

NOTIONS

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Notions by M. Attie Souder

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Courtesy of Scoville Manufacturing Company
Sailmaker's Thimble
Stages in the Manufacture of a Thimble

MERCHANDISE MANUAL SERIES

NOTIONS

BY

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This Series is Dedicated

to Mrs. Henry Olshchimer, Miss Virginia Potter, and Miss Anne Morgan, 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.

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MERCHANDISE MANUAL SERIES

EDITOR OF SERIES

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EDITOR'S PREFACE

As "Department Store Merchandise Manuals" these books were originally written for salespeople and were designed to give them reliable information concerning the sources and manufacturing processes of the merchandise which they handle. When it was necessary to deal with scientific or historical material it was treated as simply and concretely as possible and the point of view taken was that of business rather than that of the school or laboratory. In this form they have proved their practical value not only to the department store salesperson but in the specialty shop. It has been pointed out, however, that the material has a wider scope than that of sales manuals alone.

As reference books, librarians will find the short, clear statements and full indexes invaluable.

As an encyclopædia of merchandise the series contains scientific information in a simple, compact form which makes it available for children and others to whom the subjects treated are unfamiliar.

As textbooks they are adapted for use in commercial schools, high schools, night schools, settlement classes, and by teachers of household arts and domestic science.

As source books for practical story-telling, kindergartners, primary and vacation school teachers will find in them an abundance of interesting material for short "true" stories on the various industries and crafts, the manufacture of household articles, such as pins and needles, as well as the making of pottery, glass, and steel. These manuals contain just the material often hunted for in vain by teachers and librarians.

As household helps and shopping guides the young housekeeper will find the manuals her best friends because they not only describe the manufacturing processes but tell her how to distinguish well-made articles of good materials from the inferior and badly made. They also tell her how to care for the clothing or household goods which she has bought.

For salespeople and storckeeperes they supply the general and specific information about their merchandise which is indispensable to efficiency, yet very hard to gather from the scattered sources upon which they now depend.

These changes should enlarge the usefulness of the manuals without losing any of their specific value in the field of salesmanship.

We wish to express our grateful appreciation to the manufacturers and experts who have given us such valuable counsel and cordial co-operation.

BEULAH ELFRETH KENNARD.

AUTHOR'S PREFACE

The merchandise of the Notion Department is so varied that more than two years have been spent in gathering, classifying, and arranging the material for this volume. The work has required trips through factories, talks and correspondence with manufacturers and merchants, investigation from the customer's point of view, and practical experience as a saleswoman in the Notion Department.

The earlier inspiration came from Dr. Jordan, Superintendent of the Minneapolis Public Schools, Miss Isabel Ely Lord of Pratt Institute, Brooklyn, N. Y., and Dr. Abbott of Columbia University, but without the cooperation of manufacturers and business people the work could not have been accomplished. Acknowledgment for valuable help is gratefully made to:

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Theo. H. Gary Co., 67-69 Irving Place, N. Y. (Hair nets.)

Gert Lumbard & Co., Chicago. (Shoe brushes.)