

A FOLLOW-UP EMPLOYMENT STUDY OF COOPERATIVE RETAIL  
SELLING GRADUATES OF FOUR OKLAHOMA HIGH SCHOOLS FOR  
THE SCHOOL YEARS 1937-1938, 1938-1939, AND 1939-1940

A FOLLOW-UP EMPLOYMENT STUDY OF COOPERATIVE RETAIL  
SELLING GRADUATES OF FOUR OKLAHOMA HIGH SCHOOLS FOR  
THE SCHOOL YEARS 1937-1938, 1938-1939, AND 1939-1940

By

G. ELWOOD HOOKEY

Bachelor of Science

Indiana State Teachers College

Terre Haute, Indiana

1931

Submitted to the Department of Business Education

Oklahoma Agricultural and Mechanical College

In Partial Fulfillment of the Requirements

For the Degree of

MASTER OF SCIENCE

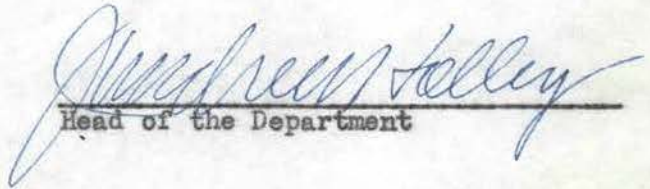
1941


LIBRARY  
A. S. M. COLLEGE  
OKLAHOMA CITY, OKLA.

APPROVED:

  
Chairman, Thesis Committee

  
Member, Thesis Committee

  
Head of the Department

  
Dean of the Graduate School

## ACKNOWLEDGMENTS

The writer wishes to express his sincere appreciation to Mr. J. Andrew Molley, Oklahoma Agricultural and Mechanical College, for his supervision and guidance in this study, and to all others who helped make the study possible.

Dedicated to my wife and  
daughter, Patricia Ann,  
whose personal sacrifices  
made this study possible.

## TABLE OF CONTENTS

Chapter I. Introduction.....	1
Purpose of This Study.....	3
Scope of This Study.....	4
Need for This Study.....	4
Definition of Terms.....	5
Source of Data.....	6
Procedure.....	7
Chapter II. High School Experiences in Cooperative Retail Selling.....	19
Semesters Training in Cooperative Retail Selling.....	19
Establishments Used in Training Stations For Cooperative Retail Selling Graduates.....	23
Job Titles Held While in Training.....	29
Chapter III. Post High School Education.....	36
Schools Attended.....	36
Major Fields of Study.....	42
Summary.....	43
Chapter IV. Employment Since High School Graduation.....	44
Time Between High School Graduation and Initial Employment.....	44
Establishments In Which Initial Employment Was Secured.....	47
Summary.....	48
Chapter V. Employment Status of Graduates.....	51
Establishments In Which Graduates Were Employed On Part-Time Jobs.....	51
Establishments In Which Graduates Were Employed On Full-Time Jobs.....	54

## TABLE OF CONTENTS (CONTINUED)

Salaries Received By the Graduates Who Were On Part-Time Jobs.....	59
Salaries Received By the Graduates Who Were Employed Full-Time.....	62
Chapter VI. Findings and Recommendations,.....	68
Findings.....	68
Recommendations.....	71
Appendix.....	73
Letter.....	74
Questionnaire.....	75
Map.....	77
Bibliography.....	79

## TABLES

I.	Response to Questionnaire by Tulsa Graduates.....	9
II.	Response to Questionnaire by Oklahoma City Graduates.....	10
III.	Response to Questionnaire by Ponca City Graduates.....	11
IV.	Response to Questionnaire by Shawnee Graduates.....	11
V.	Summary of the Responses Received From the Four Schools Studied.....	12
VI.	Cumulative Frequencies of Semesters Training Received by Graduates in Cooperative Retail Selling While in High School.....	14
VII.	Cumulative Frequencies of the Number of Cooperative Retail Selling Graduates Who Reported Having Employment..	17
VIII.	Semesters of Training Received by Students in Cooperative Retail Selling Classes in Tulsa Program from 1937-1938 to 1939-1940, Inclusive.....	19
IX.	Semesters of Training Received by Students in Cooperative Retail Selling Classes in Oklahoma City Program During 1937-1938 to 1939-1940.....	20
X.	Semesters of Training Received by Students in Cooperative Retail Selling Classes in Ponca City Program During 1937 to 1940.....	21
XI.	Semesters of Training Received by Students in Cooperative Retail Selling Classes in Shawnee Program During 1937 to 1940, , , , .....	22
XII.	Semesters Training Completed by Students in Cooperative Retail Selling Classes in Tulsa, Oklahoma City, Ponca City, and Shawnee Programs During 1937 to 1940.....	23
XIII.	Establishments in Which Tulsa Graduates Received Training While in Cooperative Retail Selling Classes During the Three School Years from September, 1937 to June, 1940.....	24
XIV.	Establishments in Which Oklahoma City Graduates Received Training While in Cooperative Retail Selling Classes During the Three School Years from September, 1937 to June, 1940.....	25
XV.	Establishments in Which Ponca City Graduates Received Training While in Cooperative Retail Selling Classes During the Three School Years from September, 1937, to June, 1940.....	26



## TABLES (CONTINUED)

XVI.	Establishments in Which Shawnee Graduates Received Training While in Cooperative Retail Selling Classes During the Three School Years from September, 1937, to June, 1940.....	27
XVII.	Establishments in Which All Graduates in the Four Schools Received Training in Cooperative Retail Selling While in High School from September 1, 1937, to June 1, 1940.....	28
XVIII.	Job Titles of All Tulsa Graduates of Cooperative Retail Selling While in Training from September 1, 1937, to June 1, 1940.....	29
XIX.	Job Titles of All Oklahoma City Graduates of Cooperative Retail Selling While in Training from September 1, 1937, to June 1, 1940.....	30
XX.	Job Titles of All Ponca City Graduates of Cooperative Retail Selling While in Training from September 1, 1937, to June 1, 1940.....	31
XXI.	Job Titles of Shawnee Graduates of Cooperative Retail Selling While in Training from September 1, 1937, to June 1, 1940.....	32
XXII.	Job Titles of Cooperative Retail Selling Students in the Four High Schools While in Training from September 1, 1937, to June 1, 1940.....	33
XXIII.	Duties Pertinent to the Jobs Held by the Students in Cooperative Retail Selling Classes in the Four Schools Studied.....	34
XXIV.	Post High School Education of Cooperative Retail Selling Graduates of Tulsa for the School Years 1937-1938, 1938-1939, and 1939-1940.....	36
XXV.	Post High School Education of Cooperative Retail Selling Graduates of Oklahoma City for the School Years 1937-1938, 1938-1939, and 1939-1940.....	37
XXVI.	Post High School Education of Cooperative Retail Selling Graduates of Ponca City for the School Years 1937-1938, 1938-1939, and 1939-1940.....	38
XXVII.	Post High School Education of Cooperative Retail Selling Graduates of Shawnee for the School Years 1937-1938, 1938-1939, and 1939-1940.....	40
XXVIII.	Post High School Education of the Graduates of All Four Schools for the School Years 1937-1938, 1938-1939, and 1939-1940.....	41

TABLES (CONTINUED)

XXXIX. Major Fields of Advanced Study of the Cooperative Retail Selling Graduates of the Four Schools for the School Years 1937-1938, 1938-1939, and 1939-1940..... 42

XXX. Elapse of Time Between Graduation and First Part-Time Employment for the Cooperative Retail Selling Graduates of All Four Schools for the School Years 1937-1938, 1938-1939, and 1939-1940..... 45

XXXI. Elapse of Time Between Graduation and First Full-Time Employment for the Cooperative Retail Selling Graduates of All Four Schools for the School Years 1937-1938, 1938-1939, and 1939-1940..... 46

XXXII. Establishments in Which the Graduates of the Four Schools Secured Their First Part-Time Jobs..... 47

XXXIII. Establishments in Which the Graduates of the Four Schools Secured Their First Full-Time Jobs..... 49

XXXIV. Establishments in Which Tulsa Graduates Were Part-Time Employed on March 31, 1941..... 51

XXXV. Establishments in Which Oklahoma City Graduates Were Part-Time Employed on March 31, 1941..... 52

XXXVI. Establishments in Which Ponca City Graduates Were Part-Time Employed on March 31, 1941..... 52

XXXVII. Establishments in Which Shawnee Graduates Were Part-Time Employed on March 31, 1941..... 53

XXXIX. Establishments in Which the Graduates of the Four Schools Were Employed on Part-Time Jobs on March 31, 1941..... 54

XL. Establishments in Which Tulsa Graduates Were Employed on Full-Time Jobs on March 31, 1941..... 55

XLI. Establishments in Which Graduates of Oklahoma City Were on Full-Time Jobs on March 31, 1941..... 55

XLII. Establishments in Which Ponca City Graduates Were Full-Time Employed on March 31, 1941..... 56

XLIII. Establishments in Which Shawnee Graduates Were Full-Time Employed on March 31, 1941..... 57

XLIV. Establishments in Which the Graduates of the Four Schools Were Employed Full-Time on March 31, 1941..... 58

XLV. Weekly Salary Range by Year and Sex for Tulsa Graduates Employed Part-Time on March 31, 1941..... 59

## TABLES (CONTINUED)

XLVI.	Weekly Salary Range by Year and Sex for Oklahoma City Graduates Employed Part-Time on March 31, 1941.....	60
XLVII.	Weekly Salary Range by Year and Sex for Ponca City Graduates Employed Part-Time on March 31, 1941.....	60
XLVIII.	Weekly Salary Range by Years and Sex for All Graduates Employed Part-Time From the Four Schools on March 31, 1941.....	61
XLIX.	Weekly Salary Range by Year and Sex for Tulsa Graduates Employed on Full-Time Jobs March 31, 1941.....	62
L.	Weekly Salary Range by Year and Sex for Oklahoma City Graduates Employed on Full-Time Jobs March 31, 1941.....	63
LI.	Weekly Salary Range by Year and Sex of Ponca City Graduates Employed on Full-Time Jobs March 31, 1941.....	64
LII.	Weekly Salary Range by Year and Sex of Shawnee Graduates Employed on Full-Time Jobs March 31, 1941.....	65
LIII.	Weekly Salary Range by Year and Sex of the Graduates of the Four Schools Who Were Full-Time Employed on March 31, 1941.	66
LIV.	Present Employment Status of the 131 Graduates.....	70

CHARTS

1. Chart of Cumulative Frequencies for Graduates Having  
One Semester of Training in Cooperative Retailing..... 16
2. Chart of Cumulative Frequencies for Graduates Now  
Employed..... 18

## CHAPTER I

### INTRODUCTION

One of the charges made by employers against the present public educational systems is that prospective employees do not acquire practical knowledge and skills to meet the problems of every day life while in school. These charges have been a concern of the institutions of higher learning as well as the secondary schools. The professional schools have also been criticized for their lack of practical training.<sup>1</sup>

Formal education should aid people to make the necessary adjustments to meet life circumstances. The first need of life is to make a living. There is no job so small that it does not carry with its accomplishment a feeling of personal pride, self respect, and a measure of happiness. The training of people to earn a living and to live as happily as possible should be the primary aim of education.

The most effective channel to social and occupational competence is sound, practical vocational training under public-school supervision. The first type of training for retail store work was that provided by employers for women and girls employed in stores. It consisted of systematic training on the job for the duties to be performed. Later, schools began to develop programs to fit the needs of store workers and prospective workers. Two types of training were carried on from the beginning; training on the job in stores which embraced salesmanship, checking, merchandizing, and executive work,

---

1 Vocational Education Bulletin Number 186, Department of the Interior, Office of Education, Washington, D. C., 1936, pp. 4-5.

and organized training in high schools in day and evening classes.<sup>2</sup>

During recent years an increasing number of persons find employment in distributive occupations. Very few of these persons have previous training for employment. As late as 1938 not more than 3,600 of the 280,000 persons admitted as new recruits in stores each year were receiving secondary-school vocational training for this kind of work.<sup>3</sup>

The need for vocational training was brought to the attention of Congress, resulting in the passage of the Smith-Hughes Act in 1917. This act provided for vocational training on a lower educational level than college grade in agriculture, home economics, and trades and industries for persons fourteen years of age or older. The Smith-Hughes Act, however, did not provide for training in distributive education. Congress passed the George-Deen Act which provides those preparing for employment in distributive occupations with somewhat equal opportunities with other vocational workers.

Under the provisions of the George-Deen Act the Federal government allocated funds to the various states in proportion to the population each state has to the total population of the United States. Each state is required to appropriate for distributive education funds in a ration of 1 to 2; i.e., the state supplies one dollar to the Federal government's two dollars. The George-Deen Act further provides that Federal funds are to be reduced in proportion to state funds until the state and Federal governments each furnishes 50 percent of the funds expended for distributive education.<sup>4</sup>

---

2 Kenneth B. Haas, Distributive Education, The Gregg Publishing Company, Chicago, 1941, pp. 9-11.

3 Ibid, vii.

4 Vocational Bulletin Number 1, Government Printing Office, Washington, D.C., 1930, pp. 91-93.

Prior to the enactment of the George-Deen Act there were two Cooperative Retail Selling programs operating in the state of Oklahoma; one in Central High School, Tulsa, and one in Central High School, Oklahoma City. In the fall of 1937, four high schools in the state established programs under the provisions of the George-Deen Act. The four schools that have operated continuously under the provisions of the George-Deen Act since 1937, are: Central High School, Tulsa; Central High School, Oklahoma City; Senior High School, Ponca City; and Senior High School, Shawnee. It is with the graduates of these four schools that this study is concerned.

#### Purpose of this Study

This study seeks to discover to what extent the Cooperative Retail Selling graduates of four Oklahoma high schools have utilized the training received in high school in entering upon and persisting in employment related to distributive occupations. Specifically, the study is confined to a follow-up of 131 graduates of four Oklahoma high schools for the school years 1937-1938, 1938-1939, and 1939-1940, who responded to questionnaires sent to their last known addresses during February and March, 1941. The four high schools whose graduates are considered in this study are: Central High School, Tulsa; Central High School, Oklahoma City; Senior High School, Ponca City; and Senior High School, Shawnee.

This study seeks to obtain the following information:

1. Sex of the graduates.
2. Present occupational status.
3. Training received in Cooperative Retail Selling.
4. Types of business establishments used as training stations.
5. Jobs held and duties performed by graduates.
6. Post high school education.
7. Elapse of time between high school graduation and first employment.
8. Present weekly salaries of part-time and full time workers.

### Scope of this Study

This follow-up survey is confined to the Cooperative Retail Selling graduates of the four Oklahoma high schools which have carried on programs in Cooperative Retail Selling under the provisions of the George-Deen Act from the first semester, 1937, to June, 1940. As previously mentioned, the schools included in the study are: Central High School, Tulsa; Central High School, Oklahoma City; Senior High School, Ponca City; and Senior High School, Shawnee. Specifically, this survey is concerned with 131 of the 280 Cooperative Retail Selling graduates who responded to questionnaires mailed to their last known address during February and March, 1941. Of these graduates, 99 were girls and 32 were boys.

### Need for this Study

Federal, state and local officials need to have up-to-date information concerning the extent to which graduates of Cooperative Retail Selling departments have obtained employment in distributive occupations. Such information should be of definite value to local and state officials in determining the need for establishing departments of Cooperative Retail Selling in secondary schools and colleges. One of the principal needs of those responsible for vocational education today is accurate information and data concerning the opportunities for employment in various occupations for which it is proposed that training be established.<sup>5</sup>

---

5 Kenneth B. Haas, Distributive Education, The Gregg Publishing Company, Chicago, 1941, p. 5.



Dr. Lomax has said, "the educational value of what is taught-- is really determined, in the final analysis, by how well the students can use, in worthwhile life situations, the knowledge, skills, and powers that are learned in the classroom."<sup>6</sup>

Furthermore, follow-up studies of high school graduates should contribute to the revision of teaching materials and procedure by revealing shortages or weaknesses in the training. Graduates who have had experience on the job should be in a better position to offer suggestions for improving the offerings as well as the teaching procedures and methods.

#### Definition of Terms

The term "trainee" refers to any high school graduate who received training in Cooperative Retail Selling while in high school.

Retail Selling Coordinator is a local teacher who has charge of the program of distributive education in the local high school as provided for in the George-Deen Act.

Distributive occupations are those occupations in which workers are employed in the commercial exchanges necessary for making available to consumers the goods and services produced by others.<sup>7</sup>

Cooperative Retail Selling is the course offered in public secondary schools in which the student enrolled is given organized technical and related instruction in conjunction with organized practical experience in a distributive business, at a wage comparable with regular employees, for the purpose of acquiring knowledge and skill in a particular occupation, under an arrangement whereby the trainee's time is divided between school and work.<sup>8</sup>

---

<sup>6</sup> Benjamin E. Haynes and Jessie Graham, Research in Business Education, University of Southern California Press, Los Angeles, California.

<sup>7</sup> Vocational Bulletin Number 211, United States Printing Office, Washington, D. C., 1939, p. 2.

<sup>8</sup> Vocational Division Bulletin Number 205, United States Printing Office, Washington, D. C., 1940, p. 6.

The term "training station" refers to the retail establishments, in which the graduates of Cooperative Retail Selling departments of high schools worked on a part-time basis while in school.

#### Source of Data

The names and addresses of the graduates of three schools were obtained from the local coordinators of the schools. The names and addresses of the Tulsa graduates were obtained by the writer directly from the files in Central High School, Tulsa. Only the graduates of the four schools were considered who had studied Cooperative Retail Selling for at least one semester during the school years from September, 1937 to June, 1940.

Data were secured concerning the Cooperative Retail Selling graduates through the use of a questionnaire. The questionnaire sought information concerning four main classifications: Personal data concerning the graduates; high school experiences in cooperative retail selling classes; advanced study engaged in after graduation; and present employment status of the graduates.

Thirty graduates of the four schools were interviewed personally; 10 in Tulsa, 10 in Oklahoma City, 5 in Ponca City, and 5 in Shawnee.

Several conferences were held with the Assistant State Supervisor in charge of Distributive Education for Oklahoma, and from these conferences much valuable information concerning the administration of the state programs was obtained. Personal letters were received from the coordinators of the four schools being studied, and from this source the value and need for such a study were confirmed. Additional information concerning the state program was obtained from the teacher and members of a class in Distributive Education, in Oklahoma Agricultural and Mechanical College, Stillwater, Oklahoma, during the second semester of 1941.

### Procedure

Several questionnaires were studied to determine the information most useful for the purpose of this study and to find out the best ways of stating and arranging the items. Several follow-up studies previously conducted were reviewed. A tentative draft of the questionnaire was presented for criticism to the Seminar in Business Education, Oklahoma Agricultural and Mechanical College, Stillwater, Oklahoma. Some very valuable suggestions were made and the questionnaire was revised accordingly.

In order to see whether or not the questionnaire would yield the desired data, seven high school graduates attending Oklahoma Agricultural and Mechanical College at the time, were given a copy of the questionnaire and asked to fill it out. Ten copies of the questionnaire were given the coordinator in Ponca City, Oklahoma, and he, likewise, had them filled out and returned by students in his classes. Further revision was made before sending the questionnaire to all the graduates of the four schools. A copy of the questionnaire is in the appendix.

The names and last known addresses of the graduates were received from the Retail Selling Coordinators in Oklahoma City, Ponca City, and Shawnee. The names and addresses of the Tulsa graduates were obtained by the writer directly from the files in Central High School, Tulsa. The names, addresses, and dates of graduation were then typed on 3 by 5 inch index cards and used as the master mailing list.

The questionnaire was then mailed to all the Cooperative Retail Selling graduates in Central High School, Tulsa; Central High School, Oklahoma City; Senior High School, Ponca City; and Senior High School,

Shawnee. Only the graduates for the school years 1937-1938, 1938-1939, and 1939-1940 were sent questionnaires.

A personal letter was sent with the questionnaire to each graduate. A copy of the letter is in the appendix. A stamped self-addressed envelope was also enclosed with the letter and questionnaire. In an attempt to increase the percent of response, the name and address of each graduate were typed in the letter rather than the impersonal "to whom it may concern."

Two weeks after mailing the questionnaire, a follow-up postal card was sent to those who had not yet responded, urging them to return the questionnaire. Twenty-nine additional responses were received after mailing the postal card; 6 from Shawnee, 11 from Tulsa, 8 from Oklahoma City, and 4 from Ponca City.

The information secured by the questionnaire was tabulated on sheets prepared for each school. To simplify the tabulation of the data received from the four schools the data were grouped under the following headings: Sex of the graduates; present occupational status; training had in Cooperative Retail Selling; types of business establishments used as training stations; jobs held and duties performed by the graduates; post high school education; elapse of time between high school graduation and first employment; and, present weekly salaries for part-time and full time workers. From the data on the tabulation sheets a series of tables was prepared for each school. General summary tables were prepared to give the reader, in condensed form, information relative to each phase of the study concerning the 131 graduates of the four schools.

### Response to Questionnaire

A total of 105 questionnaires was sent to Tulsa graduates who had completed courses in Cooperative Retail Selling for one or more semesters during the school years, 1937-1938, 1938-1939, and 1939-1940.

Table I shows by years, the number of Tulsa graduates to whom the questionnaires were sent, the number of questionnaires returned marked "address unknown", and the number and per cent of responses for each of the three years.

TABLE I  
RESPONSE TO QUESTIONNAIRE BY TULSA GRADUATES

Year	Number of Questionnaires Sent	Number of Questionnaires Returned "Address Unknown"	Number of Questionnaire Responses Received	Per Cent
1937-1938	21	4	4	19.04
1938-1939	42	3	18	42.85
1939-1940	42	3	19	45.23
Total	105	10	41	39.04

Ten questionnaires were returned marked "address unknown." Forty-one questionnaire responses were received. This number of responses was 39 per cent of the total number sent to the Tulsa graduates.

A total of sixty-seven questionnaires was sent to the Oklahoma City graduates who had completed courses in Cooperative Retail Selling during the three school years, 1937-1938, 1938-1939, and 1939-1940.

Table II shows, by years, the number of Oklahoma City graduates to whom the questionnaires were sent, the number of questionnaires returned marked "address unknown", and the number and per cent of responses.

TABLE II  
RESPONSE TO QUESTIONNAIRE BY OKLAHOMA CITY GRADUATES

Year	Number of Questionnaires Sent	Number of Questionnaires Returned "Address Unknown"	Number of Questionnaire Responses Received	Per Cent
1937-1938	14	5	10	71.42
1938-1939	26	7	12	46.15
1939-1940	27	2	14	51.85
Total	67	12	36	53.71

Twelve questionnaires were returned marked "address unknown." Thirty-six usable questionnaire responses were received which is 53.71 per cent of the number of questionnaires sent.

Sixty-four questionnaires were sent to Ponca City graduates who participated in the Cooperative Retail Selling program sponsored by the high school of that city during the school years of 1937-1938, 1938-1939, and 1939-1940.

Table III shows, by years, the number of Ponca City graduates to whom the questionnaires were sent, the number of questionnaires returned marked "address unknown", and the number and per cent of responses received.

TABLE III  
RESPONSE TO QUESTIONNAIRE BY PONCA CITY GRADUATES

Year	Number of Questionnaires Sent	Number of Questionnaires Returned "Address Unknown"	Number of Questionnaire Responses Received	Per Cent
1937-1938	12	0	7	58.33
1938-1939	19	0	10	52.63
1939-1940	33	1	16	48.48
Total	64	1	33	51.56

One questionnaire was returned marked "address unknown." Thirty-three acceptable questionnaire responses were received, constituting 51.56 per cent of the number mailed. No answer was received from 31 questionnaires.

Of the forty-four questionnaires sent to Shawnee graduates who had training provided for by the George-Deen Act, 21 were returned properly filled out.

Table IV shows, by years, the number of Shawnee graduates to whom the questionnaires were sent, the number of questionnaires returned marked "address unknown", and the number and per cent of responses made by the graduates.

TABLE IV  
RESPONSE TO QUESTIONNAIRE BY SHAWNEE GRADUATES

Year	Number of Questionnaires Sent	Number of Questionnaires Returned "Address Unknown"	Number of Questionnaire Responses Received	Per Cent
1937-1938	6	0	5	83.33
1938-1939	15	1	5	33.33
1939-1940	23	3	11	47.82
Total	44	4	21	47.72

Four questionnaires were returned by Shawnee high school graduates marked "address unknown." Twenty-one questionnaire responses were received which represent a return of 47.72 per cent. This leaves 52.28 per cent of the questionnaires for which no response was received.

A total of 280 questionnaires was sent the graduates of Tulsa, Oklahoma City, Ponca City, and Shawnee who had completed one or more semesters of training in Cooperative Retail Selling classes. From this number, 131 usable responses were received. The summary data are shown in Table V.

TABLE V

## SUMMARY OF THE RESPONSES RECEIVED FROM THE FOUR SCHOOLS STUDIED

Year	Number of Questionnaires Sent	Number of Questionnaires Returned "Address Unknown"	Number of Questionnaire Responses Received	Per Cent
Tulsa	105	10	41	39.04
Oklahoma City	67	12	36	53.73
Ponca City	64	1	33	51.56
Shawnee	44	4	21	47.72
Total	280	27	131	46.78

Twenty-seven questionnaires were returned by the graduates of the four schools marked "address unknown." One hundred thirty-one usable questionnaire responses were received from the four schools, representing 46.78 per cent of the total number of questionnaires sent.

The record of responses made by the graduates of the four schools is as follows: Oklahoma City 36, or 53.73 per cent; Ponca City 33, or 51.56 per cent; Shawnee 21, or 47.72 per cent; and, Tulsa 41, or 39.04 per cent.



### Checking Sample for Reliability

The Cumulative Frequency method was used in testing the sample for reliability. The procedure used in this method may be described briefly as follows:<sup>9</sup>

Step 1--Arrange The Data in Random Order. The questionnaires were mixed in a random manner, and numbered consecutively from 1 to 131.

Step 2--Divide The Data Into Separate Groups. The questionnaires were arranged in ten groups of 12 each. Of the 131 questionnaires received from the graduates of the four schools studied, 120 were used.

Step 3--Determine The Basis On Which The Test Is To Be Made. Two questions were taken from the questionnaire to be used in making the check. The two questions taken from the questionnaire are as follows:

1. The number of semesters that you worked in stores while enrolled in Cooperative Retail Selling.
2. Are you now employed?

Step 4--Prepare a Table Of Cumulative Frequencies. Two tables were prepared and are shown in this study.

Step 5--Charting The Cumulative Frequency. The decision as to whether the sample is valid or not is based upon the stability or consistency of the cumulative percentage of occurrence as one progresses from the first to the last group. The cumulative percent of occurrence is shown in this study in graph form.

---

9 Lyndon O. Brown, Market Research and Analysis, The Ronald Press Company, New York, 1937, pp. 311-319.

TABLE VI

CUMULATIVE FREQUENCIES OF SEMESTERS TRAINING  
RECEIVED BY GRADUATES IN COOPERATIVE RETAIL  
SELLING WHILE IN HIGH SCHOOL

Group Number	Frequency of Occurrence	Cumulative Frequency of Occurrence	Cumulative Number of Cases	Cumulative Per cent of Occurrence
1	2	3	4	5
1	2	2	12	16.66
2	2	4	24	16.66
3	3	7	36	19.44
4	1	8	48	16.66
5	4	12	60	20.00
6	0	12	72	16.66
7	2	14	84	16.66
8	2	16	96	16.66
9	2	18	108	16.66
10	5	23	120	19.16

In the first column the numbers identifying each of the groups of 12 questionnaires are inserted. The frequency with which any given answer occurs in each of these groups is inserted in column 2 as indicated. In column 3, the cumulative totals from column 2 are inserted. The table shows, for example, that in the first four groups, 8 persons reported having had 1 semester of training in Cooperative Retail Selling. In column 4, the total cumulative number of cases (in this instance the questionnaires) included in each group is inserted. Since there are 12 questionnaires in each group, the table shows that the cumulative total for the first 6 groups is 72 questionnaires. In column 5 the cumulative percentage of occurrence of the thing being observed (semesters training) is obtained by dividing column 3 by column 4.

An examination of Table VI reveals that in the first 12 questionnaires 16.66 per cent of the graduates had 1 semester of training in Cooperative Retail Selling, and that this percentage is the same in group 2. A slightly higher percentage is observed in group 3, but the percentage in group 4 is exactly the same for group 2. The cumulative per cent in group 5 is 20. For groups 6, 7, 8, and 9, the per cent is 16.66, and for group 10 it is 19.16. It is to be noticed that the variation in the cumulative per cent of frequency of occurrence in the fact observed is relatively slight throughout the 10 groups. On the basis of this consistency in the cumulative per cents the sample is judged to be adequate. The inclusion of additional cases, in so far as the results of the question pertaining to the number of semesters of training received by the graduate is concerned, would probably not change the conclusion or improve greatly the reliability of the sample.<sup>10</sup>

---

<sup>10</sup> Ibid, pp. 311-319.

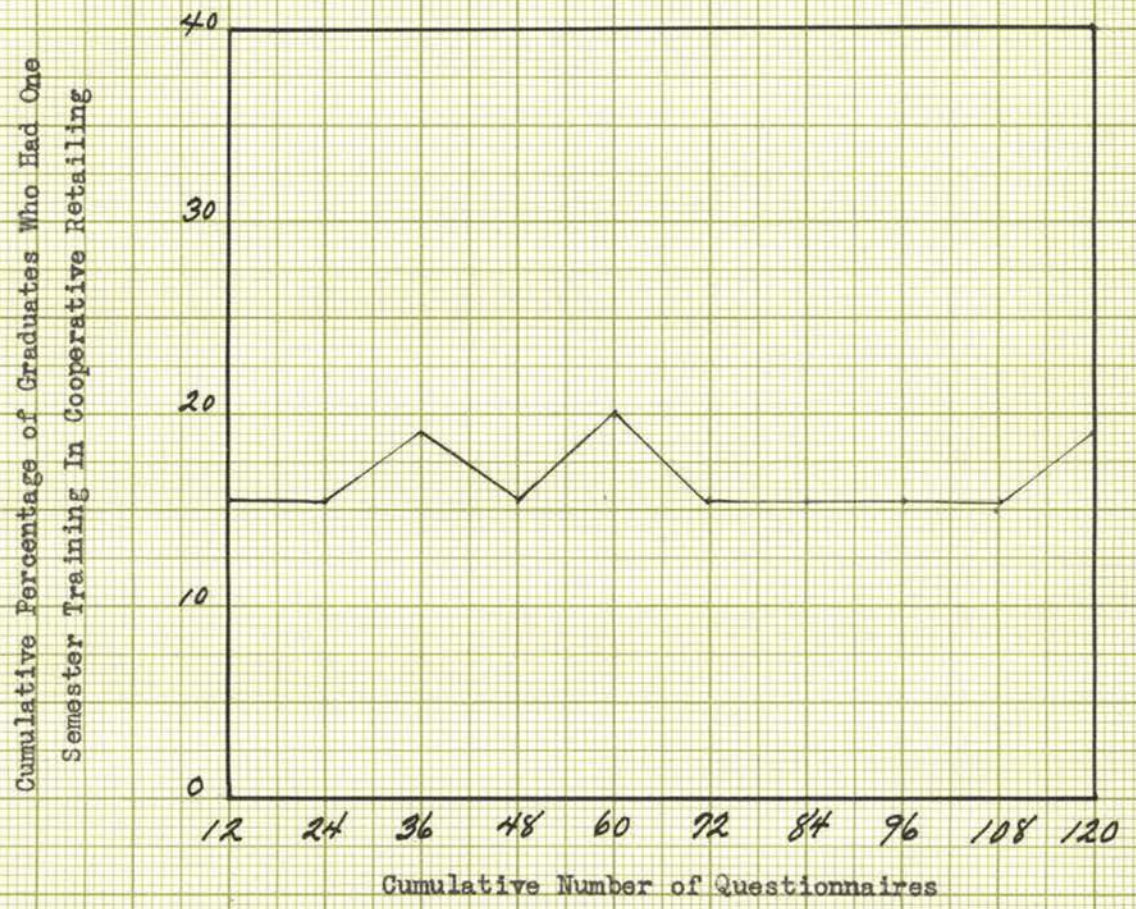


CHART 1

CHART OF CUMULATIVE FREQUENCIES FOR GRADUATES  
HAVING ONE SEMESTER OF TRAINING IN COOPERATIVE RETAILING

TABLE VII

CUMULATIVE FREQUENCIES OF THE NUMBER OF COOPERATIVE  
RETAIL SELLING GRADUATES WHO REPORTED HAVING EMPLOYMENT

Group Number	Frequency of Occurrence	Cumulative Frequency of Occurrence	Cumulative Number of Cases	Cumulative Per Cent of Occurrence
1	2	3	4	5
1	6	6	12	50.00
2	6	12	24	50.00
3	8	20	36	55.55
4	8	28	48	58.33
5	5	33	60	55.00
6	8	41	72	56.94
7	5	46	84	54.76
8	6	52	96	54.16
9	10	62	108	57.40
10	8	70	120	58.33

An examination of the data in Table VII reveals that in group number 1, consistency of 12 cases, 50 per cent of the graduates were employed. In the succeeding groups, representing a random arrangement of questionnaires as described previously, the per cent of employed graduates varies only slightly, the highest per cent being 58.33. Thus, the conclusion is that the sample is adequate and that the adding of more cases would not change the results materially on this question.<sup>11</sup>

---

<sup>11</sup> Ibid, pp. 311-319



CHART 2

CHART OF CUMULATIVE FREQUENCIES  
FOR GRADUATES NOW EMPLOYED

CHAPTER II  
HIGH SCHOOL EXPERIENCES IN COOPERATIVE  
RETAIL SELLING

The experiences of the graduates in Cooperative Retail Selling while in training varied as is shown in this chapter. The number of semesters of training, by sex, the number and types of training stations used in the four cities to give the graduates actual business experiences and training, the variety of job titles held by the graduates, and the duties pertaining to the job titles are shown through the medium of tables.

One of the important measures of extent of experiences in Cooperative Retail Selling relates to the number of semesters of training received by the graduates.

The training period should not be less than two semesters if the course is intended to prepare students for store work, and should be taught in the eleventh and twelfth years of high school which are the years immediately preceding regular employment.<sup>1</sup>

TABLE VIII  
SEMESTERS OF TRAINING RECEIVED BY STUDENTS IN  
COOPERATIVE RETAIL SELLING CLASSES IN TULSA PROGRAM FROM  
1937-1938 TO 1939-1940, INCLUSIVE

Semesters	1937-1938		1938-1939		1939-1940		Total	Per Cent
	Boys	Girls	Boys	Girls	Boys	Girls		
One	0	0	0	0	1	2	3	7.31
Two	0	4	0	16	1	12	33	80.49
Three	0	0	0	0	0	0	0	0
Four	0	0	0	2	0	3	5	12.20
Total	0	4	0	18	2	17	41	100.00

<sup>1</sup> Vocational Division Bulletin Number 205, United States Department of The Interior, Office of Education, Washington, D. C., 1939, p. 47.

The amount of training in Cooperative Retail Selling as shown in Table VIII ranges in length from 1 to 4 semesters. The great majority of the graduates in Tulsa during the three year period covered by this study, completed 2 semesters of experience in Cooperative Retail Selling. This represents 80.49 per cent of the graduates. Only 3 students devoted less time and 5 more time than 2 semesters.

TABLE IX

SEMESTERS OF TRAINING RECEIVED BY STUDENTS IN  
COOPERATIVE RETAIL SELLING CLASSES IN OKLAHOMA  
CITY PROGRAM DURING 1937 TO 1940

Semesters	1937-1938		1938-1939		1939-1940		Total	Per Cent
	Boys	Girls	Boys	Girls	Boys	Girls		
One	0	0	0	1	3	2	6	16.66
Two	0	8	0	11	1	6	26	72.22
Three	0	1	0	0	0	2	3	8.33
Four	0	1	0	0	0	0	1	2.77
Total	0	10	0	12	4	10	56	100.00

Over two thirds of the 56 graduates in the Oklahoma City program who responded to questionnaires were enrolled in Cooperative Retail Selling for more than 2 semesters. Four students were enrolled for more than 2 semesters and 6 less time than 2 semesters.

The number of students in training one, two, three, and four semesters in Cooperative Retail Selling classes in Ponca City High School for the three school years 1937 to 1940 is shown in Table X.



TABLE X

SEMESTERS OF TRAINING RECEIVED BY STUDENTS IN  
COOPERATIVE RETAIL SELLING CLASSES IN PONCA CITY  
PROGRAM DURING 1937 TO 1940

Semesters	1937-1938		1938-1939		1939-1940		Total	Per Cent
	Boys	Girls	Boys	Girls	Boys	Girls		
One	1	0	0	0	2	3	6	18.18
Two	3	1	4	1	3	4	16	48.48
Three	0	1	1	2	0	1	5	15.16
Four	1	0	2	0	0	3	6	18.18
<b>Total</b>	<b>5</b>	<b>2</b>	<b>7</b>	<b>3</b>	<b>5</b>	<b>11</b>	<b>33</b>	<b>100.00</b>

Sixteen or nearly one-half of the graduates in Cooperative Retail Selling of the Ponca City High School completed 2 semesters of training. The remaining 17 were divided almost equally between one, three, and four-semester records. The average amount of training in Cooperative Part-time classes in retail selling in Ponca City is 2.33 semesters, which compares with an average of 1.69 semesters of training completed by the Oklahoma City graduates.

The number of semesters training in Cooperative Retail Selling received by the Shawnee High School graduates is shown in Table XI.

TABLE XI

SEMESTERS OF TRAINING RECEIVED BY STUDENTS IN  
COOPERATIVE RETAIL SELLING CLASSES IN SHAWNEE  
PROGRAM DURING 1937 TO 1940

Semesters	1937-1938		1938-1939		1939-1940		Total	Per Cent
	Boys	Girls	Boys	Girls	Boys	Girls		
One	3	0	1	0	1	2	7	33.33
Two	0	2	2	1	1	4	10	47.63
Three	0	0	0	1	1	1	3	14.28
Four	0	0	0	0	0	1	1	4.75
Total	3	2	3	2	3	8	21	100.00

Ten or nearly 50 per cent of the Shawnee graduates received 2 semesters training in Cooperative Retail Selling. Exactly one-third of the graduates received training for 1 semester. A little more than one-fifth of the 21 students had training in Cooperative Retail Selling for more than 2 semesters. The average amount of training in Cooperative Retail Selling received by Shawnee graduates is 1.90, which is slightly higher than the average of 1.69 semesters training completed by Oklahoma City graduates.

Table XII summarizes the information concerning semesters training received in Cooperative Retail Selling for all graduates in Cooperative Retail Selling for the four schools for all three years.

TABLE XII

SEMESTERS TRAINING COMPLETED BY STUDENTS IN  
COOPERATIVE RETAIL SELLING CLASSES IN TULSA, OKLAHOMA CITY,  
PONCA CITY, AND SHAWNEE PROGRAMS DURING 1937 TO 1940

Semesters	1937-1938		1938-1939		1939-1940		Total	Per Cent
	Boys	Girls	Boys	Girls	Boys	Girls		
One	4	0	1	1	7	9	22	16.79
Two	3	15	6	29	6	26	85	64.89
Three	0	2	1	3	1	4	11	8.29
Four	1	1	2	2	0	7	15	9.93
<b>Total</b>	<b>8</b>	<b>18</b>	<b>10</b>	<b>35</b>	<b>14</b>	<b>46</b>	<b>131</b>	<b>100.00</b>

To summarize the data in Table XII, slightly less than two-thirds of the graduates of Cooperative Retail Selling for all the schools had received training in Cooperative Retail Selling for 2 semesters. The remaining one-third of the graduates were nearly equal in semesters training above and below 2 semesters training. The average amount of training received by the graduates of Cooperative Retail Selling for all the schools is 2.04 semesters training.

Establishments Used As Training Stations For  
Cooperative Retail Selling Graduates

The establishments used as training stations for the graduates of Cooperative Retail Selling in each of the four schools studied will be shown in Tables XIII, XIV, XV, XVI, and XVII. Table XIII shows, the number and kinds of establishments used as training stations in Tulsa, and the number of boys and girls in each station for each of the school years from September, 1937, to June, 1940.

TABLE XIII

ESTABLISHMENTS IN WHICH TULSA GRADUATES RECEIVED  
TRAINING WHILE IN COOPERATIVE RETAIL SELLING CLASSES  
DURING THE THREE SCHOOL YEARS FROM SEPTEMBER, 1937 TO JUNE, 1940

Establishments	1937-1938		1938-1939		1939-1940		Total	Per Cent
	Boys	Girls	Boys	Girls	Boys	Girls		
Department Store		3		14		14	31	75.62
Variety Store		1		3		2	6	14.64
Men's Clothing					1	1	2	4.88
Bakery				1			1	2.43
Grocery					1		1	2.43
Total	0	4	0	18	2	17	41	100.00

The department stores in Tulsa furnished the greatest number of training stations, providing 31, or 75.62 per cent of the total number of establishments used for training students for the three-year period. It is significant that all of the 31 trainees in Tulsa department stores were girls. Variety stores were next, furnishing 6 training stations for girls, or 14.64 per cent; men's clothing stores were used by 1 boy and 1 girl, representing 5 per cent of the total; 1 girl was trained in a bakery and 1 boy was trained in a grocery each representing 2.43 per cent of the total number of training stations.

Table XIV shows the number and types of establishments used as training stations in Oklahoma City, and the number of boys and girls in each station for each of the school years from September, 1937, to June, 1940.

TABLE XIV

ESTABLISHMENTS IN WHICH OKLAHOMA CITY GRADUATES  
RECEIVED TRAINING WHILE IN COOPERATIVE RETAIL SELLING CLASSES  
DURING THE THREE SCHOOL YEARS FROM SEPTEMBER, 1937, TO JUNE, 1940

Establishments	1937-1938		1938-1939		1939-1940		Total	Per Cent
	Boys	Girls	Boys	Girls	Boys	Girls		
Department Store		8		11	2	7	28	65.12
Variety Store		2		3		4	9	20.94
Cafe				2			2	4.66
Dress Shop						1	1	2.32
Flower Shop						1	1	2.32
Drug Store					1		1	2.32
Grocery					1		1	2.32
Total	0	10	0	16	4	13	43	100.00

While the majority of trainees in Oklahoma City gained store experience in department stores, it is interesting to note that 36 trainees worked in 7 different types of retail establishments.

The questionnaire revealed that several trainees worked in two or more different stores. However, this was not a general practice, since only 7 girls were involved.

The number and types of training stations and the number of boys and girls using such stations for the three-year period in Ponca City are indicated in Table XV.

TABLE XV

ESTABLISHMENTS IN WHICH PONCA CITY GRADUATES RECEIVED  
TRAINING WHILE IN COOPERATIVE RETAIL SELLING CLASSES DURING  
THE THREE SCHOOL YEARS FROM SEPTEMBER, 1937, TO JUNE, 1940

Establishments	1937-1938		1938-1939		1939-1940		Total	Per Cent
	Boys	Girls	Boys	Girls	Boys	Girls		
Variety Store				3		3	11	26.20
Department Store	1	1	1			3	6	14.28
Men's Clothing	3		3				6	14.28
Grocery			2		1		3	7.14
Drug Store			1		2		3	7.14
Photo Studio		1				1	2	4.77
Ladies Ready Wear			1		1		2	4.77
Filling Station			1		1		2	4.77
Cigar Store	1						1	2.38
Lumber Company	1						1	2.38
Theatre			1				1	2.38
Shoe Store			1				1	2.38
Furniture Store			1				1	2.38
Recreation Club			1				1	2.38
Linen Shop					1		1	2.38
<b>Total</b>	<b>6</b>	<b>2</b>	<b>13</b>	<b>3</b>	<b>6</b>	<b>12</b>	<b>42</b>	<b>100.00</b>

The results of Table XV differ from those of Tables XIII and XIV in that there is a much wider range of training stations utilized in Ponca City than in either Tulsa or Oklahoma City.

One significant difference is the number of training stations used. Ponca City used 15 training stations and Tulsa used 5 while Oklahoma City used 6. The greatest number of trainees were trained in Variety stores in Ponca City, which furnished 26.20 per cent of the training stations. Department and Men's Clothing stores each furnished 6 places of training. Groceries and drug stores furnished 3 each; photo

studio, ladies ready to wear, and filling stations 2 each; cigar store, lumber company, theatre, shoe store, furniture store, recreation club, and linen shop 1 each. There were 9 cases where one person received training in 2 different training stations.

Table XVI shows, the number and kinds of training stations used in Shawnee, and the number of boys and girls in each station for each of the school years from September, 1937, to June, 1940.

TABLE XVI  
ESTABLISHMENTS IN WHICH SHAWNEE GRADUATES RECEIVED  
TRAINING WHILE IN COOPERATIVE RETAIL SELLING CLASSES DURING  
THE THREE SCHOOL YEARS FROM SEPTEMBER, 1937, TO JUNE, 1940

Establishments	1937-1938		1938-1939		1939-1940		Total	Per Cent
	Boys	Girls	Boys	Girls	Boys	Girls		
Department Store	1	1	1	2	2	3	10	38.46
Variety Store		1				4	5	19.23
Men's Clothing	1		1				2	7.68
Shoe Store	1					1	2	7.68
Cafe				1			1	3.85
Filling Station			1				1	3.85
Drug Store						1	1	3.85
Ice Cream Parlor						1	1	3.85
Bakery						1	1	3.85
Theatre					1		1	3.85
Photo Studio					1		1	3.85
<b>Total</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>11</b>	<b>26</b>	<b>100.00</b>

The data in Table XVI reveals that over one-third of the establishments used as training stations for the Shawnee graduates of Cooperative Retail Selling were department stores. One-fifth of the training stations were in variety stores. Shawnee graduates of Cooperative Retail Selling

report a wider range of training stations than do Tulsa and Oklahoma City graduates.

Table XVII summarizes the number of establishments used as training stations for the graduates in all four schools.

TABLE XVII

ESTABLISHMENTS IN WHICH ALL GRADUATES IN THE FOUR SCHOOLS RECEIVED TRAINING IN COOPERATIVE RETAIL SELLING WHILE IN HIGH SCHOOL FROM SEPTEMBER 1, 1937 TO JUNE 1, 1940

Establishments	1937-1938		1938-1939		1939-1940		Total	Per Cent
	Boys	Girls	Boys	Girls	Boys	Girls		
Department Store	2	13	2	27	4	27	75	49.34
Variety Store		4		9		18	31	20.40
Clothing Store	4		4		1	1	10	6.59
Drug Store			1		3	1	6	3.29
Grocery Store			2		3		5	3.29
Cafe			1	3			4	2.63
Shoe Store	1		1			1	3	1.97
Filling Station			2		1		3	1.97
Photo Studio		1			1	1	3	1.97
Bakery				1		1	2	1.31
Theatre			1		1		2	1.31
Ladies Ready Wear			1		1		2	1.31
Dress Shop						1	1	.65
Flower Shop						1	1	.65
Ice Cream Parlor						1	1	.65
Cigar Store	1						1	.65
Lumber Company	1						1	.65
Furniture Store			1				1	.65
Linen Shop					1		1	.65
Total	9	18	16	40	16	53	152	100.00



It is significant to note that approximately one-half of the establishments used as training stations by the graduates in all four schools were department stores. Variety stores were used as stations in 31 cases, or one fifth; clothing stores furnished nearly 7 per cent while drug stores and grocery stores taken together served as training stations for approximately 7 per cent. The remaining stations in order of rank are as follows: Cafes 4, shoe stores 3, filling stations 3, photo studio 3, bakery 2, theatre 2, ladies ready to wear 2, dress shop 1, flower shop 1, ice cream parlor 1, cigar store 1, lumber year 1, furniture store 1, and linen shop 1.

There were 21 cases of duplications of training stations out of the total; as 131 graduates worked in 152 different establishments during their period of training from September, 1937 to June, 1940.

#### Job Titles Held While In Training

The frequency of job titles as reported by the graduates of the Tulsa program for the three-year period from September, 1937, to June, 1940, is shown in Table XVIII.

TABLE XVIII

JOB TITLES OF ALL TULSA GRADUATES OF COOPERATIVE  
RETAIL SELLING WHILE IN TRAINING FROM  
SEPTEMBER 1, 1937 TO JUNE 1, 1940

Job Titles	Frequency
Salesperson	33
Seamstress	1
Cashier	1
Candy Girl	1
Jewelry Clerk	1
Assistant in Millinery	1
Elevator Operator and Clerk	1
Collegiate Advisor	1
Counter Girl	1
Total	41

Thirty-three Cooperative Retail Selling graduates of Tulsa received training in Cooperative Retail Selling as salespersons, a per cent of 82, and one each training in jobs with titles such as seamstress, cashier, candy girl, jewelry clerk, millinery assistant, elevator operator and clerk, collegiate advisor, and counter girl.

Table XIX shows the frequency of job titles as reported by the trainees of the Oklahoma City program for the three years from September, 1937, to June, 1940.

TABLE XIX

JOB TITLES OF ALL OKLAHOMA CITY GRADUATES OF  
COOPERATIVE RETAIL SELLING WHILE IN TRAINING  
FROM SEPTEMBER 1, 1937 TO JUNE 1, 1940

Job Titles	Frequency
Salesperson	28
Fountain Clerk	2
Cosmetic Representative	1
Curb Hop	1
Jewelry Clerk	1
Counter and Floor Girl	1
Candy Girl	1
Ribbon Clerk	1
Furniture Salesman	1
Total	37

Thirty-six trainees in Oklahoma City held 37 job titles; one girl did training as a salesperson and fountain clerk. There were 28 trainees in training as salespersons, a per cent of 76; 2 as fountain clerks, and 1 each for cosmetic representative, curb hop, jewelry clerk, counter girl, candy girl, ribbon clerk, and furniture salesman.

Table XX shows the frequency of job titles as reported by the trainees of the Ponca City program for the three year period from September, 1937 to June, 1940.

TABLE XX

JOB TITLES OF ALL PONCA CITY GRADUATES OF  
COOPERATIVE RETAIL SELLING WHILE IN TRAINING  
FROM SEPTEMBER 1, 1937 TO JUNE 1, 1940

Job Titles	Frequency
Salesperson	23
Fountain Clerk	3
Photographer Assistant	2
Candy Girl	1
Clerk - Collector	1
Doorman	1
Janitor and Clerk	1
Produce Clerk	1
Shoe Salesman	1
Curb Hop	1
Concession Manager	1
Filling Station Attendant	1
Total	37

Table XX shows that of the 37 job titles listed, the job title of salesperson was reported 23 times, the highest frequency among the Cooperative Retail Selling trainees in Ponca City, which was 62 per cent of jobs reported from Ponca City. The order of frequency for other job titles was: Fountain clerk 3, assistant photographer 2, candy girl 1, clerk-collector 1, doorman 1, janitor and clerk 1, produce clerk 1, shoe salesman 1, curb hop 1, concession manager 1, and filling station attendant 1.

Four boys held 2 different jobs each while in training at Ponca City.

Table XXI shows the frequency of job titles as reported by the trainees of the Shawnee program for the three year period from September, 1937, to June, 1940.

TABLE XXI  
JOB TITLES OF SHAWNEE GRADUATES OF  
COOPERATIVE RETAIL SELLING WHILE IN TRAINING  
FROM SEPTEMBER 1, 1937 to JUNE 1, 1940

Job Titles	Frequency
Salesperson	17
Waitress	1
Cashier	1
Hostess	1
Cake Wrapper	1
Stockman	1
Sign Painter	1
Filling Station Attendant	1
Assistant Stock Clerk	1
Photographer Assistant	1
Theatre Usher	1
<b>Total</b>	<b>27</b>

Of the 27 different job titles reported by the trainees in Cooperative Retail Selling in the Shawnee program 17 students gave salesperson as the title held while in training, which was 63 per cent of the training stations in Shawnee. The other 10 job titles were reported by one trainee each.

Three boys and 3 girls, in the Shawnee program were on two jobs each while in training which gave a total of 27 job titles for 21 trainees.

Table XXII summarizes the data obtained in Tables XVIII, XIX, XX, and XXI.

TABLE XIII

JOB TITLES OF COOPERATIVE RETAIL SELLING  
 STUDENTS IN THE FOUR HIGH SCHOOLS WHILE IN TRAINING  
 FROM SEPTEMBER 1, 1937 TO JUNE 1, 1940

Job Titles	Frequency
Salesperson	101
Fountain Clerk	5
Candy Girl	3
Photographer Assistant	3
Filling Station Attendant	2
Cashier	2
Curb Hop	2
Counter and Floor Girl	2
Jewelry Sales Clerk	2
Stockman	1
Waitress	1
Hostess	1
Cake Wrapper	1
Sign Painter	1
Millinery Assistant	1
Theatre Usher	1
Collector-Salesman	1
Doorman	1
Janitor and Clerk	1
Produce Clerk	1
Concession Manager	1
Seamstress	1
Elevator Operator and Clerk	1
Collegiate Advisor	1
Cosmetic Representative	1
Ribbon Clerk	1
Furniture Salesman	1
Shoe Salesman	1
Assistant Stock Clerk	1

Total

142

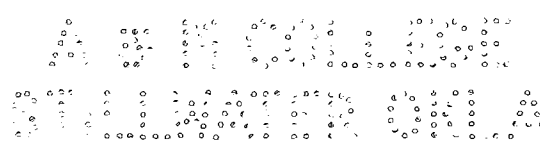


Table XXII shows that there were 101 trainees who had held jobs as salespersons, or 71 per cent of reported jobs; 5 as fountain clerks, 3 as candy girls, 3 as photo studio assistants; filling station attendants, cashiers, curb hops, counter and floor girl, and jewelry clerks 2 each. The following were listed 1 time each: stockman, waitress, hostess, cake wrapper, sign painter, millinery assistant, theatre usher, collector and salesman, doorman, janitor and clerk, produce clerk, concession manager, seamstress, elevator operator and clerk, collegiate advisor, cosmetic representative, ribbon clerk, furniture salesman, shoe salesman, and assistant stock clerk.

There were eleven trainees who had held two different jobs each, out of a total of 29 different job titles.

Table XXIII lists the different duties of the 131 trainees while on the 29 different jobs as listed in Table XXII. The trainees of the four schools, included in this study, listed 17 duties pertinent to the 29 jobs held.

TABLE XXIII  
DUTIES PERTINENT TO THE JOBS HELD BY THE  
STUDENTS IN COOPERATIVE RETAIL SELLING CLASSES  
IN THE FOUR SCHOOLS STUDIED

Duties	Frequency
Retail Selling	102
Stock Work	22
Servicing Cars	2
Waited on Tables	3
Janitor Services	2
Modeling and Selling	2
Library Rental Work	2
Making Change	2
Alteration and Selling	2
Hostess	2
Collecting and Selling	1
Wrapping Packages	1
Running Elevator and Selling	1
Personnel Work and Selling	1
Bookkeeping and Selling	1
Doorman	1
Usher	1
Painting Signs and Selling	1
<b>Total</b>	<b>149</b>

In the above table, retail selling was the duty of 102 or 63.5 per cent of the duties reported by the Cooperative Retail Selling graduates. Stock work and selling claimed duties of 22, or 14.3 per cent. Waiting on tables furnished duties for 3. There were 2 each who worked as: Janitor, modeling and selling, library rental work, making change, altering and selling, servicing cars, and hostess. One job duty was furnished by collecting and selling, wrapping, running elevator and selling, personnel work and selling, bookkeeping and selling, doorman, usher, and painting signs and selling.

The 142 job titles listed in Table XXII showed 149 job duties as shown in Table XXIII. This difference was caused by some of those in training having duties not primarily associated with a particular job title. A fountain clerk gave his duties as a salesperson. Cases similar brought the duties performed to a higher number than the total of job titles.

## CHAPTER III

### POST HIGH SCHOOL EDUCATION

The data in this chapter is concerned primarily with the number and sex of the graduates of Cooperative Retail Selling classes who continued their schooling after completing the high school requirements. Secondly, the choice of major field of study of the 51 graduates who attended school beyond high school is considered.

#### Schools Attended

Colleges and Universities attracted four-tenths of the 131 graduates who pursued higher training. The remaining three-fifths took training in business college, technical school, beauty college, post high school, and correspondence study. The following Table reveals the choice of the graduates from Tulsa for the school years, 1937-1938, 1938-1939, and 1939-1940.

TABLE XXIV  
POST HIGH SCHOOL EDUCATION OF  
COOPERATIVE RETAIL SELLING GRADUATES OF TULSA  
FOR THE SCHOOL YEARS 1937-1938, 1938-1939, and 1939-1940

Schools	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
College or University		1		4	1	4	10
Business College		1		3		1	5
Post High School				1		1	2
Miscellaneous				1			1
<b>Total</b>		<b>2</b>		<b>9</b>	<b>1</b>	<b>6</b>	<b>18</b>

Over one-half of the Tulsa graduates entered four-year colleges or universities, while business college was the choice of 5, post high school courses 2, and correspondence study 1.



One of the girls of the 1937-1938 class entered college and is still doing work toward a degree in history. The other girl of the same class entered business college, completed the course and is now employed as an office worker.

Of the 9 girls of the 1938-1939 graduation class, 6 are now in school, 4 in college, and 2 in business college. Of the remaining 3; 1 completed a business college course and is employed by an oil company; 1 completed a course in salesmanship by correspondence, and the other completed a course offered by the high school. Neither of the last 2 is employed.

Of those who graduated in 1940, 6 are in school; 5 in college, 1 in business college; and one, a girl, began a post high school course, but dropped it before completion.

Only 4 of the Cooperative Retail Selling graduates of Oklahoma City High School for the three-year period entered institutions of higher learning or enrolled for special courses. Table number XXV shows the number of graduates for each of the years from 1937-1938 to 1939-1940, inclusive.

TABLE XXV

POST HIGH SCHOOL EDUCATION OF COOPERATIVE  
RETAIL SELLING GRADUATES OF OKLAHOMA CITY FOR THE  
SCHOOL YEARS 1937-1938, 1938-1939, and 1939-1940

Schools	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
College or University		1			1	1	3
Business College							
Technical School					1		1
Beauty College							
Miscellaneous							
Total	0	1	0	0	2	1	4

One girl member of the 1937-1938 class entered college in September, 1939, is majoring in Arts and Science, and is still a student.

Of the 1938-1939 graduating class, none of those who responded to the questionnaire enrolled for advanced courses.

There were 2 boys and 1 girl of the 1939-1940 class who enrolled for advanced training; 1 boy and 1 girl in college; 1 boy in technical aviation school. The boy who entered college is still in school; the other boy dropped out of school and is now unemployed. The girl who entered college majored in commerce. She quit school to enter office work and is now employed by the National Youth Administration.

More graduates of the Ponca City High School, for the school years from 1937-1938 to 1939-1940, entered colleges and other schools of higher learning than entered from both Tulsa and Oklahoma City. Table number XXVI shows the number of graduates who entered other schools for each of the three years.

TABLE XXVI

POST HIGH SCHOOL EDUCATION OF COOPERATIVE  
RETAIL SELLING GRADUATES OF PONCA CITY FOR THE  
SCHOOL YEARS 1937-1938, 1938-1939, and 1939-1940

Schools	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
College or University	3	1	3	1	4	4	16
Business College			1				1
Technical School	1		1				2
Beauty College							
Post High School	1						1
Miscellaneous						1	1
<b>Total</b>	<b>5</b>	<b>1</b>	<b>5</b>	<b>1</b>	<b>4</b>	<b>5</b>	<b>21</b>

Of the 6 students of the 1937-1938 class who enrolled for higher training 5 were boys and 1 a girl. Two of the boys who entered college dropped out at the end of one year, the other boys are still in college. The girl who entered college did three semesters work there. The boy who entered technical aviation school remained there only one semester. The boy who did post high school work, completed his course, but is unemployed.

Of the 5 boys and 1 girl of the 1938-1939 class who attended schools beyond the high school level, two of the boys who entered college are still in school, and the boy who enrolled for technical aviation training is still in school. One college boy dropped out at the end of the first year. The girl who entered college majored in home economics, but dropped out at the completion of two semesters work.

Of the graduates of 1939-1940 class, 9 of them entered some type of higher learning. Eight of them enrolled in college; all are still there except 1 boy, who dropped out at the end of the first semester. The girl is now enrolled in a correspondence course in salesmanship.

A total of 8 of the Shawnee graduates of Cooperative Retail Selling for the three years 1937-1940, extended their education beyond the high school level. Table XXVII shows the number who entered other phases of training for each of the three years.

TABLE XXVII

POST HIGH SCHOOL EDUCATION OF COOPERATIVE  
RETAIL SELLING GRADUATES OF SHAWNEE FOR THE  
SCHOOL YEARS 1937-1938, 1938-1939, and 1939-1940

Schools	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
College or University	3		1		3		7
Business College							
Technical School							
Beauty College						1	1
Post High School							
Miscellaneous							
<b>Total</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>8</b>

There were 3 boys of the 1937-1938 graduating class who entered college. They are still in school. One boy of the 1938-1939 class who enrolled in college is a commerce major, and still attending school.

Of the 4 girls of the 1939-1940 class who attended college and beauty college, 2 of them are continuing their studies in college. One girl attended only one semester, dropping out in January 1941. The girl enrolled in beauty college dropped out at the end of 2 months training.

To summarize the four preceding tables an additional table has been prepared. Table number XXVIII shows the enrollment by years of the graduates in Cooperative Retail Selling from the four schools. These groups are taken from the 131 graduates who responded to the questionnaire sent them.

TABLE XXVIII

POST HIGH SCHOOL EDUCATION OF THE GRADUATES OF ALL  
FOUR SCHOOLS FOR THE SCHOOL YEARS  
1937-1938, 1938-1939, and 1939-1940

Schools	1937-1938		1938-1939		1939-1940		Total	Per Cent
	Boys	Girls	Boys	Girls	Boys	Girls		
College or University	6	3	4	5	6	12	36	70.59
Business College		1	1	3		1	6	11.77
Technical School	1		1		1		3	5.88
Beauty College						1	1	1.96
Post High School	1			1		1	3	5.88
Correspondence Study						2	2	3.92
<b>Total</b>	<b>8</b>	<b>4</b>	<b>6</b>	<b>9</b>	<b>7</b>	<b>17</b>	<b>51</b>	<b>100.00</b>

Of the 8 boys and 4 girls of the 1937-1938 class who entered schools for further study, 9 enrolled in colleges, while 1 each enrolled in business college, technical school and post high school.

There were 15 of the 1938-1939 class who entered other fields of study beyond the high school. Five boys and 4 girls entered college; 1 boy and 3 girls business college; 1 boy technical school; and 1 girl post high school work.

Of the 1939-1940 graduates, 6 boys and 12 girls entered college; 1 girl business college; 1 boy technical training; 1 girl beauty college; 1 girl post high school work; and 2 girls correspondence study.

Approximately 3 out of 4 of the 51 graduates entered college. The business college attracted the next largest number with 6, while technical schools, beauty colleges, correspondence study and post high schools drew the remaining 9.

## Major Fields of Study

The choice of major fields of study for the graduates in all four schools is shown in Table XXIX.

TABLE XXIX

MAJOR FIELDS OF ADVANCED STUDY OF THE  
COOPERATIVE RETAIL SELLING GRADUATES OF THE FOUR  
SCHOOLS FOR THE SCHOOL YEARS 1937-1938, 1938-1939, and 1939-1940

Major Fields	Tulsa Graduates	Oklahoma City Graduates	Ponca City Graduates	Shawnee Graduates	Total
Business	18	1	9	3	26
Home Economics	1		3	1	5
Engineering			2		2
History	1	1		1	3
Aeronautics		1	2		3
Art	1			1	2
Religion	1		1		2
Liberal Arts		1	1		2
Zoology			1		1
Law			1		1
Medicine			1		1
Mathematics				1	1
Beauty Culture				1	1
Chemistry	1				1
Total	18	4	21	8	51

One-half of the Cooperative Retail Selling graduates of the four schools chose business as their major field of study. The choice of the remaining one-half, in order of rank are as follows: home economics 5, aeronautics 3, history 3, engineering 2, art 2, religion 2, liberal arts 2, zoology 1, law 1, medicine 1, mathematics 1, beauty culture 1, and chemistry 1.

### Summary

Of the 51 graduates in Cooperative Retail Selling, who enrolled for study beyond the high school level, approximately 3 out of 4 entered colleges or universities. One-half of the 51 graduates majored in the field of business. The remaining one-half majored in 13 different fields. The graduates from Tulsa and Ponca City constituted the largest number majoring in the field of business. Only 4 of the 26 graduates majoring in business were from Oklahoma City and Shawnee. Fewer graduates from Oklahoma City enrolled for study beyond high school than did graduates from the other schools.

## CHAPTER IV

### EMPLOYMENT SINCE HIGH SCHOOL GRADUATION

One of the advantages of Cooperative Retail Selling is that it offers the pupil an opportunity for entrance into business at an early age. The success of any program of Cooperative Retail Selling can be measured partly by length of time between high school graduation and initial employment, and by the types of establishments in which employment was obtained.

In this chapter the length of time from graduation to the securing of the first job will be shown. There will, also, be shown the number who secured full-time work, and those who obtained part-time work after high school graduation. The establishments in which the graduates secured their first employment will likewise be indicated.

#### Time Between High School Graduation And Initial Employment

In Table XXX is shown the lapse of time from graduation to employment on part-time jobs, for all of the graduates of the four schools who secured part-time employment.



TABLE XXX

ELAPSE OF TIME BETWEEN GRADUATION AND FIRST PART-TIME  
EMPLOYMENT FOR THE COOPERATIVE RETAIL SELLING GRADUATES  
OF ALL FOUR SCHOOLS FOR THE SCHOOL YEARS  
1937-1938, 1938-1939, and 1939-1940

Elapse of Time	Tulsa		Oklahoma City		Ponca City		Shawnee		Total
	Boys	Girls	Boys	Girls	Boys	Girls	Boys	Girls	
No Elapse of Time		6		6	1	4		1	18
1 Month									
2 Months									
3 Months					2		2	1	5
4 Months		1							1
5 Months								1	1
6 Months						1			1
Over 6 Months		2						1	3
Total		9		6	3	5	2	4	29

This table is read: 6 girls from Tulsa, 6 girls from Oklahoma City, 1 boy and 4 girls from Ponca City, and 1 girl from Shawnee were immediately employed on part-time jobs following graduation.

Of the 29 graduates whose initial employment was on part-time jobs, two-thirds of them stated that they were employed immediately following high school graduation. Four-fifths of the 29 graduates were able to secure employment on part-time jobs within a period of 6 months.

Six of the Tulsa graduates received part-time work without lapse of time; 1 waited 4 months, and 2 waited over 6 months before finding employment. All of the Oklahoma City graduates who found part-time employment did so immediately upon graduation. One boy and 4 girls from Ponca City, and 1 girl from Shawnee were employed

on part-time jobs immediately after high school graduation.

While it is of importance to have information concerning the part-time employment of the graduates it is of even greater importance to have information relative to the initial full-time employment. A total of 83 graduates from the four schools secured full-time employment as is revealed in Table XXXI.

TABLE XXXI

ELAPSE OF TIME BETWEEN GRADUATION AND FIRST FULL-TIME  
EMPLOYMENT FOR THE COOPERATIVE RETAIL SELLING GRADUATES  
OF ALL FOUR SCHOOLS FOR THE SCHOOL YEARS  
1937-1938, 1938-1939, and 1939-1940

Elapse of Time	Tulsa		Oklahoma City		Ponca City		Shawnee		Total
	Boys	Girls	Boys	Girls	Boys	Girls	Boys	Girls	
No Elapse of Time		17	3	22	12	6	5	5	70
1 Month					1		1	1	3
2 Months									
3 Months		2				2			4
4 Months		1							1
5 Months									
6 Months		1							1
Over 6 Months				3			1		4
Total		21	3	25	13	8	7	6	83

This table is read: 17 girls from Tulsa, 3 boys and 22 girls from Oklahoma City, 12 boys and 6 girls from Ponca City, and 6 boys and 5 girls from Shawnee were employed on full-time jobs immediately following graduation from high school.

More than seven-eighths of the 83 graduates obtained full-time jobs immediately after graduation from high school. Of the group 50 were girls and 20 were boys. Two boys and 1 girl secured full-time employment within 1 month after completion of high school. Six girls found

full-time employment within 6 months, and 3 girls and 1 boy did not secure full-time employment until more than 6 months time had elapsed.

It is interesting to note that approximately the same proportion of the Tulsa, Ponca City, and Shawnee graduates found full-time employment immediately following high school graduation. A slightly higher proportion of the Oklahoma City graduates found full-time employment immediately. It would seem that the trend is definitely for the major portion of the graduates who obtain full-time employment to do so immediately upon graduation from high school.

#### Establishments In Which Initial Employment Was Secured

The previous section indicates the number of graduates who secured employment in part and full-time jobs. Table XXXII shows the types of establishments in which the workers were employed on their first part-time jobs.

TABLE XXXII  
ESTABLISHMENTS IN WHICH THE GRADUATES OF THE FOUR  
SCHOOLS SECURED THEIR FIRST PART-TIME JOBS

Establishments	Tulsa		Oklahoma City		Ponca City		Shawnee		Total
	Boys	Girls	Boys	Girls	Boys	Girls	Boys	Girls	
Department Store		7		5		1		1	14
Variety Store		1		1		3	1	3	9
Office Work		1				1			2
Theatre									
Photo Studio									
Cafeteria					1				1
Shoe Store					1		1		2
Janitor					1				1
Total		9		6	3	5	2	4	29

This table is read: 7 girls from Tulsa, 5 girls from Oklahoma City, 1 girl from Ponca City, and 1 girl from Shawnee secured part-time employment in department stores.

One-half of the 29 part-time workers were employed in department stores, and one-third in variety stores. Of the remaining 5; office work was given to 2, shoe stores used 2, and the other 1 obtained work in a cafeteria.

A greater number of the Tulsa and Oklahoma City graduates were employed in department stores, while more Ponca City and Shawnee graduates were employed in variety stores. Approximately ninety per cent of the total number of graduates who secured part-time employment were engaged in retail selling.

Table XXXIII shows the types of establishments in which the workers were employed on full-time jobs.

TABLE XXXIII

ESTABLISHMENTS IN WHICH THE GRADUATES OF THE FOUR  
SCHOOLS SECURED THEIR FIRST FULL-TIME JOBS

Establish- ments	Tulsa		Oklahoma City		Ponca City		Shawnee		Total
	Boys	Girls	Boys	Girls	Boys	Girls	Boys	Girls	
Department Stores		13	1	16		2	2	5	39
Variety Store		3	1	6		3			13
Office Work		3			1	1	1		5
Theatre					2		1		3
Photo Studio		1				1	1		3
Cafeteria				1	1				2
Shoe Store					1			1	2
Filling Station					1		1		2
Telephone Exchange						1			1
Drug Store					1				1
Dry Cleaner					1				1
Rural Paper Route					1				1
Lumber Company					1				1
Concession Manager					1				1
Grocery			1						1
Furniture Store					1				1
Ice Cream Parlor				1					1
Traveling Position				1					1
Dentist Assistant		1							1
Soda Fountain							1		1
Milk and Oleo Distributor					1				1
<b>Total</b>		<b>21</b>	<b>3</b>	<b>25</b>	<b>13</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>83</b>

This table is read: 13 girls from Tulsa, 1 boy and 16 girls from Oklahoma City, 2 girls from Ponca City, and 2 boys and 5 girls from Shawnee secured full-time employment in department stores.

Of the 83 graduates who were full-time employed, 47 per cent were in department stores; variety stores gave work to 13; offices provided work for 6; and theatres and photo studios each gave work to 3. The remaining workers were absorbed by 16 different establishments. Of the 83 graduates who were on full-time jobs, 60 were girls and 23 were boys. Over one-half of the graduates from Tulsa, Shawnee, and Oklahoma City were employed in department stores. The Ponca City graduates secured full-time employment in a much wider range of business establishments than did either of the other 3 schools.

#### Summary

Of the 131 graduates who responded to questionnaires, 29 graduates secured initial employment on part-time jobs. Four fifths of the 29 graduates found employment on part-time jobs within 6 months after graduating from high school. More than seven-eighths of the 83 graduates who found full-time employment did so immediately upon graduation from high school.

Practically one-half of the 112 graduates who were employed either on part or full-time jobs worked in department stores. More graduates from Tulsa, Oklahoma City, and Shawnee were employed in department stores than were graduates from Ponca City. Ponca City graduates were employed in many different establishments. Over three-fourths of the graduates who found employment were in the field of retail selling.

CHAPTER V

EMPLOYMENT STATUS OF GRADUATES

This chapter is concerned with the employment status and salaries received by the graduates who responded to the questionnaire sent them. The number employed, both part-time and full-time, and the salaries received by graduates of each of the four schools will be shown separately, by schools. Combined tables were made to give the reader a summary of the employment and salary data obtained from the 131 graduates of the four schools.

Establishments In Which Graduates Were  
Employed On Part-Time Jobs

Table number XXXIV shows the types of establishments in which the Tulsa graduates were employed on part-time jobs.

TABLE XXXIV

ESTABLISHMENTS IN WHICH TULSA GRADUATES  
WERE PART-TIME EMPLOYED ON MARCH 31, 1941

Establishments	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
Department Store		1		1		2	4
Office		1				1	2
Variety Store		1					1
Clothing Store						1	1
<b>Total</b>		3		1		4	8

Of the 41 graduates in Cooperative Retail Selling from Central High School, Tulsa, who responded to the questionnaire there were 8 who were employed on part-time jobs. Of the 8 thus employed, 4 girls were on part-time jobs in department stores; offices, variety stores, and clothing stores gave jobs to the remaining 4. Seventy-five per

cent of the group were employed in retail selling jobs.

The types of establishments in which the Oklahoma City graduates were employed part-time is shown in Table XXXV.

TABLE XXXV  
ESTABLISHMENTS IN WHICH OKLAHOMA CITY GRADUATES  
WERE PART-TIME EMPLOYED ON MARCH 31, 1941

Establishments	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
Department Store		1		1			2
Variety Store						1	1
Drug Store					1		1
Office						1	1
Total		1		1	1	2	5

Of the 36 graduates from Oklahoma City, only 5 were employed on a part-time basis. Of the 5 thus employed there were 2 girls employed in department stores; 1 girl in a variety store; 1 girl in an office, and 1 boy on a part-time job in a grocery store. Eighty per cent of those employed on a part-time basis were employed in retail selling.

Table XXXVI shows the types of establishments in which Ponca City graduates were part-time employed.

TABLE XXXVI  
ESTABLISHMENTS IN WHICH PONCA CITY GRADUATES  
WERE PART-TIME EMPLOYED ON MARCH 31,  
1941

Establishments	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
Specialty Stores				1		1	2
Shoe Store			1		1		2
Cafe						1	1
Office						1	1
Preaching	1						1
Lumber Company					1		1
Total	1		1	1	2	3	8



Of the 33 graduates in Cooperative Retail Selling of Ponca City, 8 were employed on part-time jobs. Of the 8 employed, 2 girls were in specialty stores; and the other 6 found work in a cafe, an office, a lumber yard, shoe stores, and the ministry. Five were engaged in retail selling.

The types of establishments in which Shawnee graduates were part-time employed is shown in Table XXXVII.

TABLE XXXVII  
ESTABLISHMENTS IN WHICH SHAWNEE GRADUATES  
WERE PART-TIME EMPLOYED ON MARCH 31, 1941

Establishments	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
Department Store						1	1
Fuller Brush Co.	1						1
Total	1					1	2

Of the 21 graduates in Cooperative Retail Selling of the Shawnee high school only two were employed on a part-time basis. A department store employed the girl and the boy was working for the Fuller Brush Company.

A combined table, which shows the establishments in which the graduates of the four schools were employed on a part-time basis, has been prepared to summarize the data concerning this type of employment.

Table XXXIX shows the establishments in which the graduates from the four schools were employed on a part-time job.

TABLE XXXIX

ESTABLISHMENTS IN WHICH THE GRADUATES OF THE FOUR  
SCHOOLS WERE EMPLOYED ON PART-TIME JOBS ON MARCH 31, 1941

Establishments	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
Department Store		2		2		3	7
Office Work		1				3	4
Variety Store		1				1	2
Shoe Store			1		1		2
Specialty Store				1		1	2
Clothing Store						1	1
Drug Store					1		1
Preaching	1						1
Cafe						1	1
Lumber Company					1		1
Fuller Brush Co.	1						1
<b>Total</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>10</b>	<b>23</b>

Of the 181 graduates in Cooperative Retail Selling, who responded to the questionnaire, 23 were on part-time jobs. Over one-third of the graduates were employed on a part-time basis in department stores. Three-fourths of them were engaged in retail selling.

Establishments In Which Graduates Were  
Employed on Full-Time Jobs

Table XL shows the establishments in which the Cooperative Retail Selling graduates from Tulsa were employed on full-time jobs.

TABLE XL

ESTABLISHMENTS IN WHICH TULSA GRADUATES WERE  
EMPLOYED ON FULL-TIME JOBS ON MARCH 31, 1941

Establishments	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
Department Store				4		6	10
Office		1		2		1	4
Seamstress				1			1
Dentist						1	1
U. S. Army					1		1
<b>Total</b>		1		7	1	6	17

Of the 41 graduates in Cooperative Retail Selling from Tulsa, 17 were employed full-time. Of the 17 thus employed, 10 girls were employed in department stores; 4 girls in offices; 2 girls and 1 boy in other types of work. Two-thirds of the graduates were employed in retail selling.

The establishments in which the graduates of Oklahoma City were on full-time jobs is shown in Table XLI.

TABLE XLI

ESTABLISHMENTS IN WHICH GRADUATES OF OKLAHOMA CITY  
WERE ON FULL-TIME JOBS ON MARCH 31, 1941

Establishments	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
Department Store		5		3		5	13
Variety Store		1		2		1	4
Grocery Store					1		1
U. S. Army					1		1
Office				1			1
<b>Total</b>		6		6	2	6	20

Of the 36 graduates of Cooperative Retail Selling from Oklahoma City, 20 were employed on full-time jobs. Thirteen girls, representing nearly two-thirds of the graduates were employed in department stores. Four girls were employed in variety stores, 1 girl in an office, 1 boy in a grocery store, and 1 boy in the United States Army. A total of 90 per cent of those employed on full-time jobs were engaged in retail selling.

Table XLIII shows the establishments in which the graduates of Ponca City, who responded to the questionnaire were full-time employed.

TABLE XLIII

ESTABLISHMENTS IN WHICH PONCA CITY GRADUATES  
WERE FULL-TIME EMPLOYED ON MARCH 31, 1941

Establishments	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
Department Store		1	1			2	4
Filling Station			1		1		2
Grocery Store				1			1
Telephone Exchange						1	1
Office						1	1
Lumber Company	1						1
Milk and Oleo Distributor	1						1
Refinery	1						1
Hotel			1				1
Cafeteria					1		1
Theatre			1				1
<b>Total</b>	<b>3</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>15</b>

Of the 33 graduates in Cooperative Retail Selling from Ponca City, 15 were employed full-time. Of the 15 on full-time employment, 3 girls and 1 boy were working in department stores. The remaining 11 graduates were employed in 10 different establishments. Approxi-

mately three-fourths of the graduates were employed in retail selling establishments.

Table XLIII reveals the types of establishments in which the Shawnee graduates were full-time employed.

TABLE XLIII  
ESTABLISHMENTS IN WHICH SHAWNEE GRADUATES  
WERE FULL-TIME EMPLOYED ON MARCH 31, 1941

Establishments	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
Department Store			1		1	1	3
Photo Studio					1		1
Collector and Selling			1				1
Office			1				1
Airplane Factory					1		1
Total			2	1	3	1	7

Seven of the Shawnee graduates who responded to the questionnaire sent them, were on full-time jobs. Two girls and 1 boy were working in department stores. The others were working in four different types of establishments. Over one-half of the workers were doing retail selling.

Table XLIV was prepared as a summary of the preceding four tables, which showed the types of establishments in which the graduates of each school were employed full-time.

TABLE XLIV

ESTABLISHMENTS IN WHICH THE GRADUATES OF THE FOUR  
SCHOOLS WERE EMPLOYED FULL-TIME ON MARCH 31, 1941

Establishments	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
Department Store		6	1	8	1	14	30
Office		1	1	3		2	7
Variety Store		1		2		1	4
Filling Station			1		1		2
U. S. Army					2		2
Grocery Store				1	1		2
Telephone Exchange						1	1
Lumber Company	1						1
Milk and Oleo Distributor	1						1
Hotel			1				1
Theatre			1				1
Cafeteria					1		1
Refinery	1						1
Photo Studio					1		1
Collector and Salesman			1				1
Airplane Factory					1		1
Seamstress				1			1
Dentist						1	1
<b>Total</b>	<b>3</b>	<b>8</b>	<b>6</b>	<b>15</b>	<b>8</b>	<b>19</b>	<b>59</b>

Of the 151 graduates in Cooperative Retail Selling of the four schools, there was a total of 59 who were employed on full-time jobs. Of those thus employed, 28 girls and 2 boys were on jobs in department stores, 6 girls and 1 boy in offices. The remaining 22 workers were working in 16 different types of employment. Of those employed full-time, practically three-fourths were engaged in retail selling.

Salaries Received By The Graduates  
Who Were On Part-Time Jobs

The salaries of the graduates in Cooperative Retail Selling from Tulsa who were employed on part-time jobs, March 31, 1941 are shown in Table XLV.

TABLE XLV

WEEKLY SALARY RANGE BY YEAR AND SEX FOR TULSA  
GRADUATES EMPLOYED PART-TIME ON MARCH 31, 1941

Weekly Salary Range	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
0 - 2.50							
2.51 - 5.00		1					1
5.01 - 7.50							
7.51 - 10.00						2	2
10.01 - 12.50							
12.51 - 15.00		1					1
15.01 - 17.50				1			1
Not Given		1				2	3
<b>Total</b>		<b>3</b>		<b>1</b>		<b>4</b>	<b>8</b>

Of the 8 graduates in Cooperative Retail Selling from Tulsa, one-fourth of them received more than \$12.50 per week. Three girls did not state their salaries. The average weekly earnings of the 5 who reported salaries for part-time work was \$10.42.

Table XLVI shows the salaries of graduates in Cooperative Retail Selling for Oklahoma City who were on part-time employment.

TABLE XLVI

WEEKLY SALARY RANGE BY YEAR AND SEX FOR OKLAHOMA CITY  
GRADUATES EMPLOYED PART-TIME ON MARCH 31, 1941

Weekly Salary Range	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
0 - 2.50		1					1
2.51 - 5.00							
5.01 - 7.50							
7.51 - 10.00							
10.01 - 12.50							
12.51 - 15.00						1	1
15.01 - 17.50							
17.01 - 20.00							
Not Given				1		2	3
Total		1		1		3	5

Of the 5 graduates of Oklahoma City in Cooperative Retail Selling who were on part-time jobs, 2 of them stated their salaries. The salaries were \$2.50 and \$13.00 per week respectively, which is an average of \$7.75 salary per week.

The salaries received by the graduates in Cooperative Retail Selling from Ponca City on Part-time jobs is shown in Table XLVII.

TABLE XLVII

WEEKLY SALARY RANGE BY YEAR AND SEX FOR PONCA CITY  
GRADUATES EMPLOYED PART-TIME ON MARCH 31, 1941

Weekly Salary Range	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
0 - 2.50						1	1
2.51 - 5.00						2	2
5.01 - 7.50							
7.51 - 10.00			1				1
Not Given	1			1	2		4
Total	1		1	1	2	3	8



Of the 8 graduates in Cooperative Retail Selling from Ponca City on part-time jobs, only 4 of them reported their salaries. The average weekly salary of these 4 part-time workers is \$5.25.

There is no table showing the salaries of graduates in Cooperative Retail Selling from Shawnee. There were only 2 part-time workers, who responded to the questionnaire; 1 of them a boy who reported a salary of \$4.00 per week, and, the other a girl who refused to state her weekly salary.

A combined table showing the salaries of the 23 graduates on part-time jobs was prepared to show a summary of the data relating to part-time salaries of the graduates reporting from the four schools. Table XLVIII combines the data contained in tables numbered XLV, XLVI, XLVII, and the data concerning the 2 part-time workers from Shawnee.

TABLE XLVIII

WEEKLY SALARY RANGE BY YEARS AND SEX FOR ALL GRADUATES  
EMPLOYED PART-TIME FROM THE FOUR SCHOOLS ON MARCH 31, 1941

Weekly Salary Range	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
0 - 2.50		1				1	2
2.51 - 5.00		1	1			2	4
5.01 - 10.00			1			2	3
10.01 - 12.50							
12.51 - 15.00		1				1	2
15.01 - 17.50				1			1
Not Given	1	1		2	2	5	11
Total	1	4	2	3	2	11	23

Of the 131 reporting graduates, from the four schools during the period 1937-1940, there were 23 on part-time jobs. The salaries ranged from a low of \$2.00 per week to a high of \$15.50 per week. Of

the 23 who reported as receiving salaries for part-time work, 11 did not state their salaries. The average weekly salary for the 12 who reported part-time salaries was \$7.72.

Salaries Received By The Graduates  
Who Were Employed Full-Time

The weekly salaries of the graduates in Cooperative Retail Selling who reported on full time jobs from Tulsa are shown in Table XLIX.

TABLE XLIX  
WEEKLY SALARY RANGE BY YEAR AND SEX FOR TULSA  
GRADUATES EMPLOYED ON FULL-TIME JOBS MARCH 31, 1941

Weekly Salary Range	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
7.51 - 10.00						1	1
10.00 - 12.50				1		2	3
12.51 - 15.00				2		4	6
15.01 - 17.50				1			1
17.51 - 20.00							
20.01 - 22.50		1					1
22.51 - 25.00				1			1
25.01 - 27.50				1			1
Not Given				1	1	1	3
<b>Total</b>		1		7	1	8	17

Seventeen of the Tulsa graduates in Cooperative Retail Selling reported they were on full-time jobs. The range in salaries per week was from a low of \$9.00 to a high of \$25.00. The average salary for the 14 who made reports was \$15.59.

There were 20 graduates in Cooperative Retail Selling from Oklahoma City who reported the amount received for full-time jobs. Table L gives this information.

TABLE L

WEEKLY SALARY RANGE BY YEAR AND SEX FOR OKLAHOMA CITY  
GRADUATES EMPLOYED ON FULL-TIME JOBS MARCH 31, 1941

Weekly Salary Range	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
5.01 - 7.50					1		1
7.51 - 10.00							
10.01 - 12.50				2	1		3
12.51 - 15.00		4				4	8
15.01 - 17.50		2		4		2	8
Not Given							
Total-		6		6	2	6	20

There were 20 graduates from Oklahoma City on full-time jobs. The range of salaries was from a low of \$7.00 per week to a high of \$17.00. Sixteen or four-fifths of the group received salaries above \$12.50 per week. The average weekly salary received by the Oklahoma City graduates in Cooperative Retail Selling who were on full-time jobs was \$13.93.

Table LI shows the weekly salaries of the graduates in Cooperative Retail Selling who reported from Ponca City, who were on full-time employment.

TABLE LI

WEEKLY SALARY RANGE BY YEAR AND SEX OF PONCA CITY  
GRADUATES EMPLOYED ON FULL-TIME JOBS MARCH 31, 1941

Weekly Salary Range	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
5.01 - 7.50					1		1
7.51 - 10.00				1		2	3
10.01 - 12.50							
12.51 - 15.00		1				1	2
15.01 - 17.50			1		1	1	3
17.51 - 20.00			1				1
20.01 - 22.50	2						2
22.51 - 25.00			1				1
25.01 - 27.50							
27.51 - 30.00							
30.01 - 32.50							
32.51 - 35.00	1		1				2
Not Given							
Total	3	1	4	1	2	4	15

Of the number of graduates in Cooperative Retail Selling reporting from Ponca City there were 15 who were employed on a full-time basis. The salary per week ranged from a low of \$7.00 to a high of \$35.00. Three-fifths of the graduates in Cooperative Retail Selling from Ponca City received weekly salaries above \$15.00. The average weekly salary of this group was \$17.80.

Table LII shows the weekly salaries of the graduates in Cooperative Retail Selling from Shawnee who reported themselves to be on full-time jobs.

TABLE LII

WEEKLY SALARY RANGE BY YEAR AND SEX OF SHAWNEE  
GRADUATES EMPLOYED ON FULL-TIME JOBS MARCH 31, 1941

Weekly Salary Range	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
12.51 - 15.00				1	1		2
15.01 - 17.50							
17.51 - 20.00			1		1		2
20.01 - 22.50							
22.51 - 25.00			1				1
25.01 - 27.50							
27.51 - 30.00							
30.01 - 32.50							
32.51 - 35.00					1		1
Not Given						1	1
Total			2	1	3	1	7

Of the number of graduates in Cooperative Retail Selling from Shawnee, 7 were on full-time jobs. The range of weekly salaries was from a low of \$13.00 to a high of \$35.00. Nearly three-fourths of this group received salaries from \$12.50 to \$25.01 per week. The average weekly salary for the 6 who reported salaries was \$21.31. The average weekly salary, as reported by the Shawnee graduates, was higher than the average salary of either of the other three schools.

Table LIII has been prepared to show the distribution in salaries of the 59 graduates of the four schools, who reported themselves as being on full-time jobs.

TABLE LIII

WEEKLY SALARY RANGE BY YEAR AND SEX OF THE GRADUATES  
OF THE FOUR SCHOOLS WHO WERE FULL-TIME EMPLOYED ON  
MARCH 31, 1941

Weekly Salary Range	1937-1938		1938-1939		1939-1940		Total
	Boys	Girls	Boys	Girls	Boys	Girls	
5.01 - 7.50					2		2
7.51 - 10.00				1		3	4
10.01 - 12.50				3	1	2	6
12.51 - 15.00		5		3	1	9	18
15.01 - 17.50		3		5	1	3	12
17.51 - 20.00			2		1		3
20.01 - 22.50	2	1	2	1			3
22.51 - 25.00			2	1			3
25.01 - 27.50				1			1
27.51 - 30.00							
30.01 - 32.50							
32.51 - 35.00	1		1		1		3
Not Given				1	1	2	4
Total	3	9	5	15	8	19	59

Of the 131 graduates in Cooperative Retail Selling who reported from the four schools in this study, 59 of them were on full-time jobs. The salary range for the 55, who reported salaries received, was from a low of \$7.00 to a high of \$35.00 per week. The average weekly salary calculated by the formula for grouped data, for the 55 who stated their salaries was \$15.94. The standard deviation was 5.67.<sup>1</sup> Applying the formula for the standard error of an average mean we find that the

1 J. Murray Lee, A Guide To Measurement In Secondary Schools, D. Appleton-Century Company, New York, 1936, pp. 442-450

standard error of the mean is .75. According to this formula the chances are 68 in 100 that the obtained average of \$15.94 does not diverge from the true average by more than .75.<sup>2</sup>

---

<sup>2</sup> Henry S. Garrett, *Statistics In Psychology and Education*, Longmans, Green and Co., New York, 1926, pp. 120-123.

## CHAPTER VI

### FINDINGS AND RECOMMENDATIONS

#### Findings

The purpose of this study was to discover to what extent the graduates have utilized the training received in high school in entering upon and persisting in employment related to distributive occupations.

The study is specifically confined to a follow-up of 131 graduates from four Oklahoma high schools; Tulsa, Oklahoma City, Ponca City, and Shawnee for the school years 1937-1938, 1938-1939, and 1939-1940. The data were obtained through questionnaires which were sent to 280 graduates of Cooperative Retail Selling in the four high schools. Of the 280 questionnaires sent, usable responses were made by 131 of the graduates; 41 from Tulsa, 36 from Oklahoma City, 33 from Ponca City, and 21 from Shawnee.

The data revealed that of the 131 graduates who responded to the questionnaire, 85, or nearly two-thirds were enrolled in Cooperative Retail Selling classes for 2 semesters. It was found that department stores furnished 75, or practically one-half of the total training establishments utilized by the 131 graduates. Variety stores came second with 31, or 20 per cent. A total of 101 graduates gave their job titles as salesperson, which was 70 per cent of all the job titles listed.

Of those who pursued programs of study and training above the high school level, more than two-thirds attended colleges or universities; 6 attended business colleges; 3, aviation school; 1, beauty college; 3, post high school courses; and 2 did correspondence



study. Of the 51 doing advanced study, 32 or 62.7 per cent were still in school when the study was made.

Of the courses chosen by the 51 graduates who were doing advanced study, commerce was the predominating major field, being majored in by practically two-thirds of those enrolled in school. Home Economics followed, being chosen by 5 as a major; the remaining majors were scattered over a wide spread of selections. It is interesting to note the comparatively large number who either finished their courses or are still in school. It would seem that most of those who enrolled for further study were persistent enough to complete their courses.

As to employment, 23 were on part-time jobs, with department stores and offices absorbing virtually half of those on part-time jobs, the former 30 per cent and the latter 17 per cent. Two-thirds of the full-time employed were to be found in the same type of work as the majority of part-time workers. Again department stores led with a per cent of 63; offices absorbed 12 per cent of the full-time workers. These 2 types of employment were being followed by 64 per cent of the 59 who were on full-time jobs.

The average weekly salary range for part-time employment was from a low of \$4.00 in Shawnee to a high of \$10.42 in Tulsa. The average part-time weekly salary was \$5.25 in Ponca City, and \$7.75 in Oklahoma City. The average weekly salaries for full-time workers for the four cities were: Oklahoma City \$13.96; Tulsa \$15.59; Ponca City \$17.88; and Shawnee \$21.31. The average weekly salary calculated by the formula for grouped data, for the 55 who were full-time employed was \$15.94. It is significant to note that the salaries given by the Shawnee graduates were considerably higher than those of the other cities. The average weekly salaries for workers in retail trade throughout the United States ranged from \$17.02 to \$18.49 during the

period from 1934 to 1939.<sup>1</sup>

The present employment status of the graduates is indicated by the data in Table LIV. There was a total of 31 boys and 100 girls who are included in this study.

TABLE LIV  
PRESENT EMPLOYMENT STATUS OF THE 131 GRADUATES

Employment Status	BOYS		GIRLS		TOTAL	
	Number	Per Cent	Number	Per Cent	Number	Per Cent
Full-Time	17	55	42	42	59	45
Part-Time	1	3	11	11	12	9
Part-Time In School	5	16	6	6	11	8
In School	8	26	13	13	21	16
Unemployed Single			9	9	9	7
Unemployed Married			19	19	19	15
Total	31	100	100	100	131	100

Of the 59 persons employed full time, 17 were boys and 42 were girls. Six boys and 17 girls were on part-time jobs. Of the 23 persons working on part-time jobs 5 boys, and 6 girls were working part-time and attending school. Those in school but not working total 21, including 8 boys and 13 girls. Of the 131 only 9 may be classed as unemployed, as the 19 married women stated they did not seek or desire work.

<sup>1</sup> Statistical Abstract of the United States, 1939, United States Printing Office, Washington, D. C., p. 331.

If the number of those unemployed but in school, and the 19 married women are deducted from the 131 total, there remain only 9, or 10 per cent of the total actually unemployed. Thus those employed either full-time or part-time number 82, which represents an employment record of 90 per cent. Of the 82 who were employed either part-time or full-time, three-fourths were engaged in retail selling. Insofar as the actual pursuit of retail selling jobs after graduation is indicative of the value of training, the high school Cooperative Retail Selling program appears to be justified.

#### Recommendations

The following recommendations are suggested:

1. That a complete system of record keeping for guidance and follow-up purposes be set up by the coordinators in each school having a distributive education program in order to maintain more accurate and up-to-date information concerning the graduates of their respective programs.
2. That a summary of the follow-up records of graduates of Part-Time Cooperative Retail Selling classes be kept in the office of the Assistant State Supervisor, in order that state-wide studies of the employment records may be made annually to determine one measure of the effectiveness of distributive education.
3. That a follow-up study similar to this one be made of the 149 graduates who did not respond to questionnaires sent them in this study.

4. That the results of this study, and all other similar studies in distributive education, be made known to interested teachers, school administrators, and business men of this state in order to help them in choosing the proper materials and methods to be used in programs of Cooperative Retail Selling.
5. That the coordinators attempt to obtain a wider diversification of training stations in their respective school programs.
6. That the questionnaire used in this study be revised and strengthened and used as a pattern for making future studies of this nature.

APPENDIX

308½ Knoblock  
Stillwater, Oklahoma

Dear Friend:

Since the passage of the George-Deen Act in 1936 many schools have introduced courses in Cooperative Retail Selling. Many more schools are considering the introduction of the course. Some schools are hesitating to introduce the course on account of the lack of definite information concerning the value of such a course.

The retail selling coordinator of your school has supplied me with the names and addresses of all the high school graduates since 1937 that had cooperative retail training while in high school. Your coordinator believes, as do many others, that a follow-up study of the graduates would be of value to those interested in cooperative selling.

In order that such a study can be made it is necessary that you fill in and return promptly the enclosed questionnaire. The success or failure of this study depends upon your willingness to cooperate by returning the questionnaire. MAY I DEPEND ON YOU?

In order that the results of this study can be made available to those contemplating the introduction of such a course in their schools next year, it is essential that I receive all the questionnaires by return mail.

Enclosed you will find a stamped, self-addressed envelope in which to return the questionnaire. If for any reason you do not desire to give your name, feel free to leave that part of the questionnaire blank. The essential thing is that you return the questionnaire.

I assure you that your cooperation in this matter will be greatly appreciated. If you desire to have a copy of the results of this study, please indicate this at the bottom of the questionnaire.

Yours very truly,

G. Elwood Hookey



2. How long after graduating from high school was it before you secured your first job? \_\_\_\_\_

3. What is your present weekly salary? \_\_\_\_\_

4. In what way has the training in cooperative retail selling, as received in high school, helped you secure and hold employment? (Relate any experience that you have had that causes you to believe as you do.)

\_\_\_\_\_

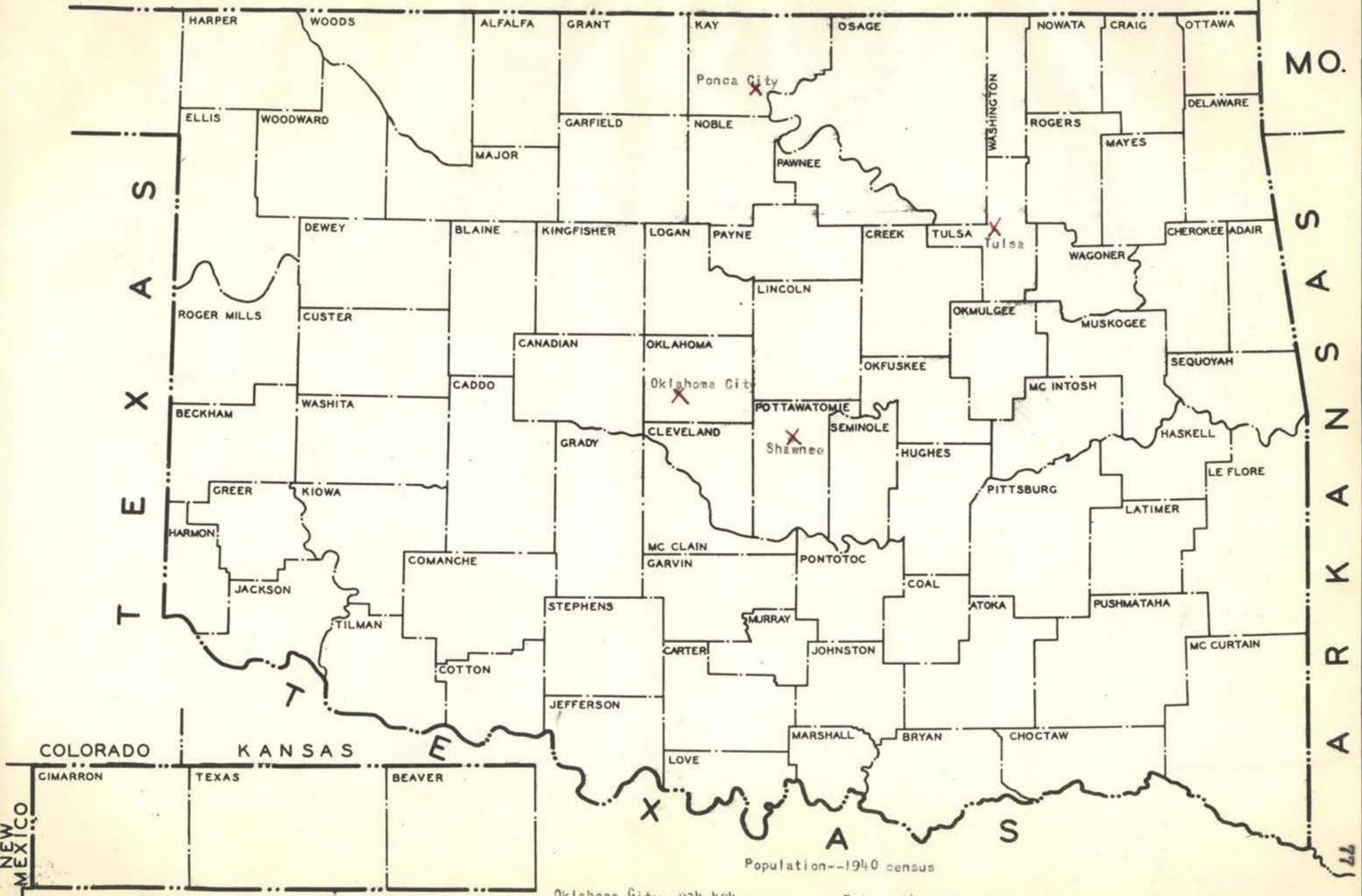
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



K A N S A S



Population--1940 census

Oklahoma City--204,424  
 Shawnee--22,053

Tulsa--142,157  
 Ponca City--16,794

NEW MEXICO

MO.

AR.

T E X A S

BIBLIOGRAPHY

## BIBLIOGRAPHY

## BOOKS

- Bixler, Harold Hench, Check Lists For Educational Research. New York: Bureau of Publications, Teachers College, Columbia University, (1928).
- Brown, Lyndon O., Market Research and Analysis. New York: The Ronald Press, (1937).
- Burton, R. J., A Follow-Up Study of Commercial Graduates Of The Waussau Senior High School. Unpublished Master's Thesis, University of Iowa, (1935).
- Callarman, Cecil Clarence, A Study Of The Post-High School Activities Of The Graduates Of Ponca City High School For The Years 1934, 1935, 1936, 1937, and 1938. Unpublished Master of Science Thesis, Oklahoma Agricultural and Mechanical College, Stillwater, Oklahoma, (1940).
- Good, Carter V., Barr, A. S., and Scates, Douglas E., The Methodology of Educational Research. New York: D. Appleton-Century Company, Inc., (1936).
- Haas, Kenneth B., Distributive Education. New York: The Gregg Publishing Company, (1941).
- Haynes, Benjamin R., and Graham, Jessie, Research In Business Education. C. C. Crawford, University of California, Los Angeles, California, (1932).
- Haynes, Benjamin R., and Humphrey, Clyde W., Research Applied To Business Education. New York: The Gregg Publishing Company, (1929).
- Hemphill, Ruby Mae, A Study of The Subsequent Academic and Vocational Activities of Drop-out Students of The School of Commerce of Oklahoma Agricultural and Mechanical College. An unpublished Master of Arts Thesis, University of Southern California, Los Angeles, California, (1937).
- Koos, L. V., The Questionnaire in Education. New York: The Macmillan Company, (1928).
- Lee, J. Murray, A Guide To Measurement In Secondary Schools. New York: D. Appleton-Century Company, Inc., (1936).
- Nahl, Perham C., Application of The Interview Method To a Trading Area Survey of Stillwater, Oklahoma. Market Research Study Number 2, Oklahoma Agricultural and Mechanical College, School of Commerce Market Research Service, Stillwater, Oklahoma, (February 1939).

Nahl, Perham C., Consumer Shopping Habits By Income and Occupational Groups. Market Research Study Number 3, Oklahoma Agricultural and Mechanical College, School of Commerce, Market Research Service, Stillwater, Oklahoma. (April 1940).

Schluter, W. C., How To Do Research Work. New York: Prentice-Hall, Inc., (1926).

GOVERNMENT DOCUMENTS

Erick, Glenn Oscar, Cooperative Training In Retail Selling In The Public Secondary Schools, Vocational Education Bulletin Number 186, Commercial Series Number 10. United States Department of The Interior, Office of Education, Washington, D. C., (1936).

Haas, Kenneth B., Cooperative Part-Time Retail Training Programs-- Supervision, Coordination, and Teaching, Vocational Division Bulletin Number 205, Business Education Series Number 12. United States Department of The Interior, Office of Education, Washington, D. C.

Haas, Kenneth B., Distributive Education--Organization and Administration, Vocational Division Bulletin Number 211, Federal Security Agency, United States Office of Education, Washington, D. C., (1940).

Russell, John D. and others, Vocational Education, Advisory Committee on Education. Washington, D. C., Government Printing Office, (1938).

Statement of Policies for The Administration of Vocational Education, Vocational Educational Bulletin Number 1, United States Department of The Interior, Office of Education, Washington, D. C., (1937).

Typist: Marjory Gilbert