If we can agree on our first premise, that there is no sex in mental ability, we can proceed without further preface. If you agree with me that given the same native ability, the same environments and opportunities, men and women develop similar mental faculties, we can start without the usual and somewhat Victorian handicap of "I am a woman in a man-made world."

My personal viewpoint is that any woman who handicaps herself with this bromidic attitude is defeated before she leaves the starting post.

It is true that men have some advantages over women in seeking employment. It is equally true that women have advantages over men in certain fields of employment. In isolated instances the 17th century attitude of refusing to employ married women exists. It is still true in many instances that the wage scale for women is lower than that for men; the reason being that many employers entertain the idea that women are not the breadwinners for the family or that they are not the heads of their families. The stimulus of 20th century thinking plus outstanding accomplishments of women will soon eliminate these antiquated attitudes. Ability to do the job should determine who is hired whether it be a man or a woman. This is the only rational basis upon which an intelligent and efficient personnel can be employed.
IT IS LIKELY TRUE THAT A WOMAN MUST OFTEN TIMES
HAVE UNUSUAL ABILITY BEFORE SHE IS PROMOTED TO A JOB
THAT A MAN OF LESSER QUALIFICATIONS HOLDS. IT IS THE
PLUS VALUE THAT INSURES PROMOTION FOR A WOMAN. IT MAY
BE THE PLUS OF ADDED HOURS. IT MAY BE THE PLUS OF UN-
USUAL DEPENDABILITY. IT MAY BE THE PLUS OF DISCRETION
IN HANDLING PRIVATE TRANSACTIONS. IT MAY BE THE PLUS
OF PERSONALITY IN HANDLING PEOPLE. IT IS MORE OFTEN
THE PLUS OF INITIATIVE.

 THESE PLUS VALUES FOR WOMEN HOLD TRUE FOR MEN.
 IT IS THE MEN HAVING THE PLUS VALUES WHO SUCCEED.

NEWSPAPERS ARE DEVELOPING ALONG TWO FRONTS,
STRAIGHT-AWAY NEWS WRITING AND DEPARTMENTAL NEWS
WRITING. IF YOU ARE CONSIDERING GOING INTO THE
NEWSPAPER FIELD IT IS WELL TO DETERMINE WHETHER YOU
WISH TO WORK IN ONE OF THE DEPARTMENTS OF THE
EDITORIAL STAFF OR WHETHER YOU WISH TO BE PLACED ON
GENERAL ASSIGNMENTS FOR STRAIGHT NEWS.

REPORTERS COVERING STRAIGHT NEWS ARE UNDER THE
JURISDICTION OF THE CITY EDITOR. THEY MAY HAVE
PARTICULAR RUNS, THAT IS A LIST OF POTENTIAL NEWS
SOURCES ON WHOM THEY CALL DAILY; OR THEY MAY BE FREE
FOR GENERAL ASSIGNMENTS.
For straight news reporting an academic education is essential plus the type of schooling, experience and training you are getting from your respective schools of journalism. Your schooling must provide the background scene for all the news stories to which you will be assigned. As we all differentiate between background stories and spot news...just such a difference will there be between the kind of training and formal education you are receiving and the actual assignment of writing news stories. Background stories are essential to a wide understanding and appreciation of the nuances often latent in spot news. Your formal education is an absolute essential to the ability to write current news.

Departmental writing calls for the same qualities that straight news writing demands and requires in addition the particular plus values necessary for the particular department and the particular job.

Departmental writers may work in the sports department, the financial department, the agricultural and horticultural department. They may work on the copy desk. This desk handles all copy coming from the city desk, the country correspondents, the wire services, the United Press, the Associated Press, international news, and the various staff correspondents located in other cities.

THE DEPARTMENTAL WRITER IN THE SOCIETY DEPARTMENT MUST HAVE A PLEASANT VOICE, INFINITE PATIENCE IN GETTING NAMES, INITIALS AND DETAILS OF ENTERTAINMENT CORRECT. SHE MUST HAVE A FLAIR FOR KEEPING A SOCIAL CALENDAR SO THAT SHE WILL BE ABLE TO LET HER CLIENTS KNOW WHAT DATES HAVE BEEN RESERVED DURING THE SEVERAL SEASONS. THE SOCIETY EDITOR OFTEN ACTS AS "EMILY POST'S ASSISTANT" TO NUMBERS OF PEOPLE WHO USE HER AS SOCIAL ARBITER. SHE MUST ACQUAINT HERSELF WITH THE PERSONS WHO ARE MOST OFTEN IN HER COLUMNS AND SHE MUST ENDEAVOR TO WIDEN HER CIRCLE OF ACQUAINTANCES TO INCREASE HER USEFULNESS TO THE PAPER. SHE MUST REMEMBER THAT A SOCIETY DEPARTMENT IS A GOOD WILL DEPARTMENT.

THE PLUS VALUES THAT A CLUB EDITOR NEEDS ARE:

A WORKING KNOWLEDGE OF PARLIAMENTARY LAW, AN UNDERSTANDING OF THE PROGRAMS OF THE VARIOUS ORGANIZATIONS SHE REPORTS, AN ACQUAINTANCE WITH THE EXECUTIVE OFFICERS WHENEVER POSSIBLE. SHE MUST HAVE A PASSION FOR NEUTRALITY IN THE MANY DIFFERENCES THAT ARISE IN ORGANIZATIONS AND BETWEEN PERSONALITIES IN AN ORGANIZATION.
THE CLUB EDITOR NEEDS A KNOWLEDGE OF WHAT IS NEWS AND WHAT IS PURE PUBLICITY. SHE SHOULD HAVE A SENSE OF PROPORTION, AN ABILITY TO JUDGE THE RELATIVE VALUES EXISTING AMONG THE DIFFERENT ORGANIZATIONS; AND MOST OF ALL A REAL DESIRE TO REPORT THE EFFORTS AND PROGRESS OF CLUB WOMEN.

WHAT ARE THE PLUS VALUES FOR THE WOMAN WHO EDITS THE BOOK PAGE? A VERSATILE APPRECIATION AND KNOWLEDGE OF LITERATURE, A WELL-HIGH PERFECT MEMORY FOR THE AUTHOR'S PREVIOUS WRITINGS AND HIS STYLE AND MENTAL APPROACH, A LEXICOGRAPHER'S KNOWLEDGE OF WORDS AND A GRAMMARIAN'S SENSE OF SENTENCE CONSTRUCTION. SHE

SHOULD HAVE A SENSE OF TIMELINESS IN REVIEWING CURRENT BOOKS AND A PROOF READER'S EYE.

IN HER LOCALITY. THE GARDEN EDITOR MUST BE EQUALLY SYMPATHETIC WITH THE EXPERT AND THE NOVICE; WITH THOSE WHO HAVE LOVELY GARDENS AND THOSE WHO WISH THEY HAD THEM. SHE MUST BE FAIR TO ALL GARDEN ORGANIZATIONS IN THE UTILIZATION OF HER SPACE AS SHE EVALUATES THEIR PROJECTS. SHE MUST BE AVAILABLE FOR CONFERENCE WITH AN INDIVIDUAL OR AN ORGANIZATION. SHE MUST BE SPECIFIC.

WHAT ARE THE PLUS VALUES FOR THE WOMAN WHO CONDUCTS THE HOME INSTITUTE? SHE MUST KNOW FOOD... HOME DECORATION...BUDGET MAKING. SHE MUST HAVE AS MUCH INTEREST IN A DINNER FOR FOUR COSTING 60 CENTS AS SHE HAS IN A DINNER FOR FOUR COSTING $12.00.

SHE MUST HAVE AS MUCH ENTHUSIASM IN TELLING HER READERS HOW TO STRING VARI-COLORED EARS OF CORN FOR DECORATION ON A SUN PORCH OR TO DYE GOURDS FOR ASH TRAYS AS SHE HAS IN DESCRIBING THE LOVELY NEW DESIGNS IN GLASS OF CORNING AND STEUBEN. SHE MUST KNOW HOW TO BRING CHARM TO CURTAINS OUT OF 19 CENTS A YARD MATERIAL AS WELL AS OUT OF $1.00 A YARD FABRIC. SHE MUST KNOW HOW TO MAKE A TABLE GAY WITH INEXPENSIVE BUT CHARMING LINENS AS WELL AS HOW TO LAY A TABLE WITH POINT BENSE. SHE MUST KNOW HOW TO UTILIZE SEASONAL VEGETABLES AND FRUITS. SHE MUST KNOW THE ART OF GRACIOUS LIVING FOR ALL KINDS OF PEOPLE AND VARIATIONS OF INCOME.
WHAT OF THE YOUNG JOURNALISM STUDENT WHO WANTS TO WRITE A COLUMN. A GREAT MANY THINK THAT THEIR DEGREE IS THE ONLY PREREQUISITE. ON THE CONTRARY A GREAT COLUMNIST IS USUALLY ONE WHO HAS STARTED AS AN APPRENTICE WITH THE MORTUARY COLUMN AND SLOWLY BUT SURELY TASTED EVERY KIND OF WRITING UNTIL HE DEVELOPS A CERTAIN STYLE. WITH A FACILE STYLE COMES A PUBLIC: THE PEOPLE WHO READ WHAT YOU WRITE EVERY DAY AND QUOTE YOU AS AN ORACLE.

HOW DO YOU SUPPOSE WALTER LIPPMAN, DOROTHY THOMPSON, WESTBROOK PEGLER AND THE LATE O. O. MCINTYRE BECAME WIDELY KNOWN AND READ? BY DINT OF HUMBLE BEGINNINGS, HARD LABOR AND THE DEVELOPMENT OF A DEFINITE STYLE.

STYLE MAKES A COLUMNIST.

A DEVOTION TO ACCURACY, AN APTITUDE FOR PHRASE, A COMMITMENT TO OBJECTIVITY AND THE ABILITY TO LEAD WITH THE筆 WITH MATH MAKES A REPORTER.

ALL THE QUALITIES OF THE REPORTER AND THE PLUS VALUES OF A DEPARTMENTAL WRITER MAKE A JOURNALIST THAT ANY JOB WILL SEEK. REMEMBERING THE QUESTION OFTEN ASKED OF ME: "WHAT ARE THE BEST OPPORTUNITIES FOR WOMEN IN JOURNALISM?"

I CANNOT ANSWER THE QUESTION BECAUSE I DO NOT KNOW THE EQUIPMENT AND PARTICULAR APPTITUDES OF THE QUESTIONERS. I CAN CITE OUTSTANDING EXAMPLES OF WOMEN IN JOURNALISM AND TELL YOU OF THEIR FIELD OF SUCCESS.
Many successful newspaper women in the East have come up through the fashion school. The East being the great trade and fashion center of the United States and Canada, fashion news has come to be important news. Outstanding in the field of fashion writing is Alice Hughes.

Of the many highly paid, successful women in the newspaper field, there are a few in the Department of Home Economics. Eloise Davison of the New York Herald Tribune is an outstanding example. She runs the greatest home institute on any paper on the North American continent.

Editor of a great magazine which appears in many Sunday papers is Mrs. Maloney, an executive of the Herald Tribune, a woman of great personal charm, social consciousness and executive ability.

A great special writer, one of the best in the newspaper world of today is Anne O’Hare McCormick. Hardly an issue of the New York Times magazine comes out without a story of hers on some country abroad or the panorama of the international situation.

Mildred Adams of the New York Times staff, another of the special assignment writers has come to be widely known on the two continents...politics, intrigue, and economics are her subjects.
What of Agnes E. Meyer of the Washington Post who translates Thomas Mann, reviews books, writes articles on governmental policy and discusses the relative ills of the existing government abroad. As incisive a mind as you will encounter...an evangelist with a pen.

Dorothy Thompson...the woman's name is one to conjure with. Her life reads like a fairy tale. She has covered nearly all of the big international stories over a period of ten years. She was thrown out of Germany for her courage. She interviewed the Kaiser after the World War. She was the only one to do so. She has written pamphlets, lectured all over the United States, and today she is writing the best-read column on politics, economics and sociology in the United States. She has no peer...male or female.

Opportunities in journalism for women...the sky is the limit and what you put into the work you take out in results. Supply and demand was once a natural law...none of us can be sure of its status today but if you supply ability and perserverance...success will demand you.