

**DEPARTMENT STORE  
MERCHANDISE  
MANUALS: THE COTTON  
AND LINEN DEPARTMENTS**

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649081226

Department store merchandise manuals: the cotton and linen departments by Eliza B. Thompson

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**ELIZA B. THOMPSON**

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MANUALS: THE COTTON  
AND LINEN DEPARTMENTS**





Courtesy of U. S. Department of Agriculture

Cotton Picking

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# DEPARTMENT STORE MERCHANDISE MANUALS

## THE COTTON AND LINEN DEPARTMENTS

BY

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NEW YORK  
THE RONALD PRESS COMPANY  
1917

158669  
25/8/20

**This Series is Dedicated**

to Mrs. Henry Ollesheimer, Miss Virginia Potter, Miss Anne Morgan, and other organizers of the Department Store Education Association, who desiring to give greater opportunity for advancement to commercial employees and believing that all business efficiency must rest upon a solid foundation of training and education gave years of enthusiastic service to the testing of this belief.

## EDITOR'S PREFACE

This series of department store manuals has been prepared for the purpose of imparting definite and authentic information to that growing army of salespeople who are not satisfied to be mere counter servers — to those who realize that their vocation is one of dignity and opportunity, and that to give satisfactory service to the customer they must possess a thorough knowledge of the goods they sell, as well as a knowledge of how best to sell them.

These manuals were planned and prepared as the result of many months of teaching department store salespeople in a number of large stores in New York and other cities. Later a series of courses for teachers of department store salesmanship was introduced into the curriculum of the School of Pedagogy of New York University. This gave additional opportunity for the study of store conditions and needs from the point of view of the teacher. Thus the material in these books has been tried out with the salespeople in the store and also with those who have proven themselves to be successful teachers.

In the preparation of these manuals we have received the most cordial co-operation from experts in the various lines of merchandise and from manufacturers who have freely given their time and valuable counsel. To all of these the authors and editors of this series wish to express their grateful appreciation.

BEULAH ELFRETH KENNARD.



## AUTHOR'S PREFACE

A knowledge of textiles is necessary for anyone who sells textile materials. The salespeople in the Cotton Goods Departments should know how cotton is grown and picked, how it is manufactured into cloth, and especially should understand the finishing processes which make one cotton material differ from another. Otherwise they cannot judge qualities and values.

Linen should be studied in the same way, from flax to table linen, or other fine material.

As these two vegetable fibers are alike in so many ways and are sold and used for the same purposes they may well be studied together. This manual includes the principal departments in which cotton and linen are found, except the upholstery and curtains, the laces, and the ready-to-wear departments which need special treatment.

Thanks are due to Dr. Paul Nystrom, the author of "Textiles," Miss L. R. Balderston, and Mrs. Ellen B. McGowan of Teachers' College, and to James McCutcheon and Company for valuable help and criticisms. For illustrations thanks are due to The United States Department of Agriculture, The American Museum of Natural History, James McCutcheon and Company, The Spool Cotton Company, and The York Street Flax Spinning Company.

ELIZA B. THOMPSON.

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