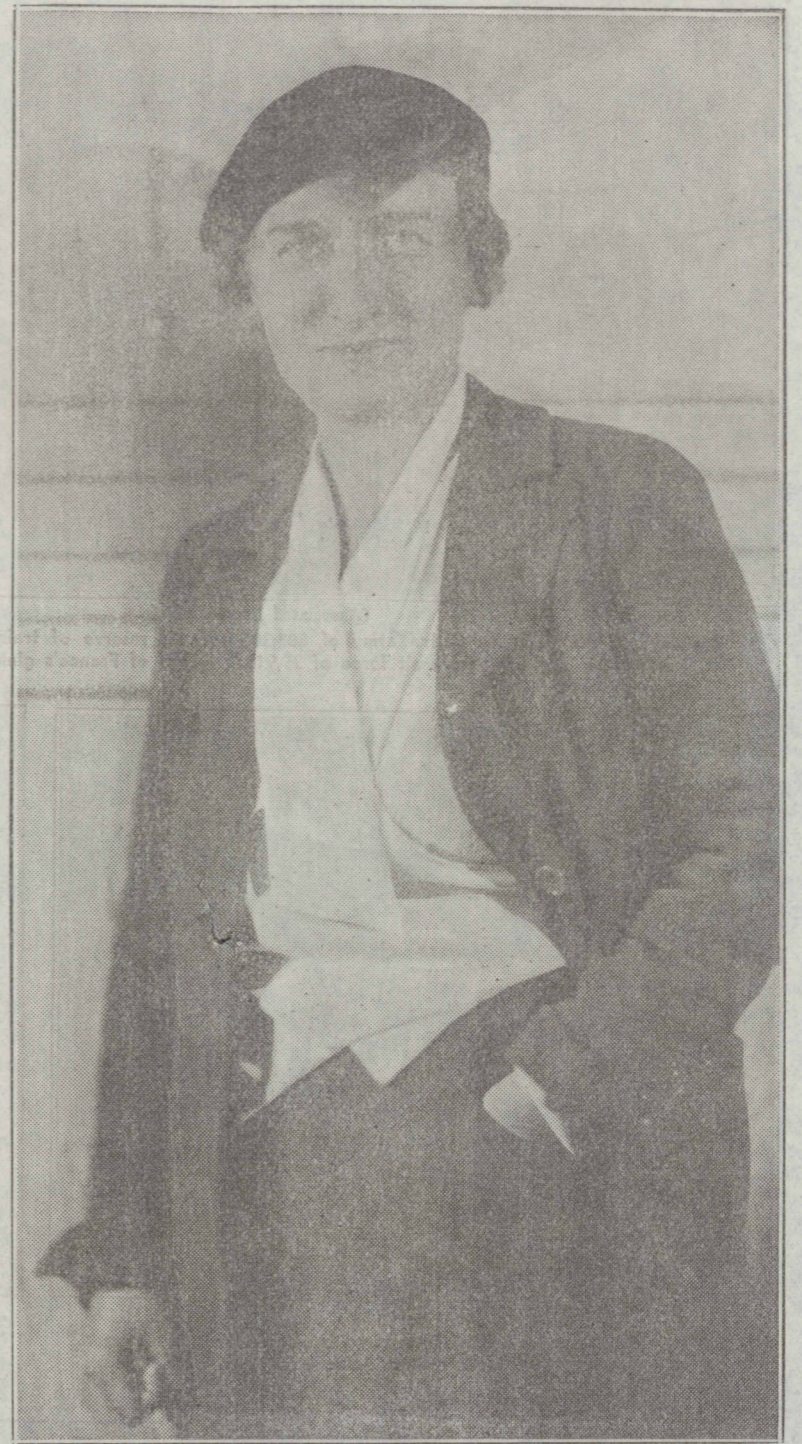




Theater. Peggy Fears Blumenthal was one of his chorines who evolved into Ziegfeld's closest feminine competitor as a musical comedy producer.



Department store. American designers credit Dorothy Shaver with the initial sponsorship of their creations. She was the first woman to be elected to the board of directors of a large New York store.



Public utility. Just out of high school, Mary Dillon joined the Brooklyn Borough Gas company in 1903. Now she's its president.

Big Jobs Are Won by Experienced Women

By Kathleen McLaughlin

"SO YOU'RE penalizing my petticoats!"

It was a brilliant and capable woman talking, some years back, to executives of a great business. They had just informed her that, because she wasn't a man, she couldn't have the job. It was a good job and an important one. But it always had been held by a man.

Her phraseology was individual, but her philosophy has been general in the feminine contingent since women first invaded the commercial world. Long ago the ability of various women in varying fields shattered the illusion that men have a monopoly on brains in business. So it's a bit of a surprise to find that these are the exceptions rather than the rule.

This page reflects a bevy of faces of celebrated business women whose jobs many a man would cherish. Yet the findings of the woman's bureau of the U. S. department of labor, released recently in a summary of its report on a survey conducted at the suggestion and with the aid of the National Federation of Business and Professional Women, makes rather a sorry showing for the average employed female.

"The story is far from dazzling," sorrowfully confesses the report, "when the spotlight is turned on the average among the 20,000 women contacted and shows that America has not really been such a land of golden opportunity for its women in business as so often proclaimed."

Questionnaires on which the report was based were answered in 47 states and the District of Columbia, in all types of communities from small towns to metropolitan centers. The median of the annual earnings of 16,000—and this in years characterized as normal—was only \$1,625. Half earned more and half less. One-fourth earned less than \$1,210, and one-fourth earned more than \$2,073, but only one-eighth earned \$2,500 or more. Earnings increased with age and experience up to sixty years.

They Worked and Won

Consider, then, the eminence to which work and ideas have carried two of the country's most widely known department store executives—Dorothy Shaver and Mary Lewis, both of New York. As vice president of Lord & Taylor, Dorothy Shaver directs style publicity and advertising so efficiently that her every move is eyed hawklike by the vast clothing industry.

She it was who originated the store's bureau of fashion and decoration, said to be the first in the country. The exposition of modern French decorative art she sponsored received nation-wide attention. And few deny that she gave the initial impetus to the acceptance of American designers when she ran an advertisement a few years ago boldly featuring the work of Elizabeth Hawes, Annette Simpson, and Muriel King. It clicked.

Mary Lewis of Best & Co. joined that firm fourteen years ago as an advertising copy writer. Today she sits on the board of directors as its only woman member, an authority in styling and promotion, to whom her masculine confreres listen with respectful attention. Her outstanding achievement in the merchandising field was the revival of the cotton dress, which she undertook in 1926.



Candy. Ora Snyder pyramided five cents' worth of sugar into sixteen stores.



Playwright. Ann Nichols, who turned producer and made a million.



Fashion. Mary Brooks Picken, famous abroad and at home.



Department store. She launched the avalanche of cotton styles. Mary Lewis, whose advertising wisdom won her an executive position many men envy.

High finance is the special forte of Mary Vail Andress, assistant cashier of the mighty Chase National bank of New York. Four years in the Paris office of the Bankers Trust company followed war work in France, after which she returned to America and became the first woman to hold such an important position in a large New York bank.

Mrs. Mary Dillon is president and general manager of the Brooklyn Borough Gas company, which she joined in 1903 as junior clerk. Then the firm had thirty employees and 1,200 customers. Today it has more than 500 employees and distributes gas service to almost 100,000 patrons. It is one of the largest public service companies in America, and in its growth Mrs. Dillon is credited with being an influential factor.

Sixteen candy stores, five opened in "depression" years, tell the story of the success of Mrs. Ora H. Snyder, famed Chicago confectioner. Twenty-six years ago she started in a tiny peanut store on the present site of the Chicago theater, with a cup of sugar and a few ingredients from her own pantry. She sold out in half an hour, for \$2.15. Four months later she was grossing \$500 a month. Now she employs 600 persons in the cooler months.

A Feminine Ziegfeld

Still in her mid-twenties, Peggy Fears Blumenthal has juggled many a production of Ziegfeld splendor out of its chrysalis and into whooping success on Broadway. "Music in the Air" was one of her best.

Kansas City, Mo., rates Nell Donnelly Reed of the Nelly Don Garment company with its most astute business men. In 1932 the business was designated as a \$3,250,000 concern.

As president of the Fashion Group of New York and head of the women's department of the Sumner Advertising agency, Mrs. Mary Brooks Picken is known on both sides of the Atlantic.

In Chicago, Miss Mary Dutton heads the Ontra cafeterias, employing 220 men and women, which have served 60,000,000 people in the last twenty-three years.

Ann Nichols, writer and producer of "Abie's Irish Rose," made a million dollars out of its extended, phenomenal runs in cities from coast to coast.

Only a few of the feminine commercial celebrities have been cited here. No mention has been made, for instance, of Gertrude B. Lane, editor-in-chief of the Woman's Home Companion and director of the great Crowell Publishing company; Margaret Sawyer, director of the educational department of General Foods corporation; Pauline Williamson, director of health education for the Metropolitan Life Insurance company; Frances Massey, head of the bonding department of the Fidelity and Deposit Company of Maryland; Mary B. Finke, manager of the woman's department of the Morris Plan company of New York; Cecelia G. Wyckoff, owner and publisher of the Magazine of Wall Street; Jean Arnot Reed, assistant treasurer of the Bankers Trust company of New York, and numerous others.

They wouldn't stand for penalizing their petticoats.