

cleanliness is dwelt on. A number of the schools have complete dental equipment. Baths have been installed in certain schools in the unwashed districts. Little Mothers' classes have been established and efforts made to prevent tuberculosis in every quarter.

Schools of Salesmanship

The Second in a Series of Practical Talks on Woman in Industrial Life

By EDITH LANG

Who "Stand and Wait"

INVESTIGATION shows that by far the larger number of girls who come into the city seeking to earn their livelihood drift into one of two trades: they become saleswomen in a store or waitresses in a restaurant. The feeling is that anyone is able to perform these two duties, but employers and public alike lament over the fact that service in these departments is so second-rate. Who has not spent an unhappy morning shopping, or eaten an otherwise good lunch, spoilt by the discourteous ignorance of the youthful salesgirl or the untidy "slap-dash-ness" of the new waitress?

The writer's first impression of this country was the utter incompetence of the waiting service at the hotels and restaurants in the various cities, and she was told that Anglo-Saxons never made good waiters, and that the Germans and Swiss, everywhere to be found in England, were not available here. About two years ago, the Westminster (London, England) Technical School decided that waiting was a good opening for English boys and girls, provided they were well trained and able to fill the better positions. A class was started, and the recent report states that owing to the good results of the experimental stages this class will now be a permanency.

In the same way the Women's Educational and Industrial Union at Boston realized that salesmanship might be raised from its usual position among the unskilled trades. This was in 1905, and, to-day, results are the best convincer of the benefit which the salesgirls themselves, employers and the public have received through the Union School of Salesmanship.

From which it is seen that the magic mill has been set in operation from which the natural "thorn," Johnny, will shortly emerge a blossom of a wholesomeness and sweetness of body such as the parent stock has hardly dreamed of.

because the one chosen first "clashed with her complexion!" Arithmetic is taught with the same close application to store problems. Practice in rapid addition, multiplication, fractions, and one lesson on different systems of store checks are given every week. The personal hygiene lessons have made a great difference in the point of view of the girls. The adoption of low heels has lessened fatigue, and the rational choice of meals to feed rather than to satisfy a whim of taste has made the girls more healthy, and therefore better saleswomen.

There is no definite course in English, but by carefully correcting all note books and by constantly emphasizing the value of good, well-chosen English, much progress has been made in this important subject. Lectures on the elements of economics give the girl some comprehension of the need of co-operation between capital and labour, the difference between real and nominal wages, and the necessity of balancing income and expenditure, etc.

Specific Results

THE effect on the girls after the twelve weeks' course is soon apparent. A new thoughtfulness is first noticed, then a new interest in familiar duties, which invariably results in increased efficiency. Trained workers have sold as much in the afternoon as untrained co-workers have done in the whole day. A floor-manager, commenting on the progress of one of his pupils, remarked: "When Miss F— was out one day, I had to put four girls at the counter to take her place."

That the employers really gain is proved by the fact that the wages of graduates from the school have steadily risen. In the last report it is stated: "Out of 195 graduates interviewed last year, 145 had had an increase within the year; 34 had had a weekly increase of \$2.00; 18 had had a weekly increase of \$3.00; and 6 had had a weekly increase of \$4.00."

"Of the remaining 87, the weekly wages had been increased by amounts ranging from 50 cents to \$14.00. Fourteen of the graduates held executive positions with wages ranging from nine to twenty-five dollars a week."

A further testimony to the success of this training in salesmanship is to be seen in the fact that applications are continually received at the school for "teachers of this subject for department stores and for schools in other cities." To meet these demands a one-year course for teachers was started in 1909. Since then twenty teachers have gone out to apply the methods of the school elsewhere, and nine students are entered for this course for the 1913-1914 session.

Recent Events

THE Women's Canadian Club, of Winnipeg, recently listened to an interesting address by Mrs. Charles Gray, of Chicago, on the practical topic of "Food in the Home."

Lord and Lady Decies, who, since their return from their trip to the coast and southwards, have been spending a few days with Lady Decies' parents, Mr. and Mrs. George Gould, in New York, have sailed for England.

According to the statement recently made by Mrs. Plumptre, wife of Canon Plumptre, Toronto, before the Women's Auxiliary of St. George's Church, Montreal, "a woman doctor is the greatest need of the Canadian branch of Anglican missions." She spoke on "The Message of Christianity to Women," and emphasized the



MISS ALYCE COOKE.

In her garb of "Mercury," which won Mrs. E. F. B. Johnston's prize for the best lady's costume present, at the Carnival of the Skating Club, Toronto.

are manufactured. And this enables the pupils to help customers in the selection of reliable material. Then,



ALSO AT THE CARNIVAL.

Were a number of Ottawa skaters, among them Miss Goodeve and Mr. Chrysler, the Minto Club champions, here pictured.

ONE naturally asks, "How can one teach good salesmanship?" A glance at the curriculum shows that the teaching is divided into the following departments: salesmanship proper, textiles, colour and design, economics, arithmetic, and personal hygiene from the point of view of business honesty.

The pupils are saleswomen holding regular positions in five stores in Boston, which agree to let the selected girls attend the school from 8.30—11.30 a.m. on five mornings of the week without loss of wages.

The course in salesmanship proper consists of (1) Lessons on such subjects as "Care of Stock," "Approaching a Customer," "Service to a Customer," etc. (2) Demonstration sales, in which a member of the class sells merchandise to a customer who plans to test the saleswoman on important points in store system, knowledge of stock, and personal service. (3) Informal discussions of daily problems arising in the store work. (4) Lectures from store officials, who explain the work of various departments.

In the course on Textiles the girls are taught about the various fibres, wool, silk, cotton and linen; how they

also, the lessons on colour and design teach good taste in dress and furnishing. One of the pupils related her experience in persuading a customer to take a coat of a different colour,

Diamond Dyes Give "Perfectly Splendid Results" and "A Fresh from Paris" Look

Mrs. K. B. Jackson writes:

"My daughter Julia had a light Alice Blue suit that my sister in Hartford gave her for her birthday present. Although the material was of excellent quality it soon faded in spots and became mussed looking."

"Julia felt badly, for the suit fit her beautifully and it was really a handsome one."

"I had made up my mind that I would have to do without something and spend the money so saved on a new suit for her, when one of Julia's friends said, 'Why don't you dye it with DIAMOND DYES?'"

"The next day I bought a package of DIAMOND DYES for Wool or Silk and dyed the suit dark blue. The result was perfectly splendid. We were so pleased that I felt we could spare some of the money DIAMOND DYES saved for us to have Julia's photograph taken. I send you one showing the new DIAMOND DYE suit."



Alice Blue suit dyed Dark Blue.

Diamond Dyes

"A child can use them"

Simply dissolve the dye and boil the material in the colored water.

Mrs. Elbert Young writes:

"I send you my picture taken in a broadcloth suit which I recolored with DIAMOND DYES. It was originally a tan suit and because faded I dyed it black. I cut the coat which was long and altered it into the modish short coat you see in the picture. I also dyed a white aigrette which I had and bought some white velvet and made the hat which I am wearing in the photograph."

"My friends tell me the suit and hat are stunning creations and that they look as though fresh from Paris. Perhaps you will think enough of my handiwork to use my photo in your advertising."



Tan broadcloth dyed black.

Truth about Dyes for Home Use

There are two classes of fabrics—Animal Fibre Fabrics and Vegetable Fibre Fabrics.

Wool and Silk are animal fibre fabrics. "Union" or "Mixed" goods are usually 60% to 80% Cotton—so must be treated as vegetable fibre fabrics.

It is a chemical impossibility to get perfect colour results on all classes of fabrics with any dye that claims to colour animal fibre fabrics and vegetable fibre fabrics equally well in one bath.

We manufacture two classes of Diamond Dyes, namely—Diamond Dyes for Wool or Silk to Colour Animal Fibre Fabrics, and Diamond Dyes for Cotton, Linen, or Mixed Goods to colour Vegetable Fibre Fabrics, so that you may obtain the Very Best results on EVERY fabric.

Diamond Dyes Sell at 10c Per Package

Valuable Book and Samples Free

Send us your dealer's name and address—tell us whether or not he sells Diamond Dyes. We will then send you that famous book of helps, the Diamond Dye Annual and Direction Book, also 36 samples of Dyed Cloth—Free.

The WELLS & RICHARDSON COMPANY, Limited,
200 Mountain St., MONTREAL, Canada