When we come to the particular grades of industry, leaders, creators, organizers, it is with the individuals, rather than the mass or group that we deal and there is not as yet that close connection between the women in the particular ranks and the women in the mass, as there is in the men's industrial Army. In that Army the leaders, executives have come in large proporation, logically, out of the mass. That is, it has been a democratic upward growth. The men who have furnished the creative idea of great businesses have been, as a rule, the men who had begun by working with their hands and humble men. On the Railroad for instance, your leaders come from the ranks. This is the rule, though, of course, a rule with many exceptions in the mass industrial Army. It is not so as yet in the women's industrial Army. For women, the instructor comes from the mass, but when you get into the ranks of executives, to women at the head of industrial enterprises, they come, not out of the mass of the laboring Army, but out of the social mass and in practically each case there is a story behind their achievment, One may say there is a story behind the achievement of every man, but ithis not the same quality of surprise. It does not mean the same breaking of convention or ties. That the man goes to the

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top is expected of him because, as powers of a woman it is not expected. So that, in every case that we have a brilliant industrial success of a woman, she becomes the subject of special surprise. She is a new's story, a news story in her own local paper, travells the country over. ~~Take~~ the New York papers of the last few months and there are surprising tales of large successes in branches of business. We do not look for women in the financial end of industry, but if you will examine our sensus you will find there are five thousand rated as bankers, as stock brokers - not as employees of banks, but as bankers. The greatest trading that has ever been done under the in this country is said to have been done by a women who, in the last ten years, has handled thirty billion dollars worth of bonds. No one in the world has bought and sold so many liberty ~~bonds~~ of these securities, ~~that being her specialty~~. One asks immediately, "what kind of a woman is this.? How in the world did she come to master such a trade." She is a quiet and unassuming little person, and she is only one of several in the brokers office to which she belongs, but she is one of those kindly minded people who see the advantage of specializing and ~~ifxthere~~x having their hands on it, know that in its development probably lies their greatest chance

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of success. It is this amazing success in this specialty that has made her probably the best known women now dealing in Wall Street, a woman who everybody likes and trusts, and that they speak of affectionately up and down the street, as Mrs. E. And how did she get there. She will tell you quite simply. Her's is a war story. With the coming of the War a desire to do something useful outside of her home, something that would release a man for the service. She found a place in a bond office and by her steady intelligent work, has won a place she holds among the foremost traders of the street. And there is another woman Wall St. story; the woman to whom at least half of the success of one of the most important financial publications is due, the Magazine of Wall St., founded by her husband. She has been his partner from the start and in its growth, and today is called "sole owner and/in complete control". This is a story of the women who went into business to help her husband and who has done it royally and at the same time has raised a family and kept a home and having a career - is certainly worth considering. I am writing in the Spring of 1927, Another headliner of the last few months is the lady who recently, was made famous in New York for signing a million dollar lease for a Coffee House and certainly here is a story. Twenty years ago Mrs. MacDougle, the Queen of the New York Coffee Shop, was thrown on her own resources. She was 39 years

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