

Women in Business

Bernice McTague



BERNICE MCTAGUE

Bernice McTague is one of Cobourg's many successful business women. She is a member of the Business and Professional Women's Club, the Chamber of Commerce and the Downtown Business Association.

She and her husband, J.J. McTague, ran McTague Jewellers for over 30 years. She found that working with her husband was the best possible business experience.

Mrs. McTague speaks of the assistance received from Paul Leonard who joined the store from school in 1941. McTague Jewellers has since become Paul Leonard Jewellers but Mrs. McTague has kept up her work in the store.

She has never felt any discrimination as a woman in a predominantly male business world and does not approve of Woman's Lib, describing them as, "frustrated females." She points out that there are many successful women in business already.

She sees business as a very competitive field.

"To succeed, a woman must have a good business education, and learn to work with people. Experience is important, especially in the retail trade which involves constant contact with the public. You learn something every day," she said.

She feels that the ability to make a decision and stick to it is an important factor in success.

Mrs. McTague is able to accomplish much by working systematically.

"A systematic method of work is extremely important. If I want something done I always find the busiest person to do it."

The daughter of Peter and Margaret Ann Cournoyer, Mrs. McTague was born in Tweed, Ontario and educated at St. Joseph's School in Toronto.

She is a cheerful and pleasant sales woman who appears to enjoy life and her work. Her friendly smile and manner would be an asset in any business.