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THE
SCHOOL *of* SALESMANSHIP

CONDUCTED BY THE
WOMEN'S EDUCATIONAL AND INDUSTRIAL
UNION AND SIMMONS COLLEGE
264 BOYLSTON STREET, BOSTON

DEPARTMENT STORE EDUCATION
FOR SALESWOMEN
FOR TEACHERS



THE SCHOOL *of* SALESMANSHIP

DEPARTMENT STORE EDUCATION
FOR SALESWOMEN
FOR TEACHERS



MARCH, 1916

STAFF OF THE SCHOOL

- LUCINDA WYMAN PRINCE
Director Teachers' Class.
- HELEN RICH NORTON
Director Salesmanship School.
- CASSIE LUCRETIA PAINE
Associate Director Teachers' Class.
- ELIZABETH DYER
Assistant Director Salesmanship School.
- EVANGELINE W. YOUNG, M.D.
Lecturer in Hygiene.
- LUCILLE EATON HILL
Instructor in Applied Physical Education.

ADVISORY COMMITTEE

- MR. WALTER A. HAWKINS
representing *Jordan Marsh Company*.
- MR. ELMER M. FISHER
representing *Wm. Filene's Sons Company*.
- MR. JAMES T. CHASE
representing *Gilchrist Company*.
- MR. FRANK W. BUXTON
representing *C. F. Hovey Company*.
- MR. HERBERT P. RUSSELL
representing *R. H. White Company*.
- MR. WILLIAM H. BERRY
representing *Shepard-Norwell Company*.
- MR. FRANK DEERING
representing *E. T. Slattery Company*.
- MRS. MARY MORTON KEHEW
Chairman of the Board of Government, *Women's Educational and Industrial Union*, and Acting President.
- MRS. LUCINDA WYMAN PRINCE
Director Teachers' Class.

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THE SCHOOL OF SALESMANSHIP

DEPARTMENT STORE EDUCATION CLASS FOR SALESWOMEN

ORGANIZATION

THE School of Salesmanship, established by the Women's Educational and Industrial Union in 1905, is a training school for saleswomen, conducted in co-operation with the following department stores:

Jordan Marsh Company,
William Filene's Sons Company,
Gilchrist Company,
C. F. Hovey Company,
R. H. White Company,
Shepard Norwell Company,
E. T. Slattery Company.

CONDITIONS OF ENTRANCE

Pupils are selected from the regular selling force of the co-operating stores and must be approved by the store superintendent and the director of the school.

Girls who have had a high school education are preferred.

Tuition is free and the pupils attend the school without reduction of wages.

SCHOOL SESSION

The school session is from 8.30 to 11.30 every morning except Monday.

Pupils work in the stores all day Monday and on school days from 12.30 to 5.30.

The term is three months in length.

Classes are formed in September, January and April.

PURPOSE OF THE COURSE

1. To instill a regard for system and to cultivate a habit of attention to details.

2. To instruct in subjects which will increase knowledge of merchandise.

3. To teach right thinking towards the work as a profession and to arouse a feeling of responsibility and interest.

4. To develop individual power.

COURSE OF STUDY

SALESMANSHIP

Discussion of store experiences, with application of principles involved.

Demonstration of selling, followed by critical discussion.

Lectures by representative business men and women on different phases of department store work.

Class conferences on important salesmanship subjects:

- Approaching a customer.
- Presentation and selling points of merchandise.
- Closing the sale.
- Care of stock.
- Store directory.
- Suggestive selling.
- Service.
- Control of waste.
- Store organization.
- Store system.
- Advertising.

Individual conferences with pupils on points observed in teachers' "follow-up" work in the stores.

TEXTILES

Fibers: Wool, silk, cotton, linen.

Manufacture.

Practical tests for adulteration of fabrics and for judging quality.

Fabrics: Identification, prices, widths, uses, practical advantages and disadvantages.

Commercial geography.

COLOR AND DESIGN

Recognition of color tones.

Color combinations and matching of colors.

Appropriate use of colors.

Principles of color and design applied to dress and furnishings.

Color and design as related to the display of merchandise.

ECONOMICS

Relation of capital to wages.

Relation of expenditure to income.

The spending of money.

The saving of money.

ARITHMETIC

Sale slip practice and store system.

Drill in addition and multiplication.

Fractions.

Percentage.

Cash accounts and personal budgets.

PERSONAL HYGIENE

Hygienic dressing and personal appearance of saleswomen, with emphasis on:

Correct shoes.

Suitable business dress.

Appropriate hairdressing.

Bathing.

Ventilation.

Digestion and diet.

Nervous control.

APPLIED PHYSICAL EDUCATION

Muscular development and control.

Breathing.

The speaking voice.

Standing.

Walking.

Sitting.

Resting.

ENGLISH

Clear and complete answers to customers' questions.

Use of appropriate adjectives in describing merchandise.

The value of discriminating use of English.

Correction of common errors in construction and pronunciation.

Letter-writing.

Spelling, especially names of streets and suburbs.

Notebook work, including reports of lectures and notes on lessons.

MERCHANDISE

Individual lessons on the stock handled by each pupil.

PRACTICAL TALKS

In addition to the lectures on business subjects, practical talks are given on such topics as:

Vocational education.

The Consumers' League.

Books and reading.

The minimum wage.

TYPICAL WEEKLY SCHEDULE OF SALESWOMEN'S CLASS

Session, 8.30-11.30 A.M.

<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
Arithmetic	Color and Design	Arithmetic	Arithmetic	Sale Slip Practice
Textiles	English	Hygiene	Textiles	Color and Design
Lecture by store representative	Demonstration Sale	Merchandise	Applied Physical Education	Salesmanship

ADMINISTRATION

All questions of policy are decided by an advisory committee made up of the superintendents of the co-operating stores, the chairman of the Board of Government, the president of the Union and the directors of the school.

DEPARTMENT STORE EDUCATION CLASS FOR TEACHERS

A YEAR'S course for teachers of salesmanship and related subjects is offered jointly by Simmons College and the Union.

Graduates of colleges or normal schools who have had some business or teaching experience are preferred.

This course prepares students to take charge of educational work in department stores and to teach salesmanship in high schools and continuation schools. The work in connection with the School of Salesmanship is given at the Union in the morning. Classes are held at the College four afternoons a week.

Mondays, and occasionally Saturdays, are devoted to practice work or study in the co-operating stores. This work is chiefly selling, but opportunity is also given for work at the bundle desks, as service shoppers and as floor clerks, and for visits to shipping, receiving and marking rooms. At some other time during the week students investigate the work of members of the saleswomen's class, and discuss it with the buyer or floor superintendent.

During the month of December the school is not in session, and students spend this time in the stores, in selling or executive positions.

Each student is allowed one month for research work in a Boston department store, and it is expected that in the near future provision will be made for three months' apprentice work with a graduate teacher.

At least two weeks' selling experience previous to entering the class is required of students.

Tuition is one hundred dollars, payable at Simmons College in two half-yearly payments.

The class is limited in size.

Students entering this course will register at the Women's Educational and Industrial Union, Tuesday, September 12, 1916.

Visitors are welcome at all sessions of the School of Salesmanship and of the Teachers' Class.

COURSE OF STUDY FOR TEACHERS

WORK IN STORES AND AT THE UNION

STUDY OF DEPARTMENT STORES

Organization and system.

Employment.

Merchandise.

Conferences with floormen, buyers and superintendents.

Investigation of store work of pupils from the School of Salesmanship.

PRACTICE IN SALESMANSHIP

Selling in department stores.

Reports and discussions of business experience.

OBSERVATION AND TEACHING

Observation and study of the work of the School of Salesmanship.

Practice in teaching, under supervision, in the School of Salesmanship.

Conferences with the Director on different phases of the work.

Substitute teaching in stores, high and continuation schools.

ACADEMIC WORK AT SIMMONS COLLEGE

APPLIED PSYCHOLOGY

In this course ordinary business situations are examined in order to analyze out of them some of their psychological principles. The work involves a review of the fundamental principles of psychology, an application of these principles to various department store methods and a study of the increased efficiency in department store transactions that may be developed through the conscious application of psychological principles. Reading, discussions, and written reports are required.

EDUCATION

This course includes discussion of teaching methods, teaching principles, lesson plans, lesson criticisms and courses of study. The work of the regular instructors, as well as that of the teachers in training, is discussed. Courses of study for different types of schools are planned.

TEXTILES

The course in textiles comprises a study of the history of the textile industry, including the evolution of the present manufacturing processes from the primitive forms. The major and minor textile fibers are studied both scientifically and from the standpoint of utility. Students make extensive collections of silk, wool, linen and cotton fabrics, with compilation of important facts in regard to them. Mills and factories are visited for the observation of processes.

ECONOMICS—WELFARE WORK FROM AN ECONOMIC STANDPOINT

This course familiarizes the student with the various agencies—public, semi-public and private—that tend to increase the well-being of the store employee. Different methods of welfare work carried on in department stores and industrial establishments are examined with reference to their economic as well as their humanitarian value. Beneficial agencies under direct control of the public, through town, municipal, state or federal regulations, are studied. This includes the examination of the laws regulating hours and conditions of labor—especially of women—wage laws and age limit for school children. The activities of the City Board of Health, the State Board of Health and the Federal Children's Bureau form topics of study. Research work upon these and allied topics is expected.

WEEKLY SCHEDULE OF TEACHERS' CLASS

Morning Session, 8.30-12.30
Afternoon Session, 1.40-3.25

<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
Selling or other work in Department Stores	Observation, theory and practice of teaching the following subjects in the School of Salesmanship				
	Textiles	English		Hygiene	
	Salesmanship	Arithmetic		Merchandise	
	Color and Design	Applied Physical Education		System	
Conference with the Director					
Textiles	Applied Psychology	Economics	Textiles		
Education	Education	Education	Textiles		

The afternoon work is at Simmons College and continues throughout the academic year, with the exception of the month of December.

Various mills, factories, stores and schools are visited during the year for the study of manufacturing processes, organization and methods.

MRS. PRINCE'S CONNECTION WITH THE NATIONAL RETAIL DRY GOODS ASSOCIATION

In 1915 Mrs. Prince, the Director of the Teachers' Class, became Director of the Department of Education of the National Retail Dry Goods Association.*

* Headquarters: Æolian Building, 33 West 42d Street, New York City.

The position was accepted with the understanding that she should continue as the active and responsible head of the training class for teachers. As an officer of the National Association, Mrs. Prince visits different cities in the interests of department store education, these visits being usually made in response to an invitation from a Chamber of Commerce, Retail Merchants' Board, or Board of Education. As this promotional work demands only a part of Mrs. Prince's time, she is able to take personal charge of the teachers' work, holding individual and class conferences and advising in regard to all placements.

PROFESSIONAL OPPORTUNITIES

IN DEPARTMENT STORES

The general aim of an educational director in a department store is to do whatever will increase the efficiency of the force in the store and to bring about and preserve the right relationship between employers and employees and between the store and the public. In co-operation with buyers and floor superintendents, she trains salespeople and other members of the organization, either individually or in classes similar to those conducted in the School of Salesmanship, but modified according to the needs of the special store. She instructs new employees in store system and "follows up" errors. As she is very closely in touch with the superintendent and the employment office, her position may lead to that of assistant superintendent. The work of an educational director is also closely related to that

of the welfare department. Graduates of the Teachers' Class are employed as educational directors in the following stores:

Wm. Filene's Sons Co., Boston (2),
Jordan Marsh Co., Boston,
The Emporium, San Francisco,
The Halle Bros. Co., Cleveland (2),
Wm. Taylor Son & Co., Cleveland (2),
The Lindner Co., Cleveland,
Hochschild, Kohn & Co., Baltimore,
L. Bamberger & Co., Newark,
L. S. Ayres Co., Indianapolis,
H. P. Wasson & Co., Indianapolis,
The Broadway Department Store, Los Angeles,
A. Hamburger & Sons Co., Los Angeles,
Best & Co., New York,
B. Altman & Co., New York,
Lasalle & Koch Co., Toledo,
Lion Dry Goods Co., Toledo,
The G. M. McKelvey Co., Youngstown,
Bowman & Co., Harrisburg,
The Smith-Kasson Co., Cincinnati,
The McAlpine Store, Cincinnati,
Penn Traffic Co., Johnstown
P. A. Bergner Co., Peoria,
Morehouse-Martens Co., Columbus,
The Boston Store, Milwaukee,
Denver Dry Goods Co., Denver,
John Taylor Dry Goods Co., Kansas City, Mo.,
O. T. Johnson Co., Galesburg, Ill.,
Rike-Kumler Co., Dayton.

IN PUBLIC SCHOOLS

HIGH SCHOOLS

In 1913 Mrs. Prince was appointed by the Boston School Committee to the position of Director of Practice in Courses in Salesmanship in Public High and Continuation Schools. The co-operation of the stores with the School of Salesmanship, and later with the public schools, led to the introduction of courses in salesmanship in nine of the Boston high schools. The course in high schools is open to juniors and seniors in two schools; to seniors and graduates in the others. It includes salesmanship, textiles, merchandise, industrial history, color and design, business arithmetic with sale slip practice, and ethics. The salesmanship teacher endeavors to correlate her work in every possible way with that of the other teachers. The pupils work in the stores on Saturday when needed, and sometimes on Monday if their school record is good enough to warrant their absence from school on that day.

CONTINUATION SCHOOLS

Continuation schools are of two kinds, compulsory and voluntary. In Boston, since September, 1914, employers of boys and girls between the ages of 14 and 16 have been required by law to allow these young workers to attend school during business hours for at least four hours a week.

Fourteen compulsory continuation schools, made up of the younger employees, and two voluntary groups of older workers are taught by graduates of the Teachers' Class of the School of Salesmanship. In addition to the work in salesmanship, textiles and color and de-

sign, the subjects of spelling, arithmetic, hygiene, commercial geography, civics and English are usually taught. These courses all function from the occupation, and so hold the interest of the pupils as well as help them in their business life. An important part of the teacher's work in both high and continuation schools is done in the stores, investigating the work of the pupils during business hours.

Graduates of the School of Salesmanship are teaching in the following public schools in Boston and other cities:

Girls' High School, Boston,
Dorchester High School, Boston,
Charlestown High School, Boston,
Roxbury High School, Boston,
West Roxbury High School, Boston,
South Boston High School, Boston,
East Boston High School, Boston,
Practical Arts High School, Boston,
Brighton High School, Boston,
Continuation Schools, Boston,
High and Continuation Schools:
 Waterbury,
 Rochester,
 Cincinnati,
 Logansport, Ind.,
 Indianapolis,
Continuation Schools, Milwaukee,
Lewis and Clark High School, Spokane.

Other graduates of the Teachers' Class hold positions as follows:

Vocational Investigator, Hartford,
 Service Manager, The Joseph and Feiss Co., Cleveland,
 Secretary, Dept. of Education, National Retail Dry Goods Association, New York.

GRADUATES OF TEACHERS' CLASS REPRESENT
 THE FOLLOWING INSTITUTIONS

COLLEGES		NORMAL SCHOOLS	
Boston University	2	Boston Normal	2
Brown	1	Castine (Me.)	1
Columbia	1	Cleveland	1
Cornell	1	Cincinnati	1
De Pauw	1	Framingham	1
University of Indiana	1	Milwaukee	1
" " Michigan	2	Massachusetts State	1
" " Minne-		Toledo Training School	1
sota	1	Portland Training	
Oberlin College	1	School	1
Knox College	1		
Ohio Wesleyan Uni-			
versity	1		
Leland Stanford	1		
Radcliffe	4		
Smith	5		
Vassar	2		
Wellesley	14		
Western Reserve	1		

**GRADUATES HOLD POSITIONS IN THE
FOLLOWING STATES**

California	3	New Jersey	1
Colorado	1	New York	5
Connecticut	2	Ohio	13
Illinois	2	Pennsylvania	1
Indiana	4	Washington	1
Maryland	1	Wisconsin	2
Massachusetts	16		
Missouri	1		



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