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## Saleswomen Size Up Shoppers

Kathryn Soth  
*Iowa State College*

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Kathryn Soth Says

## Saleswomen Size Up Shoppers And They Like Coeds

A SMALL, blonde coed enters a dress shop and heads for the rack marked "Size 14." The head saleslady sees her, "sizes her up" and thinks of a little, pale blue crepe frock with organ-dy ruffles. The quick step, up-tilted nose and determined air of the girl show the saleslady that she's a girl who knows her own mind and what is becoming to her.

The saleslady asks the coed—Betty, we'll call her—what type of dress she's looking for. Betty wants something to wear for Sunday dinners and movies and Union dances. Our wise saleslady is sure then that her pale blue choice will be successful. She gets the dress, asks Betty to try it on, and in a few minutes both dress and girl are gone.

The funny part about it is that Betty thinks she made her own selection. The saleslady knows better.

This little episode is a very common one, according to an experienced ready-to-wear saleswoman in one of the stores in Ames.

"AN expert saleswoman can size up the customer the minute she enters the store, select the dress for her before she starts to look at dresses, and usually suit her," she said. "Usually she'll buy the dress chosen for her by the saleswoman. But, of course, she doesn't know her selection has been made for her."

Saleswomen in Hannum's, Tilden's, Osborn's, Violet's Toggery, the Fair, and the Brown Shop were asked; "What do coeds usually buy?"

All agreed that hose are the one large item, though lingerie and sports clothes vie with them for popularity. One saleswoman said that coeds complain about "walking so much" and think of hose-buying as a necessary evil. Another said that coeds do a great deal of "general shopping and looking around," though hose and lingerie are their most frequent purchases. They seldom buy handkerchiefs for themselves, she said, though they occasionally buy them for gifts. Perhaps their own are gifts from others.

"It all depends on what they want," said another woman. "They buy skirts and blouses and one-piece dresses, about 50-50."

WHEN it comes to price one saleswoman said that she had found that coeds' ideas about price vary just as much as those of other women.

"It's just the way they look at it," she said. "Some want a whole closet full of very inexpensive dresses. Others want a few higher-priced things that will wear

longer; they consider the question from the economic standpoint. Of course, it depends on the purse in most cases."

The seven saleswomen interviewed were fairly well agreed that coeds are not, as a rule, price-quibblers. They seem usually to know about what they want to pay and look at nothing above that price.

When asked if coeds quibble over prices, one young saleswoman replied, "No, not nearly so much as their mothers do. Perhaps they feel a little embarrassed about price. In ordinary times there are quite a number of girls who won't ask the price at all until they come to pay for the garment. This hasn't happened so much in the last year, of course."

And no wonder! Are there really people who decide on a dress without knowing whether it costs \$15 or \$50?

"THERE are two types of girls," said a saleslady with years of experience to back up her answer. "Some buy what they want no matter what the price. Others are limited in their allowance and pay only so much."

"Ordinarily coeds don't talk about price if they find what they want," was the opinion of another.

Style is the thing given the most consideration when a coed selects a dress, these saleswomen believe. But style is not the only quality considered.



Coeds Shop for Suits

"It depends on the girl," said one woman after some thought. "Some want cute styles only. Others want quality."

Another remarked that in the last 3 months the trend has been toward giving quality more consideration than price. And another said that coeds often criticize workmanship and consider price and color as much as anything.

"FRESHMEN quibble a great deal over color," one saleswoman told on them. Perhaps they have been told in some course that they can't wear pink, and they just won't look at anything pink. Of course, they can usually wear some pinks and not others. By the time they are seniors they usually know better how to apply their class room problems."

This observing woman said that she can nearly always tell a freshman from a sophomore or a senior, because a freshman is more positive and harder to convince. She said that coeds always want youthful dresses—the "newest thing in." They seldom go into quality, she said, but almost invariably they ask if there will be more dresses in. They must have the latest. They often rush in and get a dress the last minute for some special occasion, sometimes even wearing the newly-purchased out of the store.

All seven saleswomen agree that the customers they like best are the pleasant, considerate ones. If a customer is pleasant, they don't care how particular she is. Most of them enjoy showing their stock to customers and like "exacting" people.

"I like the customer who really likes to try on and consider things. I like to have her pleased," one woman said.

"I LIKE the customer who has consideration for the sales person. Sales people don't like to be considered just pieces of necessary machinery. Some shoppers can't seem to realize that they are apt to meet a college graduate on the sales floor." This was the opinion of a young woman who evidently knows her business.

"I like the one who will select and try dresses on, even though they may not seem to be just what she wants. Clothes look so much different when they're on. And I like a woman who knows her own mind and doesn't have six or seven along to make up her mind for her." This was another opinion.

The "big nuisances" in the lives of saleswomen are those "perpetual shoppers" who are "always looking and never buying," those who "don't know their own minds" and let friends and family change them time after time, "unappreciative people who have no feeling at all for the clerk," and "snippy" people.

"Do coeds usually make up their minds in a hurry?" was the last question.

"It depends upon how many room-

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## Hats Show It

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horn. The ribbon of black belting introduces tiny flower motifs in red and green, a version of novelty ribbon which is well liked in the French collections. An elastic bandeau at the back holds the hat on the head.

Some hats suggest the 1900 influence. They have brims about three inches wide, slightly curved up at the sides; crowns are round and low. These hats are worn quite straight and high on the head. The year 1900 is also suggested by the large shapes with irregular brims, low and drooping at one side and very much off the hair on the other.

**T**HOUGH hat makers are reckless with their upturned brims and faithful to the shallow crowns, giving them individuality with creases, tucks or draping, there are few postilion crowns seen. A small hat with rolled brim at the sides and square crown is of the postilion type. It is of a truly spring-like emerald green felt.

All these types are lovely and exciting and new, but perhaps you've been wondering about the little hat, the kind you can jam on your head and dash to class in, confident that with a few curls pulled out here and there you look very presentable.

A large group of little caps, closely fitting the head are being shown. They are in natural or white linen and sometimes combine two colors. For evnning a cap of black satin is open worked by cording. Another has two large satin flowers, one white and one black, posed fetchingly on a little crown of black straw lace.

Very tiny gob shapes (round-crown with narrow cuff brim) are done in fancy straw braids, such as one of felt with cellophane. Fabrics lead the list, though, in popularity and they often have a flower feather trimming, standing up at one side.

**P**ERHAPS you've noticed *Virginia Larmer's* flare for this type of hat. She is a firm believer in the philosophy that nothing adds more chic to a costume than a little hat of a material matching a dress, or one of plain material—linen, crepe, satin—touched up with a bit of trimming to match the outfit. Sometimes we have good ideas, but no convenient method of carrying them out, but *Virginia* has hit upon a clever and easy method of making her little hats.

First she constructs a simple little toque that fits her head exactly. She lets it come down around on all sides quite far, because when she begins, she's never sure exactly what the results will be. Now the real art of millinery is called into action, for she uses this little foundation shape on which to drape her material. Draping and pinning, tucking

and pulling, a bit of stitching, a button or two or perhaps a clever clip—that's the way a little hat is made. They fit perfectly, says *Virginia*; they really have no other choice, if this method is followed. It's not a bit expensive, either, she says, because only a few more inches of material are required and generally that much is left over anyway.

*Virginia* is especially partial to linen hats and plans a jaunty dark blue linen one to go with a figured crepe dress she is making—white and dark blue on a lighter blue background. It will not be an extreme of any style, she says, and will cover up some of her forehead. Another of *Virginia's* hobbies that's just as clever as making her little hats is the making of felt and linen costume purses that match her outfits.

If you've gotten the hat-draping fever after hearing about all this, here's the description of one that's not too hard and results are guaranteed to be potent.

It's a small ciré satin bonnet made with fat rolls of the ciré satin molded expertly to perch on the back of the head and gouged out in front to expose a bit of your bangs. With two round transparent ornaments stuck on top and your most charmingly demur smile, *Easter* should be dawning clear and beautiful for you.

## Girls Don't Date

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course is then removed and more hot food is brought from the kitchen. This continues until the meal is finished. It is always proper to leave something in the serving dish because that signifies abundance—and Chinese like to feel that their country is one of abundance. Sweet dishes and fresh fruits are the last course.

Wine and beer are always placed on the table for those who wish it. The tea that the guests partake of before the feasts helps to digest the dinner—which is generally greasy.

At some of the feasts, men students dress as the men do here, but most of them still wear their Chinese dress. It is very similar to that of the Chinese women. The marked difference is that the men's gowns are longer and the side slit comes almost to the hip. The sleeves on the men's costume come to the wrists. For very formal wear a black jacket is added to their attire.

**S**MILING her broadest smile and revealing her clear white teeth, *Miss Yang* says, "In China 'formal dress' means that we dress up. Here you dress down—you half dress with bare arms and backs when you go to formal dances and dinners. Chinese girls never wear sleeveless dresses, but sometimes at formal feasts we do wear gowns without collars."

Even the music in China differs from ours. Our music affects *Miss Yang* as something which creates sexual expression to stimulate feeling. The music in China is usually heard only as accompaniment to a play. It expresses good lessons for truth and loyalty and one feels that piety is a trait of good character.

The most shocking of American customs to *Miss Yang* when she first came to America 2 years ago, was the open freedom of boys and girls and their evident dating. But she is not shocked now. She has accepted our customs for what they are worth as we accept hers. Nevertheless, she remains firm in her former beliefs.

"I am Chinese," she says, "so of course I like Chinese customs best. I am not against your customs because we have different backgrounds and no one can say which is right or wrong. The only thing for us to do is to accept what has been taught us."

## Saleswomen Size Up Shoppers

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mates they bring with them. They usually make up their minds in a hurry if they come alone, but sometimes they bring as many as four girls along," was one answer.

Other saleswomen are pretty sure that all coeds aren't alike and said that some put on just one dress and are satisfied, while others try on dozens and then become discouraged. They are usually fairly sure what they want and take time to find it.

An experienced saleswoman with a daughter who used to be a coed summarized coed-shopping in a few words:

"Coeds are very frank. I'd rather wait on them than older people. If they like something they say so, and if they don't like it, they say they don't. They usually want many dresses at moderate prices, rather than few at high prices. They want snap and style. They like sport clothes. They are not price-quibblers and they make up their minds in a hurry."

## Sandwich in Sandwiches

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drops of lemon juice, or chopped ham and prepared mustard spread on slices of bread, dipped in a mixture of milk and eggs and fried in butter.

Fruits and vegetables may be included in the children's diets in the form of sandwiches. The following are some suggestions for wholesome and tasty ones: Wash and core apples, slice very thin, butter bread on both sides and place apples between; substitute carrots for apples; shredded head lettuce on well buttered bread; 1 cup finely cut parsley

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