

Southwesterner In Focus
EP WIDOW PROVES WOMAN'S
PLACE NOT ONLY IN THE HOME

EPT Sundial 5/11/69

"Woman's place is in the home" is an old adage that Mrs. Alice Holder is' trying successfully to eliminate.

"Of course, woman's place is in the home, if she wants to stay there," the petite white haired Realtor said. "But if she feels confined—or is widowed or divorced—then she ought to get out and try her business wings."

When Mrs. Holder became a widow more than 10 years ago, she sold much of her doctor husband's property. Observing the conduct of sales, she decided the real estate business was for her.

She worked with the Roy Hovious firm until opening her own business in the IBM Building in 1964. Remaining there three years, she has been in the new location in Executive Center for one year and now has a Chelmont Center branch.

"It takes grit and determination to be a successful woman," Mrs. Holder said. "To be successful saleswoman, takes attractiveness, aggressiveness and stamina. It takes a willingness to learn, plus acting ability. A real estate saleswoman must be equally at home showing a \$5,000 or a \$100,000 home."

"I use many women in our business because they are competitive and tremendous sales people. They enjoy the challenge of out-selling other women Also, they are interested, in helping clients with their personal home needs. And surprisingly, many women will work longer hours than men."

BUILT BUSINESS

For these and other reasons, Mrs. Holder has built one of the most successful real estate business in the city. She has four men working for her, one of whom is her son. She is, of course, justly proud of the selling performance of the men in her life.



MRS. ALICE HOLDER

She hails from a family of business and professional people and was raised with the idea that everyone should have his own business. Raised on a ranch outside Mineral Wells, Tex., this petite businesswoman has built her organization on a higher educational level. The majority of her staff is college trained. Mrs. Holder feels this gives them solid background in helping people in any income bracket locate homes.

The Holder Co., has grown from one salesman initially to twenty-three, plus her vice president son, Joe Holder, Jr., who turned from Harvard to assist in the establishment of the firm.

"Self confidence and a genuine admiration for people as well as a desire to help others,"

says Mrs. Holder, "is the reason for our growth. When talking with prospective clients I genuinely expected a sale," I never doubted I'd make it."

The former school teacher keeps books on sales available for her people. She says that those who use the library turn into top sales personnel.

Proud of her femininity, Mrs. Holder gears her advertising to the woman. Hopefully, she creates a desire for the homemaker to want to see her list. When the desire has been awakened, Mrs. Holder provides good service, a genuine interest in what the homemaker needs and wants in a new home. Together they find it.

Affectionately dubbed "the computer" by her office personnel, Mrs. Holder has the ability to remember prices, down payments, interest rates and listings with amazing accuracy.

Included in her advertising program is the scroll which denotes learning; blue designates truthfulness and honesty and the decided feminine lettering appeals to the housewife buyer. "Homes to Love In" and "Think Peace" are two of her more creative billboards.

As a youngster Mrs. Holder wanted to be a lawyer, but she says "this just wasn't done then." She attended North Texas State in Denton and went on to teach three years, After her marriage to Dr. Joe Holder in 1928, the young couple lived in Oklahoma City, Brownfield, Mineral Wells and finally located permanently in El Paso.

HOT LUNCHESES

As a young doctor's wife in Mineral Wells, she initiated hot lunches for she school children while president of the local PTA. They still hold

an annual tea appropriately entitled "Mrs. Holder's Tea."

One of her favorite hobbies is the collecting of books. She has over 500 of them, many first editions. Her mother taught her children to read at the early age of three. Mrs. Holder relates, "There was no radio or television so we read for recreation. I still do."

Active in civic affairs, Mrs. Holder is a member of First Christian Church. the Chamber of Commerce, past president of the Business and Professional Women's Club, Daughters of the Nile, Austin Terrace Club and the Lower Valley Garden Club. She is a director in El Paso Board of Realtors and past chairman of the Multiple Listing Service.

A strong advocate of the working woman, Mrs. Holder gave some advice to women. "Be sure you have self-confidence and know what you're doing. Stay busy studying and learning all you can. This way, if you're widowed, you won't have time to feel sorry for yourself. Never be too busy to talk with people." She went on. "Develop a genuine enthusiasm for life. Work at it. This enthusiasm can be developed. The secret to success is in letting people know of you're really interested in them. You've got to really care for your fellowman—or woman!"

And as you're driving down the Mesa highway, and you see the soft blue sign that says The Holder Co., you know this delicate business-woman knows what she's talking about.

* * *

EP Widow Proves Woman's Place Not Only In The Home

"Woman's place is in the home" is an old adage that Mrs. Alice Holder is trying successfully to eliminate.

"Of course, woman's place is in the home, if she wants to stay there," the petite white haired Realtor said. "But if she feels confined — or is widowed or divorced — then she ought to get out and try her business wings."

When Mrs. Holder became a widow more than 10 years ago, she sold much of her doctor husband's property. Observing the conduct of sales, she decided the real estate business was for her.

She worked with the Roy Hovious firm until opening her own business in the IBM Building in 1964. Remaining there three years, she has been in the new location in Executive Center for one year and now has a Chelmont Center branch.

"It takes grit and determination to be a successful woman," Mrs. Holder said. "To be a successful saleswoman, takes attractiveness, aggressiveness and stamina. It takes a willingness to learn, plus acting ability. A real estate saleswoman must be equally at home showing a



\$5,000 or a \$100,000 home."

"I use many women in our business because they are competitive and tremendous sales people. They enjoy the challenge of outselling other women. Also, they are interested in helping clients with their personal home needs. And surprisingly, many women will work longer hours than men."

BUILT BUSINESS

For these and other reasons, Mrs. Holder has built one of the most successful real estate businesses in the city. She has four men working for her, one of whom is her son. She is, of course, justly proud of the selling performance of the men in her life.

She hails from a family of business and professional people and was raised with the idea that everyone should have his own business. Raised on a ranch outside Mineral Wells, Tex., this petite businesswoman has built her organization on a higher educational level. The majority of her staff is college trained. Mrs. Holder feels this gives them a solid background in helping people in any income bracket locate homes.

The Holder Co., has grown from one salesman initially, to twenty-three, plus her vice president son, Joe Holder, Jr., who returned from Harvard to assist in the establishment of the firm.

"Self confidence and a genuine admiration for people as well as a desire to help others," says Mrs. Holder, "is the reason for our growth. When talking with prospective clients, I genuinely expected a sale. I never doubted I'd make

MRS. ALICE HOLDER

The former school teacher keeps books on sales available for her people. She says that those who use the library turn into top sales personnel.

Proud of her femininity, Mrs. Holder gears her advertising to the woman. Hopefully, she creates a desire for the homemaker to want to see her listings. When the desire has been awakened, Mrs. Holder provides good service, a genuine interest in what the homemaker needs and wants in a new home. Together they find it.

Affectionately dubbed "the computer" by her office personnel, Mrs. Holder has the ability to remember prices, down payments, interest rates and listings with amazing accuracy.

Included in her advertising program is the scroll which denotes learning; blue designates truthfulness and honesty and the decided feminine lettering appeals to the housewife buyer. "Homes to Love In" and "Think Peace" are two of her more creative billboards.

As a youngster Mrs. Holder wanted to be a lawyer, but she says "this just wasn't done then." She attended North Texas State in Denton and went on to teach three years. After her marriage to Dr. Joe Holder in 1928, the young couple lived in Oklahoma City, Brownfield, Mineral Wells and finally located permanently in El Paso.

HOT LUNCHES

As a young doctor's wife in Mineral Wells, she initiated hot lunches for the school children while president of the

titled "Mrs. Holder's Tea"

One of her favorite hobbies is the collecting of books. She has over 500 of them, many first editions. Her mother taught her children to read at the early age of three. Mrs. Holder relates, "There was no radio or television so we read for recreation. I still do."

Active in civic affairs, Mrs. Holder is a member of First Christian Church, the Chamber of Commerce, past president of the Business and Professional Women's Club, Daughters of the Nile, Austin Terrace Club and the Lower Valley Garden Club. She is a director in El Paso Board of Realtors and past chairman of the Multiple Listing Service.

A strong advocate of the working woman, Mrs. Holder gave some advice to women. "Be sure you have self-confidence and know what you're doing. Stay busy studying and learning all you can. This way, if you're widowed, you won't have time to feel sorry for yourself. Never be too busy to talk with people." She went on, "Develop a genuine enthusiasm for life. Work at it. This enthusiasm can be developed. The secret to success is in letting people know you're really interested in them. You've got to really care for your fellow man — or woman!"

And as you're driving down the Mesa highway, and you see the soft blue sign that says The Holder Co., you know this delicate businesswoman knows what she's talking about.