

MEMORANDUM TO:

The Young Woman in Business

Enjoy success and satisfaction in your work and pleasant *after-work* hours as well, by reading this stimulating book of ideas, action, and results. It's packed to the brim with specific information young women need for success in their business careers.

The Young Woman in Business will help you seriously evaluate your purpose in business; live a more orderly life; decide where you are going and the best way to get there; give direction to your professional life; and help you get what you want out of life, personally and professionally.

It covers:

How to know and analyze yourself so that you *choose a job right for you . . .*

How to *make a good beginning* in that job . . .

How to *get promotions . . .*

How to *take care of your financial security . . .*

How to *handle the dual role of homemaker and career woman*

Here for you are *the inside secrets of success* based on the experiences of the authors, successful businesswomen themselves.

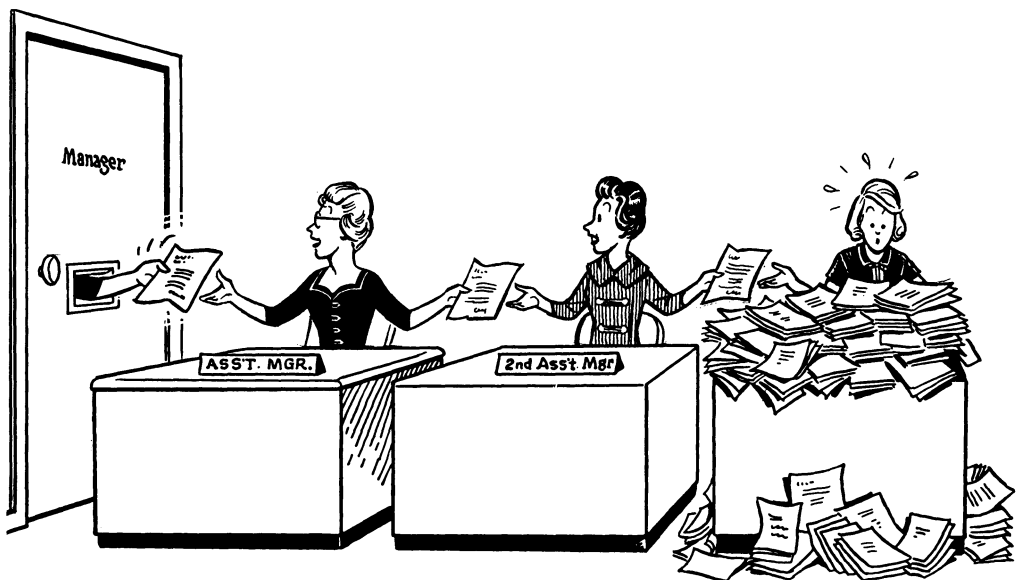
The sure-fire approaches to office procedures you'll be expected to handle are shown you — reports, memorandums, letters, conferences, speeches, travel- and other expense-accounts. Knowledge of these *ahead of time* assures poise and confidence.

Good management of leisure, energy, and health shows how to get full return from hours you spend in and outside of work.

Vacations (wonderful prospect indeed!) can be set up as a goal too. Vacations abroad are not uncommon nowadays. A special chapter is devoted to that.

The apt wit of the illustrations will add sparkle to your reading.

The Young Woman in Business



Expanded, Second Edition

The Young Woman in Business

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Preface

YOU are a fortunate young woman! Today, in our country, you are accepted as an essential worker in our free enterprise system. You will find that many kinds of businesses need and want young women for many kinds of positions. You are fortunate if you have been trained to do well in a special kind of work and if you have an ambition to succeed and move up to better positions.

What makes a woman successful in business? How do women get positions with prestige, good salaries, and an opportunity to be of real service?

Most women in top positions are there because they have been able to bring special talents to the job and because they realize that women have different viewpoints and different innate abilities from men. They are not feminists; rather they develop an objective viewpoint and consider the interests and welfare of people in general, not just women.

The successful woman is proud she is a woman and therefore accepts the responsibilities of being womanly with all the best traditional meaning of the word. She does not militantly compete with men. Rather, this woman understands that working *with* men adds a challenge and an inspiration which can sharpen her understanding of current problems, develop her ability to weigh facts objectively, and establish her reputation as a real co-worker.

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The impact of the business world may be a bit startling to you, and your first reaction may be to resist the vibrant drive for ideas, action, and results. This resentment or rebellion against accepting the challenge to succeed may be one of the reasons why some business concerns hesitate to entrust responsible jobs to women. But if you have met competition in high school and college life, and have learned to work with groups of people outside your personal friends and family, you should welcome the opportunity of a challenge. This attitude will go far to hasten your adjustments in the business world. And the business world is, after all, a regrouping of people, basically not so different from other groups. The interest in the welfare of one company is the uniting force of this group, instead of the college, the club, or the home neighborhood.

The career-minded woman has an important role to play in today's business. How can *you* start? What are the rules of the game? What are the sociological and cultural obligations you must accept? How can you gauge your progress? What are your chances of success?

Whether you think in terms of one year or twenty, *you*, a young woman who has chosen a business career, can take pride in your choice and resolve to learn the rules and succeed.

The Young Woman in Business is written to help you make a good start and to guide you through some of the experiences you are rather sure to have.

Here are some of the answers we have given to young women like you who have asked about careers in business.

This advice is based on our experiences as well as the suggestions of successful women in many lines of work. These career women are enthusiastic about their work and the opportunities for women in business. They join us in wishing you well in the work of your choosing.

BETH BAILEY McLEAN
JEANNE PARIS

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