

Mr. Johnson Discusses Department Store Work

Exceptional Opportunities For College Graduates in Department Stores Today

At Van Dyke's, Tuesday morning, Mr. Johnson, Assistant Buyer, made an interesting talk on the possibilities open to college women in the department store field. By special request, he submitted his speech to The Salem for publication, and here it is:

"If you reach the top in department stores, you've got to climb. Is it worth the try? Yes, it is. There are women today in this line of work—outstanding successes, I'll admit—who are earning as high as \$25,000.00. Well, there are some even there. There are hundreds of them who earn from \$5,000 to \$15,000 and still the demand is greater than the supply.

"Now, if you ask, must I possess to be a success in a department store? First, there are four things that you must possess, and I'm sure after looking at this world that everyone of you does, if you hope to succeed. They are: A high endowment of native intelligence; genuine executive capacity; exceptional initiative; and a strong organization. For these requirements any progressive store is willing to pay large rewards. The merchandise business is growing by leaps and bounds, and the increasing business every store must have a strong organization.

"Now, if I have these qualifications, what phase of the work should I tackle? Well, there are four main divisions of organization in every store. First, there is merchandising, then management, then finance, and then publicity. Everyone who has a high responsible position and are accordingly very well paid.

"The merchandising end has the responsibility of buying all the merchandise and then selling it to the customer. When it comes to profit over and above all costs. Now, suppose a college girl comes into the store as a saleslady and right away shows a flair for knowing what the public wants to buy. She will immediately be given the position of department head, which is the next step up. She is then an assistant to the buyer or assistant buyer. When this distinct ability has been shown in these subordinate places, she will then be ready for a buyer's position. In this department, the hours are long and the demands for industry and alertness are constant. It is clear, then, that she must have certain definite characteristics. She must be quick and adaptable, able to mix with all kinds of people and to impress her personality upon them. Of course, she must possess a distinguished taste in clothes, style and dash.

"In the managing division, there are the operating, service and personnel departments. This division does the hiring and firing, organizing and transferring of employees, and the handling of delivery, adjustments and mail orders. The girl with executive ability but with no gift for selling, may find her proper niche in this department.

"For the mathematically inclined girl, with a turn for figures, the finance department offers excellent opportunities. This division has charge of the disbursement of all moneys, the recording of day-to-day charges concerning the income, expenses and disbursements of the organization.

"The last division has to do with the publicity. I read in the paper just a few days ago of a woman who was earning one hundred thousand dollars a year in the advertising business. Perhaps you like to write and have done excellent work on the college magazines. Then your chances are good as a copy writer."

Junior Glass Conducts Y. W. Vesper Service

Attractive Program Presented By Juniors On Sunday Evening

The Junior class had charge of the Vesper services Sunday evening. Elizabeth Allen, president of the class, conducted the service. Elizabeth Ward read the Scripture lesson after which Mary Norris led in prayer. Blanche Phillips, Mary B. Williams, Mary Clark and Lucile Hassell sang "The Lord Is in His Holy Temple." Adelaide Winston read "Join George Eliot's beautiful poem, 'May I Join the Choir Invisible.'" Grace Martin closed the service with a talk on the truly Christian life. Music was furnished by the Juniors, one must take one's Christianity with one into all phases of life; to live so that others may feel the goodness in you, and may be inspired to be good likewise.

SALEM STUDENT MAKES "SPEECH" AT VAN DYKES

At Van Dyke's, Tuesday, Mr. Johnson, Assistant Buyer, asked Lucile Hassell to be present at the regular meeting of the clerks that evening, and to make "a little talk to them from a customer's point of view." Comforted somewhat by the thought that this meant only an informal interview with the seven or eight saleswomen and salesmen on the second floor, she consented with something akin to enthusiasm. Then, at six o'clock, she was seized with a sudden fright upon facing a vast and dignified audience of about twenty-five or thirty people, seated in rows forming a semi-circle before her. However, having confessed to the disconcerting effect of a great multitude upon an inexperienced speaker, Lucile felt much more at ease and proceeded with her talk.

She first congratulated the Van Dyke's salespeople upon their failure to be over-insistent in making a sale, and upon their courtesy toward all customers—especially Salem girls. Then she talked for a few minutes about things which annoy customers, such as effusiveness, marked deference to wealthy patrons and neglect of less pretentious customers; the indivisibility of saying, "Mrs. So-and-So bought one like this last week."

SALEM ACADEMY ELECTIONS

Several officers were elected in the Academy this week. They are: President of the Athletic Association, Dot Ryman; President of the Science Club, Betty Arnold; Head of Vespers, Charlotte Duffy; Fire Chief, Ruth Kreiter.

Students Vote On Statistics For 1930

Superlatives for This Year Are Elected by The Student Body

On Friday of last week the following girls were elected "Superlatives" by popular vote of the college students:

- Prettiest, Fritz Frey; Most Original, Lucile Hassell; Most Popular, Virginia Martin; Most Athletic, Ruth Carter; Best All-around Seniors, Fritz Frey; Best All-around Juniors, Ruth Carter; Best All-around Sophomores, Mary Mitchell Norman; Best All-around Freshman, Lydia Wampler; Most Intellectual, Eloise Vaughn; Miss Salem, Virginia Martin.

NOTICE! Papers and magazines from the high schools and colleges of North Carolina and Virginia are placed on a rack in the Salem office every week. Everybody is invited to come to the office and read them at any time. (Please replace the papers in order after you have finished looking through them.) -The Editor.

Miss Fries Tells Of Old Salem Square

Interesting Talk on the Community Life and Customs of the Village

Miss Adelaide Fries, an alumna of Salem College, was the speaker at S. P. M., October 23. She has done much research work in connection with the beginnings of the Moravian community and so, in her speech about Old Salem, she could be called an excellent authority on the facts which she gave.

Miss Fries asked first that the audience imagine that they were standing in the middle of Salem Square, and looking into the past. Old Salem was planned in such a way that in the middle of a tract of 100,000 acres was the Square and around this was the community. The most important buildings of the village surrounded the Square.

The first house which was ever built in Salem was not in the immediate center of the village but along one block north, on Main street. This house does not stand today, but there is a brown marker near the place where it was built. The first house, which has lasted to the present day, is the north half of the building on the west side of the Square. This house was erected in 1769. It is very typical of the early building. At the time of its construction it was intended for a Brothers' House or a home for all the clerks and unmarried men in the community. Many important industrial activities were centered there.

Main Hall today occupies the place where the Community House stood. Just south of that was the Sisters' House, which was created in 1769. The next oldest building is on the west side of the Square, on the southern corner of the block. Although it has been renovated, the old walls are still standing. This building really formed the center of the community life in many ways for it was the village store. During revolutionary days many of the rebel soldiers received supplies through the help of the proprietor of this store.

South Hall, which is on the east side of the Square, was the beginning of the boarding school. At first there was only a day school, but when it was only a day school, but when it was admitted, the real boarding school was finally begun with four Moravian girls and four out-of-town girls. Reading, singing, arithmetic, geology, painting and music were taught along with some of the practical arts.

On the north part of the square the building which is now the museum was at first a boarding school for boys. This, however, was not a success. The present college office building was erected in 1811 as a school for the Inspector of Salem School—as the president of the college was then called.

In closing, Miss Fries told the audience of a very interesting letter which had recently been found, in which the first Inspector wrote to a friend in June of 1791 and told him about President Washington's visit in the community and said that the students of the Washington was fervent in their approval of the organization of Salem community.

Tuesday at Van Dykes Successful For Salem

Despite Unfavorable Weather Conditions, Returns Show Slight Excess of Profits

In spite of an inconvenient lack of consideration on the Weather Man's part—an annoying want of co-operation—many customers paddled forth Tuesday, and contributed their share to the success of Salem Day at Van Dykes.

Some of the girls have recently learned of the effective methods used by the members of the Junior League last year, and think that they could be much more proficient in salesmanship now than they were when they had the opportunity. If the Salem girls had been equipped with Rain Insurance and experience the results of the day at the store would have been overwhelming. However, as it was the number of sales was quite gratifying—over five thousand dollars' worth, and the total net profit was equally pleasing—two hundred and one dollars! Thus the agreed percentage on returns slightly exceeded Mr. Van Dyke's most generous guarantee of two hundred dollars.

The day was a success not in a pecuniary way alone; for all the College students obviously had a most enjoyable time playing the role of business women, modeling fashionable clothes, and learning the tricks of the trade. Every employer and employee at Van Dykes apud the part of host or hostess and made the Salem girls perfect at home, as if they were among old friends.

Several members of the force even took some of the girls out to lunch—a rare treat for confined collegians.

Early Risers Have Thrilling Ride

Members of the Riding Club Set Forth at Early Hour

Early Wednesday morning just as Phoebus was sending forth his first sparkling rays on the chilly world, the young ladies of the riding club set forth on six of Mr. Anderson's pet nags. After the sun had driven some of the misty clouds away, one could discern that these stalwart figures were Miss Atkinson, Lucy Woolwine, Irene McAnally, Kitty Brown Carrington Holman, and Thelma Storr. It took these well-known horsewomen about an hour and a half to jolt up a good appetite, after which they returned at 7:30 (figure up the hour of rising for yourself!) in time to eat bacon and toast in the college dining room. This, the first Daybreak Horseback ride so far, was proclaimed by all who attended it to be the best so far.

Junior Class Most Efficient This Week

New Colors, Black and Gold, Adorn Sought-After Cup

This week the Black and Gold replaced the Red and Black as emblemment on the handle of the much sought-after Efficiency Cup. In other words, the Juniors had the highest standard in efficiency for this week with a percentage of 62, an improvement of 38 per cent over their last week's score. The Freshmen were next with a percentage of 47 1/2. The Sophomores and Juniors followed with percentages of 46 and 13 respectively.

The Juniors have redeemed themselves. It's up to the Seniors and Sophomores to do the same! *Whose colors will fly on the Efficiency Cup next week?*

Music Hour Features Second Opera Lecture

Dean Vardell Continues With Dry Recitative, Accompanied Recitative and Aria

At music hour on Thursday afternoon, Dean Vardell gave the second of his talks on opera, continuing with the three elements of the opera—dry recitative, accompanied recitative, and aria.

Recitative is musical dialogue which has no strict measure or musical form. Dry recitative is the more simple type. The accompaniment is meager and is generally composed of the harpsichord, violins and cellos which strike a few chords and the conversation ensues. This is quite easy to listen to and to understand, since the orchestra is kept in the background and content of the conversation is less dramatic than that of the accompanied recitative. The aria was similar in many ways to one of Handel's soliloquies. At a time of repose, one of the characters would sing the emotional expression of what he had felt. Gluck said such things were traditional, but in the 19th century, the opera made drama more paramount. Mozart wrote in this vein, and was primarily a light opera writer.

The light opera of his day was in no way related to that of today. In the main, opera was "opera seria," or serious opera. This was classic in mood and it was all that its name implied. The atmosphere of tragedy pervaded. Between the acts of opera seria, vaudeville interludes were given which gradually grew into the opera buffa or light opera in which Mozart excelled. Although German by nature, he wrote some of the greatest Italian works. His best known operas are "The Marriage of Figaro," "The Magic Flute," and "Don Giovanni." The last mentioned is considered his best.

This is the age-old story of Don Juan and deals with the complete undoing of this irresistible, attractive, gentleman. Although Italian in form, Mozart shows himself a great dramatist. By a turn of the

(Continued on Page Three)

Salem Program To Be Broadcast

Plans Have Been Completed For Broadcasting From Station W B T

Salem is quite fortunate in having the opportunity to broadcast a program from station WBT at Charlotte, one of the strongest stations in the south. Plans for the broadcast have been under way for about a month; but no definite date was set until the past week when the girls to be heard on the first program went to Charlotte. Miss Hand, Hoxton Reid, violinist; "Calm as the Night," Bolm, and "The Sun," by Curdhan—sung by Miss Elizabeth Bortoluzzi; "The 'Nacutera," and John Treva's "Ragumuffin"—piano solos by Dorothy Thompson; "By the Waters of Minnetonka," Lieceance, and "LIT Jimmie Bud," from Bayou Song, by the St. Catharine Band; and "Bird of Love Divine," by Wood—vocal solos by Annie Sue Sheets; "On Wings of Song," Mendelssohn, and "Fraskita," a Spanish dance by Lehara—Miss Hand, Hoxton Reid, violinist; "Calm as the Night," Bolm, and "The Sun," by Curdhan—sung by Miss Elizabeth Bortoluzzi; "The 'Nacutera," and John Treva's "Ragumuffin"—piano solos by Dorothy Thompson; "By the Waters of Minnetonka," Lieceance, and "LIT Jimmie Bud," from Bayou Song, by the St. Catharine Band; and "Bird of Love Divine," by Wood—vocal solos by Annie Sue Sheets; "On Wings of Song," Mendelssohn, and "Fraskita," a Spanish dance by Lehara—Miss Hand, Hoxton Reid, violinist; "Calm as the Night," Bolm, and "The Sun," by Curdhan—sung by Miss Elizabeth Bortoluzzi; 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