

RELATED STUDY LESSON ASSIGNMENTS  
FOR RETAIL FLOWER SHOP IN A COOPERATIVE PART-TIME  
VOCATIONAL EDUCATION PROGRAM

RELATED STUDY LESSON ASSIGNMENTS  
FOR RETAIL FLOWER SHOP IN A COOPERATIVE PART-TIME  
VOCATIONAL EDUCATION PROGRAM

By

KEDZIE P. COBB

Bachelor of Science

Oklahoma Agricultural and Mechanical College

Stillwater, Oklahoma

1930

LIBRARY  
A & M COLLEGE  
STILLWATER OKLA

Submitted to the Department of

Trade and Industrial Education

Oklahoma Agricultural and Mechanical College

In Partial Fulfillment of the Requirements

For the Degree of

MASTER OF SCIENCE

1940

OKLAHOMA  
AGRICULTURAL & MECHANICAL COLLEGE  
LIBRARY  
AUG 5 1940

APPROVED:

*A. G. Huntington*

---

Head of Department of Trade and Industrial Education

*R. L. Howell*

---

Dean of the School of Engineering

*D. C. M. Titosh*

---

Dean of the Graduate School

126907

## ACKNOWLEDGEMENT

Grateful acknowledgement is made for the many helpful suggestions given by Mr. H. A. Huntington during the writing of my thesis. I wish to express thanks to the members of the Trades and Industrial Education and Industrial Arts Education faculties for the instruction and guidance I have received during my graduate work. I wish to express my deepest gratitude to the training agencies, Coffey's Flower Shop, Gregg the Florist, and The Garden Nurseries for their assistance in the gathering and organizing of the material used in the writing of this thesis and their welcome suggestions and criticisms which have a large bearing on the practicality of these assignments. I also wish to thank Mrs. Winnifred Vogler for her painstaking work in the typing of this thesis.

Kedzie P. Cobb

Oklahoma A. & M. College

Stillwater

July, 1939

## TABLE OF CONTENTS

	PAGE
<b>PART I. PROCEDURES USED IN THE STUDY</b>	
1. Introduction .....	1
2. Determining the Problem.....	2
3. Methods of Research.....	3
4. Measuring of the Data.....	4
5. Method of Solution .....	6
6. Preparation of Student Assignments....	7
7. Methods of Checking Student Accomplishments.....	10
8. Method of Presentation.....	11
<b>PART II. LESSON ASSIGNMENTS</b>	
1. Background and history of flower shop development.....	1
2. Learning the Business.....	3
3. The Shop Interior.....	5
4. The Cut Flower Display Cases or Refrigerator.....	7
5. Flower Shop Requisites or Essentials..	8
6. Standard Florist Ribbons.....	9
7. The importance of On-Time Delivery....	10
8. The Display Window.....	11
9. The Use of Picture Frames.....	12
10. Florists' Telegraph Delivery.....	13
11. Decorative Greens.....	14

	11
12. Preservation of Flowers.....	15
13. Occasions that Create Sales Opportunities.....	17
14. The Mailing List.....	18
15. Salesmanship.....	19
16. The Telephone, Advertising and Selling.....	21
17. Publicity and Advertising.....	22
18. Creating Sales in the In-Between Times.....	23
19. Creating Good Will.....	24
20. The Business Diary.....	26
21. Essential Features in Retailing Flowers.....	27
22. Flower Shop Bookkeeping.....	28
23. Collecting Overdue Accounts.....	29
24. Every Week in the Flower Shop.....	30
25. The Woman Florist.....	31
26. Flowers Everlasting.....	32
27. Funeral Flowers.....	33
28. Wedding bouquets.....	35
29. Home Wedding Decorations.....	37
30. Church Wedding Decorations.....	38
31. Corsages.....	40
32. Table Decorations.....	42

		111
33.	Baskets.....	44
34.	Foliage and Flowering Plants.....	45
35.	Window Boxes.....	46
36.	Landscaping.....	47
37.	Purposes of Stemming Flowers.....	48
38.	Principles of Basic Construction.....	49
39.	Principles of Spray Design and construction.....	50
40.	Principles of Design and Construction Used in Wreaths.....	52
41.	Principles of Design and Construction of Floral Pillows.....	54
42.	Purpose of emblem designs.....	55
43.	The Casket Spray, the Casket Cover, and the Pall.....	57
44.	Occupation Problems of Young Workers.	59
45.	Business Organization and Problems of Starting a Business.....	60
46.	Problems of Selling in Business and Industry.....	61
47.	Relation of our Financial System to Business and Industry.....	62
48.	Personal Management of Wages and Income, Including Savings.....	63

49.	Problems of Buying for Home and Personal Uses.....	64
50.	Relationship of Family Life to Success in Business and Industry.....	65
51.	Health and Care of the Person.....	66
52.	The Value of Friendliness.....	67
53.	Ambition.....	68
54.	Knowledge in Occupational Field.....	69
55.	Courtesy and Fact.....	70
56.	Enthusiasm.....	71
57.	Imagination.....	73
58.	Memory.....	74
59.	Honesty and Dependability.....	75
60.	Industry.....	77
61.	Self-control.....	78
62.	Self-confidence.....	79
63.	Handling Telephone Calls.....	80
64.	Making Telephone Calls.....	82
65.	Telegrams, Preparing and Sending.....	84
66.	Telegrams, Classes of Messages, Services, Rates.....	85
67.	Cable and Radiogram Services.....	86
68.	Addressing and Mailing Letters and Packages.....	87
69.	The Filing Activity in Business.....	88



	v
70. Alphabetized Filing.....	89
71. Other methods of filing.....	91
72. Shipping of Goods and Classes of Service.....	92
73. Shipping of Goods and Classes of Service - Continued.....	94
74. Arrangement of Stock.....	96
75. Receiving Records.....	97
76. Inventories.....	99
77. Transmitting Money.....	100
78. Transmitting Money - Continued.....	101
79. Transmitting Money - Continued.....	102
80. Transmitting Money - Continued.....	103
81. Bank Services.....	105
82. Bank Services - Continued.....	107
83. Negotiable Instruments.....	108
84. Negotiable Instruments - Continued...	109
85. Negotiable Instruments - Continued...	111
86. Negotiable Instruments - Continued...	113
87. Negotiable Instruments - Continued...	114

## PART I.

### INTRODUCTION

This work is intended to bring together in a compact form, with thought directing questions, the information that has been determined to be necessary for a trainee in the florist shop. The writer has, due to the lack of any guides and criteria in the field of Diversified Occupations, based the study and plans on his own experience and the experiences of other Coordinators with whom he has consulted. It is the concensus of opinion of the Coordinators and the State Department of Trades and Industrial Education in Florida that there is a dearth of material that is in usable form in the hands of the trainee. We have, after several conferences and much study, decided that such material in a workable form is necessary to the success of the program. We have decided that the lesson assignment plan is the most feasible at the present time and are using it until time, study, and experience reveals a better method of presenting the technical and other necessary information to the student. We do not set the plan up as being the best to use, nor do we say that it is the only plan to use, but we do feel that it does a better job of filling those needs than anything we have yet discovered.

The writer has, through much study, research for materials,

and many conferences with his training agencies, worked out the lesson assignments herein contained and has found them to be workable. It is hoped that these assignments may be of assistance to other Coordinators who may have students in training in the floral industry. It is not intended that a Coordinator shall adopt and use the material in toto, but that it shall be adapted to the specific training agency and trainee.

This information is found in many books and if the search for it were left to the student, he would soon be lost in a maze of reading matter that would become so jumbled that he could benefit very little by it. The practice of referring to specific pages and chapters in which the information is to be found eliminates the necessity of the learner reading other than that which applies directly to the problem that is to be solved.

If it is found that this set of lesson assignments in any way lightens the load or assists in the better training of students of other Coordinators, the writer will feel that he has been fully repaid for the time and effort that he has put forth in compiling these lesson assignments.

#### DETERMINING THE PROBLEM

In the fall of 1938 the writer, who is Coordinator of Trades and Industrial Education for the Palm Beach County

Board of Public Instruction, had an opportunity to place students in three flower shops for training in the Diversified Occupations program. The Coordinator realized that it was his duty to help make easier the paths of learners and to gather material that would show modern methods used in the retail flower shop.

#### METHODS OF RESEARCH

Accordingly, he began a search for any and all available material in the floral field. All this material was carefully weighed and that which was suitable and adaptable was placed at the disposal of his students employed in florist establishments. The first step in the determination of the material needed was the preparation of a schedule of processes showing what the student must do. This was done through a series of interviews with the shop owners.

From this schedule of processes was determined the things the student should know in order to perform his duties in a workmanlike manner. The things he should know were then divided into those which were directly related to his job, information that was of value only to those engaged in the retailing of flowers, and information that was of an indirect nature which could be applied to any retail business and supply his need for business and civic intelligence.

The second step in the selection of study material was

to interview the shop owners for recommendations for material which they judged would give the information needed. Trade magazines regularly subscribed to by those engaged in floral work were studied for lists of authoritative books and pamphlets that might be of value. The writer wrote to publishing firms whose publications deal almost entirely in the floral field, giving a full explanation of the purpose and need that the material desired should fill, for their catalogues and any recommendations that they might care to make of those publications they felt to be most suitable to the work we were trying to do.

#### MEASURING OF DATA

A long list of such publications was made and all data showing the nature and scope of their contents was studied and the shop owners were again consulted in order that the final selection of material might be based on the experienced judgment of those engaged in the field.

Those publications which contained a lesser amount of usable material and those which contained duplications of information in books that more nearly covered the field were stricken from this list and the ones remaining were ordered on approval. When the books were received, they were scanned by the writer in order that he might assist the trainers, from an educational standpoint, in evaluating them for use

as related study material.

From the eight books ordered, four were selected for use, on the recommendation and approval of the training agencies, as being most complete in the information given and best prepared to give the trainee the auxiliary knowledge necessary to better perform his duties in the shop.

It was the opinion of all the training agencies that all of the books selected were from the pens of those in greatest command of knowledge in the floral industry due to their long experience and years of study and research in the field. Mr. Kift, the author of The Retail Flower Shop, has based his book on experience and study gained through fifty years of work as a retail florist. Mr. Laurie has for a number of years been professor of floriculture at Ohio University and his book The Flower Shop is readily recognized and accepted as being valuable in any flower shop library. Mr. Cleaver has, in his book The Art of Floral Designing, set forth those things which he feels are vitally necessary for the beginner to know. He says: (The Art of Floral Designing, Publishers' Foreword)

"Experience is an excellent teacher, but experience alone, without a textbook is a slow, tedious journey. After several years of store work, filled with glaring blunders and much hard labor, I began to realize that the arrangement of flowers is an art based on principle and method and that an understanding of this leads to improved ways of working and to greater discovery on the part of the student."

The Designers' Notebook is based on a series of articles which appeared in the Florists' Review and were compiled in book form by the Florist Publishing Company at the insistence of the industry.

The indirectly related study material was selected in much the same manner as the directly related material with the exception that retail business men in several lines of retailing who were cooperating in the Diversified Occupations training program were consulted in the selection and recommendation of the sources of information selected.

In addition to the sources used in gathering the list of available directly related material, the writer requested and received lists of material from other Coordinators they had used in their programs and had found to contain valuable training data. When these books, bulletins, and pamphlets were ordered and received they were checked and notations were made indicating the occupations or phases of business for which they were considered the best references.

#### METHOD OF SOLUTION

After the sources of information needed to fill the trainee's requirements had been gathered the problem of the Coordinator was to determine what method or methods were best to use in directing the study to obtain the most beneficial results. Conferences were held with the trainers

to discuss the ways in which the information might be given most profitably and the resulting plan for basic study was to use a series of lesson assignments partially covering the entire list of things he should know in order to do his job efficiently and to become successful in the occupation. These assignments were to be in the form of study and thought-directing questions, each bearing on some particular phase of the individual or the job, or both. These assignments were to be made by the Coordinator and approved by the training agencies.

The writer, realizing his responsibility to the school, the training agency, and the trainee, and his unfamiliarity with the occupation, and being desirous of doing a creditable piece of work, decided that in order to gain these results he must personally read and study the sources so that he might formulate questions that would lead directly to the knowledge desired and eliminate unnecessary reading on the part of the trainee. After reading the subject matter, the Coordinator discussed with the trainers the phases of the work covered so that he might weigh in the light of their experience the information gained and make the questions as practical as possible.

#### PREPARATION OF STUDENT ASSIGNMENTS

The form of the lesson assignment is a slight variation of the form set up and recommended for the use of all of the



Coordinators in the state of Florida by the State Department of Trades and Industrial Education. This recommendation states that the form may be varied as much as is necessary to fit the occupation in which it is being used. A copy of the form sent out from the state office is included in the appendix of this thesis.

The topics for study are based on the trainee's experience. The writer, realizing full well the impossibility of a Coordinator having a broad enough knowledge to teach all of the occupations in which he would have students placed, has formulated these assignments with the idea that the trainee's time in school is used in directed study and that the Coordinator shall only assist him in this study by counselling him in his search for and interpretation of the material he has been directed to study. The Coordinator also expects those assignments to assist the trainee in finding material that will answer other problems, to supplement the assignments.

It is not intended that these assignments shall be considered as a complete course of study for the trainee. They, as stated previously, are to form the basic study and it is expected that they will be supplemented in a broad measure by the use of any other information that may be available, either through the experience of the trainer,

or from new material that has come from the press.

The work experience of the trainee is expected to bring to his mind questions and problems that do not appear on these assignments. These problems are to be added to the particular assignment with which they coincide or a completely new assignment may be made. The lesson assignments included in this thesis call for study of book references that are given preference by trainers. Supplementary references are to the Trade Magazines which contain new information and new methods that have been discovered by some one in the industry. These magazines also carry discussions of the trends of business and suggestions that will increase sales.

The references in the assignments on the designing of floral pieces are to be supplemented by the use of the Floral Designs De Luxe or an album of designs that is used and kept up to date by the training agency. These albums are compiled by the Floral Associations and are kept up to date by supplements that are published from time to time. Mr. Cleaver says of these albums: (The Art of Floral Designing, Author's Foreword)

It is a wonderful picture gallery of commercial floral subjects. Frequent reference thereto will well repay one, supplying ideas for present and future work. It contains a host of novelties for the florists' big days; the old classics, the informal and large decoration, as well as the offerings of many floral arrangers of this day and time, are all portrayed therein.

## METHODS OF CHECKING STUDENT ACCOMPLISHMENTS

The methods of checking what the trainee has learned may be varied to suit the individual using these plans. The writer uses three methods to check his students, and has found that the combination of the three gives a pretty thorough measure of the progress the trainee has made. The first method used by the writer is to check over the material that has been turned in in reply to the question assignments in order to determine whether the student has analyzed his reading material and obtained the important and pertinent information desired and the facts that he should know. The second method used is to take the same questions that are used in the assignments and use them in quizzing the student in a conference period and along with these questions use others to bring out any points on which the student may be weak or may need to do more study. The third method is to have the trainer question the trainee from time to time in order that he, in the light of his own knowledge and experience, may measure the progress in learning the technical knowledge of the occupation that is necessary for the success of the trainee, in addition to his ability to perform the duties required of him with the necessary degree of skill and proficiency.

## METHOD OF PRESENTATION

The arrangement of the lesson assignments is not to be considered or used in the order listed. The arrangement here is designed to follow more or less the order of the subject material found in the references used and the directly related information is placed first because it was studied first by the author. The trainee shall be expected to study the information in the sequence that is determined by the performance of his duties in the shop. In following the rule of giving the technical information at the time it is needed, the student will skip about among the assignments in what may appear to be a very haphazard manner, but in doing this, he will acquire the needed information in an orderly sequence and at the logical time. Some of the assignments contained herein have been validated by the training agencies cooperating with the Coordinator and have been used by students with a marked degree of success. Those assignments that have not been validated are of course subject to validation. The writer feels that they will need only a small amount of revision as they have been formulated and based upon the experience gained in the making and revising of those that have been validated. These assignments are designed to fill the needs of a trainee located

in a tropical climate and shops located in a city of approximately 50,000 population. It will, in all probability, be necessary to make some changes and addition in order that the learning processes will fit the trainee's needs in a community of another size and communities located in another climate.

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Background and history of flower shop  
development.

References: The Retail Flower Shop, Chapters 1 and 2

The Flower Shop, page 3

The Art of Floral Designing, Chapter 1

1. When did the floral shop originate as a business apart from the greenhouse?
2. What flowers were used and how did prices compare with those of today?
3. When and who published the first books on floriculture?
4. What periods or stages has the floral industry gone through?
5. When did the use of flowers out of growing season begin?
6. When did specialization begin and what assisted in its success?
7. When was the first florist society founded and what has been its effect on the industry?
8. When were flower shows first held and what effect have these shows had on the buying public?
9. What aid has the forcing of flowers been to the industry?

10. What was first used for design forming and what improvements have taken place?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Learning the Business

References: The Retail Flower Shop, Chapters 1 and 2

The Flower Shop, Pages 3-5

The Arts of Floral Designing, Chapter 15

## Questions:

1. Upon what does the success of the florist business depend?
2. Why is greenhouse experience valuable and necessary for anyone expecting to go into this business?
3. Why is the greenhouse called the grammar school of the trade?
4. Why is the retail shop called the highschool?
5. Why does systematic operation lead to success?
6. What are the most important problems to be studied by a prospective florist?
7. What part does the individual play in the success of a business? How do customer impressions affect the business?
8. Why, as a rule, does the combination retail shop and greenhouse business prove disappointing?



9. What should be taken into consideration in selecting the location for a retail shop?
10. What interior arrangements are to be considered?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: The Shop Interior

References: The Retail Flower Shop, Chapters 4 to 6  
The Flower Shop, Chapter 1  
The Art of Floral Designing, Chapter 15

## Questions:

1. What does location have to do with the interior shop arrangement?
2. What pieces of equipment are needed in a flower shop?
3. What particular features are necessary and desirable in the equipment that are peculiar to the industry?
4. What are the advantages and disadvantages of a balcony?  
A basement? A conservatory?
5. What part has the display refrigerator had in the development of the flower shop?
6. How is the value of a refrigerator measured?
7. What are the requisites of an efficient shop and how may they add to or detract from the invitingness of the shop?
8. What are the factors to be considered in lighting arrangements?

9. How may the floor affect business? What is considered most desirable in location and arrangement of the work room?
10. What should be considered in stocking supplies and sidelines to the business?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: The Cut Flower Display Case or Refrigerator.

References: The Retail Flower Shop, Chapter 5

The Flower Shop, Pages 12 to 14

Questions:

1. Where were cut flowers stored to be kept fresh in the early days of the Retail Shop?
2. What steps have been taken to improve the modern display case?
3. What makes the purpose of the display case dual in nature?
4. What arrangement features are to be desired in the refrigerator?
5. What lighting effects are to be desired?
6. What factors make artificial refrigeration more desirable than ice cooling?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Flower Shop Requisites or Essentials

References: The Retail Flower Shop, Chapter 6

The Flower Shop, Pages 20 to 24

Questions:

1. Why should certain tools, appliances, and requisites necessarily be within reach at all time?
2. What are considered to be the essential tools, appliances and stocks in the workroom?
3. What are the decorative requisites that should be on hand at all times?
4. What stock is considered essential in a store?
5. What are the essentials on the order board?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Standard Florist Ribbons

References: The Retail Flower Shop, Chapter 7

The Flower Shop, Pages 28, 29 and Chapter 7

## Questions:

1. What kind of ribbons were first used?
2. What factors caused the ribbon houses to cater especially to the florist industry?
3. Why is it not possible to use the ordinary ribbons in most floral designs?
4. Of what materials are the standard floral ribbons made?
5. How does the use of ribbons add to or detract from a floral piece?
6. What kinds or types of ribbons should be stocked in our locality?
7. What colors and weave designs are in greatest demand?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: The Importance of on time delivery

References: The Retail Flower Shop, Chapter 10

The Flower Shop, pages 43 to 46

Questions:

1. Why is on time delivery one of the greatest factors in the florist business?
2. What factors make up the importance of home calls and delivery?
3. What other than transportation enters into the making of a delivery?
4. Why is it important to verify addresses and names before delivery?
5. What are the important "do's" in handling orders for trains and other means of transportation?
6. What care should be taken in making deliveries to a cemetery?
7. Why is securing a signed receipt of delivery, showing the time delivered, a valuable practice?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: The Display Window

References: The Retail Flower Shop, Chapter 11

The Flower Shop, Pages 14 to 20 and 51 to 56

The Art of Floral Designing, Chapter 15

## Questions:

1. What is the prime objective of the window display?
2. How does the location affect the value of the show window?
3. What does the selling power of the window depend upon?
4. How may an otherwise attractive window be spoiled?
5. What types of displays may be arranged?
6. What are the impressions desired of each type?
7. What effect does overcrowding and backgrounds have on window displays?
8. What part do drapes, baskets, pots, vases, and stands play in window trimming?
9. What must be considered in respect to the window lighting?
10. How does catering to exclusive trade in window display generally affect business?
11. What part does color harmony play in the arrangement of a window?

Further study of references in addition to those above:



Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: The Use of Picture Frames

References: The Retail Flower Shop, Chapter 12

Questions:

1. What is the useful purpose of picture frames?
2. What is the value of this type of display?
3. What types of frames should be used?
4. What sizes are best and where may they be obtained?
5. Describe some of the ways in which picture frames may be used?
6. What floral designs lend themselves to use with frames?
7. What is to be considered in lighting this type of display?
8. What, in the setting, must be considered other than the frame and flowers?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Florists' Telegraph Delivery

References: The Retail Flower Shop, Chapter 26

The Flower Shop, Chapter 4

## Questions:

1. What is the Florists' Telegraph Delivery?
2. When and how did it come into existence?
3. Explain how it operates.
4. What are its advantages to the customer? The shop owner?
5. How is membership obtained and what are the obligations?
6. Is this type of service generally known to the public?
7. How are the accounts of dealers in this service handled?
8. What has been its contribution to the growth of the industry?
9. How can you determine whether the city in which your customer has requested delivery has F. T. D. service or not?
10. What profit does the florist sending the wire receive?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Decorative Greens

References: The Retail Flower Shop, Chapter 8  
The Flower Shop, Pages 93 to 98

## Questions:

1. What greens are in use and from what sections of the country are they obtained?
2. What greens are grown in our own state and how broadly do they lend themselves to floral work?
3. What is the importance of greens in floral work? Why?
4. What greens are the essential ones and most widely used?
5. What greens are seasonal in their use? Why?
6. What greens are best for corsage work?
7. What greens are best for spray work?
8. What greens are best for wreath work?
9. What greens are best for large decorations?
10. What greens lend themselves to many kinds of floral pieces?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Preservation of Flowers

References: The Arts of Floral Designing, Chapter 11  
The Flower Shop, Pages 89 to 92  
The Retail Flower Shop, Chapter 5

## Questions:

1. What part does the grower play in the preservability of flowers?
2. What is the first step in preservation of flowers after they have been received at the retail shop?
3. Why is refrigeration so vitally necessary in the keeping of flowers?
4. What is the scientific method of ripening or hardening made-work after it leaves the hands of the designer?
5. To prevent complaints about flowers not keeping, what instructions should be given with every floral piece from your store?
6. What is the wilting and softening process and how may it be stopped or prevented?

7. What are the methods of treating flowers to properly care for different types of stems?
8. What chemicals are used and what is their value in prolonging the life of flowers?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Occasions that create sales opportunities

References: The Retail Flower Shop, Chapter 20

The Flower Shop, Chapter 3

Questions:

1. What are the general occasions that create sales opportunities?
2. What special occasions create sales opportunities?
3. How does the listing of the dates of these occasions in your customers' lives increase sales opportunities?
4. How would you go about presenting feature advertising to the students, parents, and friends for school commencement exercises?
5. How may the newspapers assist in special occasion sales?
6. How may special sales of overstocked flowers and first flowers of the season increase business and clientele?
7. How may last year's sales be used to increase this year's sales?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: The Mailing List

References: The Retail Flower Shop, Chapter 19

The Flower Shop, Pages 48 and 49

## Questions:

1. What is the first essential of a mailing list? Who should be included in this list? Why?
2. What information should you have about each customer in order to reach him at opportune times?
3. What service is rendered the customer through the mail?
4. What type or form of mail advertising is generally used?
5. Should advertising to a prospective customer be an invitation to buy or to visit an interesting display? Why?
6. How may a mailing list for a new shop be obtained?
7. How may the daily or weekly newspaper furnish new prospects?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Salesmanship

References: The Retail Flower Shop, Chapters 24 and 25  
The Flower Shop, Chapter 1

Questions:

1. What are the essentials of salesmanship?
2. Why must you study and size up a customer before you greet him?
3. What is the value of remembering and calling a customer by name?
4. Why is it necessary to consider the difference in personalities of customers in selling?
5. What are the important things to the store in addition to the present sale?
6. How should prices of floral pieces be quoted to the customer? Why?
7. How do flowers and personalities clash or blend and why must this be considered in selling?
8. What information should you get from the customer in selling over the telephone?



9. In what ways would you handle a committee as compared with a single customer in selling floral pieces?
10. How would you handle a sale when a customer inquires "what can you get for about so much"?
11. How is price a silent salesman?
12. How does price affect the value of a floral piece in the eyes of a customer?
13. Explain the statement "one price tag is equivalent to two salesmen".

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: The Telephone--Advertising and Selling

References: The Retail Flower Shop, Chapter 27

Questions:

1. Why is a telephone so vitally necessary to a flower shop?
2. Why should telephone calls be given immediate attention?
3. What is necessary in a salesperson to be able to bring a customer into the shop and sell him, over the telephone?
4. How should a customer be handled who requests something that is not in stock?
5. How may sales be made over the telephone to customers who have not called?
6. How may the telephone be used to introduce new or special stocks?
7. How should inquiries on delayed deliveries be handled?
8. How should complaints be handled over the telephone?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Publicity and Advertising

References: The Retail Flower Shop, Chapter 18

The Flower Shop, Pages 46 to 56

Questions:

1. What forms of publicity and advertising are available for florists' use?
2. What form is considered to bring the best results? Why?
3. How should the story be told?
4. What effect will misrepresentation have on business?
5. How much should be told in an advertisement?
6. What class of materials should be advertised? Why?
7. How does the gift of flowers to a customer or prospect affect business?
8. What part does the window play in advertising?
9. What are the things that window displays should convey to the passerby?
10. What portion of the business volume should be put into publicity and advertising?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Creating Sales in the in-between times

References: The Retail Flower Shop, Chapter 22

The Flower Shop, Chapter 5

Questions:

1. Following a holiday what methods may be used to create sales?
2. How may the window display create in-between sales?
3. Why does unusualness in window or floor display create sales?
4. How can a strong advertising appeal featuring cheer and pleasure of flowers create sales?
5. List some of the feature windows which will create in-between sales?
6. How may vases, potted plants, boxes of cut flowers, window boxes, etc. be displayed and advertised for in-between sales?
7. How may special advertising and display of out-of-season flowers create in-between time sales?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_ Name \_\_\_\_\_  
School \_\_\_\_\_  
City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Creating Good Will

References: The Retail Flower Shop, Chapter 28

Questions:

1. Why is the good will of its customers the most valuable asset of a flower shop?
2. List some of the things vitally necessary in creating good will.
3. How can keeping track of events create good will?
4. What part does attention to details play in the good will of your customer?
5. If a customer should find it inconvenient to call personally, what suggestions should you make to retain their business?
6. How may home calls to inspect potted plants, house plants, and home gardens increase the good will of your store?
7. How may desk calendars, blotters, envelope openers, literature and booklets on the care of plants and flowers serve as reminders and increase shop goodwill?

8. How can taking part in city beautiful garden flower exhibitions and certain church affairs increase good will and bring in new business?
9. How may an account that has been closed for some time possibly be re-opened?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_ Name \_\_\_\_\_  
School \_\_\_\_\_  
City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: The Business Diary

References: The Retail Flower Shop, Chapter 29

Questions:

1. How will a narrative record of the day's business assist in the future?
2. How can a business diary properly kept, assist in keeping up stock?
3. How does a business diary eliminate broken appointments and jobs undone?
4. How can a business diary conserve time?
5. How does the diary assist in ordering from the grower or wholesaler?
6. How may a given date this year be made more profitable than the same date last year?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Essential Features in Retailing Flowers

References: The Retail Flower Shop, Chapter 47

Questions:

1. How may price tagging assist in sales?
2. To what do some of the leading florists attribute their success?
3. How do quick collections maintain business?
4. Why is close attention to detail an essential in retailing flowers?
5. Why is competition an aid to business?

Further study of references in addition to those above:



Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Flower Shop Bookkeeping

References: The Retail Flower Shop, Chapters 43 and 44  
The Flower Shop, Pages 56 to 61

Questions:

1. Why is it necessary to keep a set of books for the flower shop?
2. Why is it that the average flower shop owner does not keep an accurate set of books?
3. How is an accurate set of books a guide to the flower shop owner?
4. What information should be readily attainable from an accurately kept set of books?
5. Why are numbered order pads necessary?
6. What type of bookkeeping system lends itself readily to the flower shop?
7. Why is the double entry system of bookkeeping considered the safest method?
8. Describe the system used in your shop, showing its advantages and disadvantages and where it may be improved.

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_ Name \_\_\_\_\_  
School \_\_\_\_\_  
City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Collecting Overdue Accounts

References: The Retail Flower Shop, Chapter 45

The Flower Shop, Pages 56 to 61

Questions:

1. What are some of the reasons for overdue accounts?
2. Why is it so necessary that overdue accounts be collected if possible?
3. What should be impressed upon the mind of a customer who is given credit?
4. When should a bill be mailed to a customer who does not have a monthly account?
5. How can overdue accounts cause the loss of sales?
6. Why is it best to collect a bill before it becomes long overdue?
7. Give some sample letters which are considered very effective in collecting overdue accounts?
8. Why is it often times best to mail bills in a plain envelope?
9. What should be done when a customer has promised to pay on a certain date and has not kept his promise?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Every Week in the Flower Shop

References: The Retail Flower Shop, Chapter 48

## Questions:

1. Why does each week mark a distinct period of time in the flower shop?
2. What factors enter into making the displays and kinds of flowers different for each week?
3. Explain the statement "the way to do better business is to do business better and the way to sell flowers is to sell them."
4. How can a week by week program increase each day's sales?
5. Study the week by week program described in the references listed and that used by your employer and comment briefly on each.

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: The Woman Florist

References: The Retail Flower Shop, Chapter 46

Questions:

1. As an occupation, how does the florist business offer superior opportunities to most other occupations open to women?
2. What are some of the factors which often contribute to greater success of women than men in the florist business?
3. Why is a flower shop in a small community scarcely worth while without one or more women on the force?
4. What percentage of florist shops are operated by women?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_ Name \_\_\_\_\_  
School \_\_\_\_\_  
City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Flowers Everlasting

References: The Retail Flower Shop, Chapter 39

Questions:

1. What is meant by the term flowers everlasting?
2. How are everlastings usually sold?
3. What is the secret of selling everlastings?
4. How may everlastings sell other flowers?
5. What everlastings are readily obtainable for sale in your shop?
6. How are everlastings cared for and the full sized blooms used?

Further study of references in addition to those above:

AUG 5 1940

II-33

Assignment No. \_\_\_\_\_ Name \_\_\_\_\_  
School \_\_\_\_\_  
City \_\_\_\_\_

Occupation: Florist

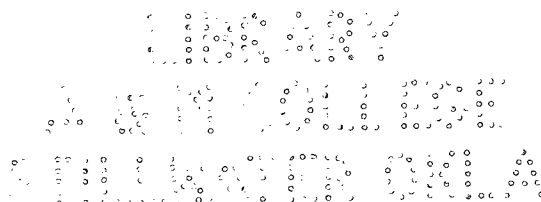
Type of Study: Directly Related Information

Topic: Funeral Flowers

References: The Retail Flower Shop, Chapter 30  
The Flower Shop, Chapter 6  
The Art of Floral Designing, Pages 22 to 87  
The Designers' Notebook, Pages 20 to 64

Questions:

1. What in the past has been the general usage of flowers for funerals?
2. How is the modern florist changing and increasing his business in funeral pieces?
3. How can visiting other cities and floral establishments assist in increasing business?
4. Why are flowers used at funerals?
5. What types of floral pieces are generally used at funerals?
6. List some of the characteristics which distinguish each of the above named floral pieces?
7. Are types of design and use of certain floral pieces governed by the seasons? How?



8. Why are letters and cards considered essential with floral pieces?
9. How does the arrangement of floral pieces at the funeral and on the lot affect the effectiveness of floral designs?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Wedding Bouquets

References: The Retail Flower Shop, Chapter 34  
The Flower Shop, Pages 121 to 128  
The Designers' Notebook, Pages 67 to 72  
The Art of Floral Designing, Chapter 11

## Questions:

1. What are the types of floral designs which may be used by a bride?
2. How do bridal sprays differ from other types of sprays?
3. How does the bride's bouquet differ from the bridal spray?
4. What, other than sentiment, enters into the selection of wedding flowers?
5. Why is it a good plan for the one who makes the floral piece to meet the customer?
6. What is the value of having samples of dress materials to be worn by members of the bridal party?
7. What is the value of knowing the size and height of the person wearing the floral piece?



8. How may individuality and distinctiveness be worked into a given floral piece?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Home Wedding Decorations

References: The Retail Flower Shop, Chapter 35

The Art of Floral Designing, Chapter 13

The Flower Shop, Pages 135 to 142

## Questions:

1. What are the first factors to be considered in planning the decorations of a home for a wedding?
2. How do these factors determine the type of plants, floral pieces, and other stocks to be used?
3. Why is it easy to over-decorate a home for a wedding?
4. How do the decorative arrangements for a canopy and mantle or alter wedding differ?
5. Why should home decorations for weddings not be done on a competitive basis?
6. What should be considered in an out-door ceremony and how may the decorative effects differ from decorations for an indoor ceremony?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_ Name \_\_\_\_\_  
School \_\_\_\_\_  
City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Church Wedding Decorations

References: The Art of Floral Designing, Chapter 13  
The Flower Shop, Pages 135 to 142  
The Retail Flower Shop, Chapter 36

Questions:

1. How does a church wedding give a florist one of his greatest opportunities to show his artistic and decorative skill?
2. How may the architecture of the church help or hinder the florist in his decorative arrangements?
3. How does the aisle arrangement affect the decorations?
4. How may the denomination of the church affect the decorations?
5. What are some of the stock fixtures that may be required of a florist which he would not ordinarily have on hand?
6. When should the florist begin to plan his decorations and when should he begin his work?

7. What is to be kept in mind at all times if the florist expects to realize a profit from his work?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Corsages

References: The Retail Flower Shop, Chapter 37  
The Flower Shop, Pages 121 to 126  
The Art of Floral Designing, Chapter 12  
The Designers' Notebook, Pages 83 to 95

## Questions:

1. How has fashion expanded the use of corsages?
2. What must a designer know in order to keep abreast of the demands for corsages?
3. What part does the individual who is to wear the corsage play in its design?
4. What factors other than fashion and the individual are to be considered in designing corsages?
5. How can the matter of classification and designation of corsages be put to good use in sales practice?
6. Why is detail so important in designing or making a corsage?
7. How does the shoulder bouquet differ from the waist corsage?
8. How does the wrist corsage differ from those worn elsewhere?

9. What are the qualities to be desired in a correct corsage?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_ Name \_\_\_\_\_  
School \_\_\_\_\_  
City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Table Decorations

References: The Retail Flower Shop, Chapter 38

The Flower Shop, Pages 128 to 133

The Designers' Notebook, Pages 73 to 82

The Art of Floral Designing, Chapters 10 and 14

Questions:

1. Why does table decoration require as much or more originality and versatility than other phases of floral work?
2. How do the seasons influence the choice of materials for table decorations?
3. What are some of the flower combinations that should never be used? Why?
4. Why is color the most important item to be considered in planning table decorations?
5. How and from what sources may combinations of colors be gotten?
6. What part does style play in table decorations?
7. Why must a successful decorator be an individual of temperment and initiative?

8. What are the three kinds of table decorations and for what occasions are each used?
9. What properties are necessary in making table decorations?
10. How may a partially or a completely set table in the display window increase a flower shop's business?

Further study of references in addition to those above:



Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Baskets

References: The Retail Flower Shop, Chapters 15 and 16

The Flower Shop, Pages 134 and 135

The Art of Floral Designing, Chapter 7

## Questions:

1. What are the fundamental principles of set-piece designing?
2. How may the basket add to or detract from the floral effects?
3. What types of baskets are most commonly used?
4. What changes in modern methods have brought the basket into greater usage?
5. How does basket arrangement differ from set-piece designing?
6. How may basket work be a work of distinctiveness?
7. What are some of the things that should not be done in basket arrangement?
8. Why does the basket lend itself so readily to funeral work?
9. How does the Easter basket differ from baskets for other occasions?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Foliage and flowering plants

References: The Retail Flower Shop, Chapter 14

Questions:

1. How do foliage and flowering plants rank in importance in the florist's stock?
2. How may the seasons of the year be used in the featuring of foliage and flowering plants?
3. List the types of foliage and flowering plants and the seasons in which they should be offered for sale.
4. How does the statement "clothes make the man" apply to foliage and flowering plants?
5. What are some of the things that may be featured in display and advertising to increase sales of foliage and flowering plants?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_ Name \_\_\_\_\_  
School \_\_\_\_\_  
City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Window Boxes

References: The Retail Flower Shop, Chapter 4

Questions:

1. What seasons of the year are best for sale of window boxes? Why?
2. How can a "City beautiful" slogan assist in the sale of window boxes?
3. How can the decorative appearance of the shop itself increase interest and sales in window boxes?
4. What kinds of plants should be featured for window boxes?
5. What cultural instructions should always be given with the sale of a window box?
6. What are some of the things to consider in selecting the box itself?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Landscaping

References: The Retail Flower Shop, Chapter 42

Questions:

1. What is the first thing for a florist to remember in considering landscaping as a sideline?
2. How do these factors limit the florist in using landscaping as a profitable sideline?
3. Explain the statement "it is best to work with the tools one knows best how to handle".
4. Why is it necessary, to make the most out of a landscaping business, to have a separate personnel for it?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Purposes of Stemming Flowers

References: The Art of Floral Designing, Chapter 3

The Designers' Notebook, Pages 7 to 11

## Questions:

1. What is stemming and why is it used?
2. What are the different methods of stemming flowers?
3. What is the purpose of stemming flowers?
4. For what purposes are flowers stemmed with picks?
5. What types of work requires the single and double prong wiring?
6. What is meant by bridling a flower?
7. What are the grades and kinds of wire used in stemming?
8. Why does stemming assist in the preservation of a floral piece?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Principles of Basic Construction

References: The Art of Floral Designing, Chapter 2  
The Designers' Notebook, Pages 12 to 19

## Questions:

1. What is basic construction?
2. What types of floral pieces require basic construction?
3. What is the importance of basic construction in the completed piece?
4. What types of outline design are used in basic construction?
5. May frames or bases be obtained ready-made? From what source?
6. What frames for basic construction should be kept in stock?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Principles of Spray Design and Construction

References: The Retail Flower Shop, Chapter 31  
The Flower Shop, Pages 100 to 104  
The Art of Floral Designing, Chapter 8  
The Designers' Notebook, Pages 26 to 34

## Questions:

1. What is the position of the spray among floral pieces?
2. What does the spray call for from the designer?
3. Why does the average spray lack individuality and symmetrical pleasing form?
4. Why is making an originally designed spray more difficult than one made from a standard or set design?
5. What are the fundamental principles of spray making?
6. What are some of the common errors which violate these fundamental principles in spray making?
7. What added touches in the finish may or should be given to add distinction?
8. How many different types of sprays are there?

9. What are the distinguishing characteristics of each type?
10. What are five trade reasons for spray preference?

Further study of references in addition to those above:



Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Principles of Design and Construction  
Used in WreathsReferences: The Flower Shop, Pages 104 to 107  
The Retail Flower Shop, Chapter 32  
The Art of Floral Designing, Chapter 5  
The Designers' Notebook, Pages 20 to 25

## Questions:

1. How many kinds of wreaths are made?
2. Distinguish the characteristics of each.
3. What materials are used in making wreaths.
4. What occasions are wreaths used for?
5. How may wreaths be varied in expression?
6. How should the book of designs be used?
7. How does the wreath give the designer an opportunity to show his artistic ability?
8. What place does the wreath hold in number of sales as compared with other designs? Why?
9. What seasonal factors make the use of the wreath especially desirable?

10. How should a wreath be placed at a funeral?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Principles of Design and Construction  
of Floral PillowsReferences: The Art of Floral Designing, Chapter 64  
The Flower Shop, Pages 107 and 108

## Questions:

1. What are the different types of pillows and their distinguishing characteristics?
2. What is to be considered first in making a pillow?
3. What factors must be kept in mind in the process of making a pillow?
4. What type of stock may be used in the making of a pillow?
5. What are the personal characteristics necessary in a designer to be successful in his work?
6. What sentiment must be kept in mind in designing a pillow?
7. What are the lines of design generally used in making a pillow?
8. Why should a designer try to see his work through the eyes of his customer and not his own?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: Purpose of Designs

References: The Designers' Notebook, Pages 43 to 51

The Art of Floral Designing, Chapter 6

The Flower Shop, Pages 108 to 116

## Questions:

1. What types of floral pieces are generally considered as emblems?
2. In designing an emblem what is the first principle to follow?
3. What is the first requisite of a designer in making emblems?
4. What are the methods of making emblems?
5. What are some of the things to be guarded against in designing?
6. Why does the making of emblems require the greatest of versatility?
7. What part does color harmony play in the designing of an emblem?
8. How does price determine the effectiveness of an emblematic design?
9. What types of foundations are emblems generally made of?

10. What are the principles of correct design in making emblems?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Directly Related Information

Topic: The Casket Spray, the Casket Cover and  
the PallReferences: The Designers' Notebook, Pages 35 to 42  
The Flower Shop, Pages 116 to 118  
The Art of Floral Designing, Chapter 9

## Questions:

1. What are the difficulties in making a casket spray by the method used for other sprays? What is the preferable method of making this spray? Why?
2. How does the casket spray differ from the casket cover?
3. What opportunities of design are offered in making the casket spray?
4. What are the advantages of a casket cover over the casket spray in construction?
5. How does the cost of a casket spray compare with that of a casket cover?
6. How does the pall differ from the casket cover?
7. What are the advantages and disadvantages of the different foundation materials for palls?

8. What is the proper size for a pall?
9. How should you handle a casket cover or pall at the funeral?
10. What should be the minimum price for a casket cover?  
A pall?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Occupational Problems of Young Workers

References: You and Your Job, Chapter 4

I Find My Vocation, Chapter 15

Chats in an Employment Office, entire pamphlet

Manners in Business, whole book

Getting a Job, entire pamphlet

## Questions:

1. What should a young person know about any job he desires to secure?
2. What kind of worker does an employer want?
3. What is the best method of getting a job?
4. What is the legal relation between an employer and an employee?
5. What is the minimum entrance age for employees in a flower shop? Why?

Further study of references in addition to those above:



Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Business Organization and Problems of  
Starting a BusinessReferences: Commercial Law, Chapters 38 to 40, 44 to 46  
Business Economic Problems, Chapters 27 to 30

## Questions:

1. What are the forms of business enterprise?
2. What are the problems of starting a business?
3. What are the problems of operating a business?
4. How can one minimize business risks?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Problems of Selling in Business and Industry

References: Commercial Law, Chapters 4 to 18

Salesmanship for Everybody, whole book

Fundamentals of Retail Selling, whole book

Business Economic Problems, Chapters 13 to 16

Questions:

1. How does our marketing system operate?
2. What principles of salesmanship can be applied to any occupation?
3. How do prices affect business?
4. What are the legal relations of buying and selling?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Relation of our Financial System to Business  
And Industry

References: Business Economic Problems, Chapters 8 and 9

Questions:

1. How does our financial system operate?
2. How do organized financial markets serve us?
3. How do we use banking services?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Personal management of wages and income,  
including savings

References: Business Economic Problems, Chapters 2,7, and 12

Questions:

1. How is income derived?
2. Why is bookkeeping important in money management?
3. How should one invest money?
4. How do taxes affect wages, income and savings?
5. How much, if any, of a young person's earnings should be given to the parents?
6. How much should a worker save toward a home of his own?
7. How much should a worker save for starting a business of his own?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Problems of Buying for Home and Personal Use

References: Business Economic Problems, Chapters 17 to 26

Questions:

1. How is the consumer influenced in buying?
2. How can consumers develop skill in buying?
3. What agencies protect the consumer?
4. What points should be taken into consideration in the buying of food, clothing, household appliances, and consumers' goods generally?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Relationship of Family Life to Success  
in Business and IndustryReferences: You and Your Job, Chapter 7  
Our Social World, Lumley and Bode, Chapter 10  
Our Changing Social Order  
Our Social World, Wallace and Wallace, Chapter 10

## Questions:

1. How does the family life of a worker influence his attitude on the job?
2. What right and wrong habits learned at home will help or hinder his character and success on the job?
3. In what ways may the home be a good place to acquire habits and characteristics which will make for success on the job?
4. What are the problems facing the American home today that are of interest to all?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Health and Care of the Person

References: Retail Salesmanship Source Book, Pages 29 to 51  
Keeping Physically Fit, whole book  
Salesmanship Ib, Part III

## Questions:

1. What is the value of health to a person?
2. Why does health increase business efficiency? How?
3. Can the person who takes care of himself generally produce more than the one who does not? Why?
4. What personal habits should everyone acquire?
5. What are the things a person should do to protect his health?
6. Why is it important that one should care for oneself other than from a health standpoint?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: The Value of Friendliness

References: Fundamentals of Salesmanship, Page 146-ff

Taking A Look At Yourself

How to Sell at Retail, Page 177-ff

## Questions:

1. How can a person through friendship increase his business?
2. How can friendship hurt a person's business?
3. What does the term friendship signify?
4. What does the term not signify?
5. What is meant by the expression "The friendly salesperson who keeps customers and loses sales"?
6. Can a person be too friendly? How?
7. In what way is friendship a business asset? In what way is it a debit?

Further study of references in addition to those above:



Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Ambition

References: Salesmanship and Business Efficiency, Page 324-ff  
Fundamentals of Salesmanship, Page 54  
Building Character and Personality, entire text

## Questions:

1. What are the motives that make men work?
2. What are some of the motives that cause employees to do extra or excellent work for employers?
3. What motivated you to enter your chosen field?
4. Why do boys from poor families frequently make highly successful workers?
5. Why is ambition necessary to success?
6. What is the difference between order-taking and selling?
7. What is ambition and what motivates it?
8. How is too much ambition detrimental?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Knowledge in Occupational Field

References: Retail Salesmanship, Pages 162 to 186

Store Salesmanship, Page 20

Salesmanship and Business Efficiency,

Pages, 38, 81, 123, 154, 164 to 166, 180,  
320, 345.

Fundamentals of Salesmanship, Pages 112 to 120

## Questions:

1. Why should a person know his own merchandise?
2. Why should he know his competitor's merchandise?
3. Why should he know something about and be a student of human nature?
4. What should a person know about the capacity or limitations of his own store?
5. What types of knowledge are most valuable in your field?
6. What are the types of selling? Explain the relation between them.

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Courtesy and Tact

References: Store Salesmanship, Page 17

Tact, entire book

Salesmanship and Business Efficiency, Pages  
105, 321

Fundamentals of Salesmanship, Page 51

Fundamentals of Retail Selling, Pages 82, 278

## Questions:

1. What is the difference between courtesy and tact?
2. What is real courtesy?
3. What are manners?
4. What part does courtesy play in good salesmanship?
5. How does being courteous and tactful in your business increase your sales?
6. What makes a courteous salesman?
7. Why do people often buy from a person in the store rather than from the store?
8. How does tact increase the good will of your customers?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Enthusiasm

References: Fundamentals of Salesmanship, Pages 58, 227

Salesmanship and Business Efficiency,

Pages 154 to 323

Retail Salesmanship Source Book, Pages 13, 142

## Questions:

1. What effect does indifference of a salesman have on a customer?
2. How can you assure yourself of enthusiasm in selling your merchandise?
3. What value do specific statements have as compared to boastful expressions?
4. What is meant by the expression "Enthusiasm is contagious?"
5. Why does knowledge beget enthusiasm?
6. Can you fake enthusiasm?
7. Why should a salesman not be over-enthusiastic?
8. Can a person be enthusiastic over something he knows is inferior?

9. What is meant by believing in your goods?
10. How can enthusiasm sell a customer?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Imagination

References: Salesmanship and Business Efficiency, Pages 36  
and 37

Occupational Guidance

Fundamentals of Salesmanship, Pages 61, 140

Fundamentals of Retail Selling, Page 256

## Questions:

1. What is imagination?
2. What is the relationship between imagination and selling?
3. How can the use of imagination hurt instead of help?
4. What is the difference between imagination and exaggeration?
5. What is meant by the line of least resistance in a customer?
6. How can imagination on the part of the salesman help to find this line of least resistance in a customer?
7. How does citing other customer's experiences assist in arousing the imagination of the customer?
8. How can one train the imagination?
9. What is the relation between imagination and will and memory?
10. What must imagination be based upon to sell honestly?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Memory

References: How to Sell at Retail, Pages 117, 125

Salesmanship and Business Efficiency, Page 35

Retail Salesmanship Source Book, page 46

Questions:

1. What is one of the greatest single aids in building up a following of customers? Why?
2. In what five ways do you receive impressions? Which is the most vivid?
3. How can you improve your memory?
4. What are your chief difficulties in remembering people?
5. How does one go about "covering up" when he cannot recall the name of a customer?
6. What is the advantage of keeping a file of your customers?
7. What information should you have about a customer beside his name?
8. What effect does remembering a customer's name have upon the customer? Why?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Honesty and Dependability

References: Salesmanship and Business Efficiency, Pages 99, 320

Questions:

1. What is meant by honesty in money? In time? In cooperation?
2. What is meant by faith with the customers?
3. Can a lack of knowledge and skill be considered dishonesty on the part of a salesperson? How may this be overcome?
4. In what respect are the following types dishonest: The guesser? The excuse maker? The loafer? The liar?
5. In what ways is misrepresentation through ignorance as harmful to the store as purposeful misrepresentation?
6. Is the effect on the customer the same?
7. Is exaggeration dishonest? What effect will it have on the customer?
8. Does dishonesty ever permanently increase business? Why?
9. Why does the salesman who always represents merchandise properly have permanent customers and free advertising?



10. What effect does honesty have on dependability?
11. Is the "clock watcher" type of person honest with his employer? Discuss?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Industry

References: Store Salesmanship, Page 22

Fundamentals of Salesmanship, Page 55

Salesmanship and Business Efficiency, Page 275

Fundamentals of Retail Selling, Page 80

## Questions:

1. What may a salesman do in order to overcome a tendency to loaf?
2. Why is care of stock a part of selling?
3. Is it to the salesman's interest to give his employer more time than is called for? Why?
4. How much time do you spend in idleness or worthless activity?
5. Do you follow a daily schedule?
6. What is gained in following one?
7. What can a salesperson do to keep busy when he is not selling?
8. Make a time chart of everything done for a day so that you may see what you do with all of your time?
9. How is industry an asset to both yourself and your employer?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Self-control

References: How to Sell at Retail, Pages 109 to 116

Retail Salesmanship Source Book, Page 80

## Questions:

1. Why is the rule of counting ten before speaking sometimes valuable?
2. What are the factors that enter into a lack of self-control?
3. Do you have a temper? If so, which methods will help you to gain self-control?
4. What is the best thing to do when a customer "Tries the patience of Job"?
5. Are you able to see the funny side of any situation?
6. Why should a salesman never argue with a customer?
7. It is said that a person who "Loses his temper" is weaker than one who controls himself. Do you agree? Discuss.
8. What are the methods of developing self-control?
9. What does health have to do with self-control?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Self-confidence

References: General Business Science, Pages 389 to 390

Store Salesmanship, Page 33

Fundamentals of Salesmanship, Page 283

## Questions:

1. What is self-confidence? What is timidity?
2. How is the first an asset and the second a liability?
3. What is the difference between self-confidence and ego?
4. What is the relation between knowledge of goods and self-confidence?
5. What is the distinction between self-confidence and over-confidence?
6. How can you develop self-confidence?
7. Should a person develop his ego? His self-confidence?  
Discuss.
8. What part does self-confidence play in salesmanship?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Handling Telephone Calls

References: Secretarial Practice, Pages 79 to 81  
Applied Office Practice, Pages 32 to 52  
Our Daily Contacts with Business, Pages 50  
to 53, 445 and 446  
Introduction to Business, Pages 38, 11 to 15

## Questions:

1. What should you say in your first statement after picking up the receiver?
2. If the call is for someone else in the store what should you do?
3. If the person called is out, what should you do?
4. On a long distance call with charges reversed, where you have power to accept, what information should you get before accepting?
5. When a call is for information you do not have at hand, what should you do?
6. What is the value of the telephone to a store and it's customers?

7. If a personal friend calls on the company phone about a personal matter, what should you do?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Making Telephone Calls

References: Our Daily Contacts with Business, Pages 427 to 469

Secretarial Practice, Pages 94 to 95

Introduction to Business, Pages 43 and 44

## Questions:

1. What are the three types of telephones? Explain the use of each.
2. In order to expedite service and save your own time and that of the party called, what information should you have?
3. How do you make the following types of calls: A fire? A robbery? An accident? How are these calls classed?
4. How many types of phone calls are there? Discuss.
5. Explain how you would place each of the different types of long distance calls.
6. How does the time element enter into long distance calls?
7. How do you use the telephone directory? What are the divisions of the directory?
8. What is the purpose of each? Why are all names listed alphabetically?

9. What are the "don'ts" in telephone use?

Further study of references in addition to those above:



Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Telegrams, Preparing and Sending

References: Introduction to Business, Pages 60 to 81

Applied Office Practice, Pages 123 to 132

Our Daily Contacts With Business, Pages 470 to 479

## Questions:

1. What does the word telegraph literally mean? Compare this meaning with the word telephone.
2. Name five steps in sending a telegram.
3. Explain how and when to use "answer" service; "collect" service; "repeat back" service; "report delivery" service.
4. What is the difference between a night message and a night letter? When is it cheaper to send a night message than a night letter?
5. Give two good reasons for confirming telegraph messages. How is this done?
6. How could the messages on page 81 of "Introduction to Business" be rewritten to clarify and economize them?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_ Name \_\_\_\_\_  
School \_\_\_\_\_  
City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Telegrams, Classes of Messages, Services, Rates

References: Our Daily Contacts with Business, Pages 479 to 485  
Secretarial Practice, Pages 63 to 73  
Introduction to Business, Pages 61 to 65  
Local Telegraph Bulletins and Regulations

Questions:

1. What are the four classes of telegraph service?
2. Give a brief description of the purposes of each type.
3. Discuss and compare the rates for each class of service.
4. What other services than telegrams are offered by the telegraph company?
5. Explain how each may be used.
6. How may a telegram be sent by telephone?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Cable and Radiogram Services

References: Introduction to Business, Pages 76 to 83  
 Secretarial Practice, Pages 74 to 78  
 Our Daily Contacts with Business, Page 465  
 Applied Office Practice, Pages 133 to 146

Questions:

1. What is a cablegram?
2. What classes of service may be used in sending cablegrams?
3. What is the difference between a Code and a Cipher Message?
4. Define: Registered cable address, Reversible cable address, Wireless telegraphy.
5. What is a radiogram?
6. How and when is this service generally used?
7. Which services are the most economical in both cable and radiograms?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Addressing and Mailing Letters and Packages

References: General Business Science, Pages 287 to 313

Secretarial Practice, Pages 27 to 62

Applied Office Practice, Pages 57 to 116

Postoffice Bulletins and Regulations

## Questions:

1. What rules should be followed in addressing a letter?
2. What rules should be followed in addressing a package?
3. What are the different classes of mail?
4. Give examples of what may be sent in each class.
5. What is the purpose of zones in mail service?
6. What is Registered Mail service? With return card?
7. What is special delivery service? With return card?
8. How may C.O.D. service be used?
9. What is parcel post?
10. What is unmailable matter?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: The Filing Activity in Business

References: Our Daily Contacts with Business, Pages 111 to 123  
Secretarial Practice, Pages 119 to 125  
General Business Science, Pages 547 to 550  
Applied Office Practice, Pages 162 to 193

## Questions:

1. What is the need and purpose of filing in a business?
2. What are the advantages of modern filing systems over the old methods?
3. What are the common types or methods of filing?
4. Which is in most common usage? Why?
5. What are the standard sizes of the most commonly used filing cards?
6. What are the advantages to a business of a good filing system?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Alphabetized Filing

References: Our Daily Contacts with Business, Pages 123 to 147  
Secretarial Practice, Pages 126 to 178  
Introduction to Business, Pages 115 to 125  
Applied Office Practice, Pages 162 to 193

## Questions:

1. What are the distinguishing features of the alphabetic system as used in filing?
2. What are the rules for alphabetic filing?
3. How are abbreviations treated in filing?
4. How does alphabetized filing compare with listings in the telephone directory?
5. How are such names as Second National Bank indexed?
6. What is the rule for filing Federal Government records?
7. What is the rule for filing when the street address contains more than one number?
8. What is cross reference filing? What are its advantages?
9. What are guides and for what purpose are they used?

10. Name the different types of guides. Discuss their merits.
11. What is the reason for the division of the alphabet on the guide?
12. What is the purpose of miscellaneous folders in alphabetic filing?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_ Name \_\_\_\_\_  
School \_\_\_\_\_  
City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Other Methods of Filing

References: General Business Science, Pages 551 to 558  
Secretarial Practice, Pages 137 to 139, 213 to 218  
Our Daily Contacts with Business, Pages 147 to 157  
Introduction to Business, Pages 120 to 124  
Applied Office Practice, Pages 180 to 192

Questions:

1. What are the methods of filing other than the alphabetic method?
2. Give a brief description of the subject method listing its advantages and disadvantages.
3. Give a brief description of the numerical method listing its advantages and disadvantages.
4. Describe the geographic method of filing, showing its merits and demerits.
5. How does the decimal method operate? What are its advantages and disadvantages?
6. List the factors which enable one to recognize the different methods.

Further study of references in addition to those above:



Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Shipping of Goods and Classes of Service

References: General Business Training, Page 310-ff

Junior Training for Modern Business, Page 115-ff

## Questions:

1. What are the different carriers available in shipping goods?
2. What are the classes of service given by each carrier?
3. What goods are adapted to each service?
4. What types of shipments can be handled best by each carrier?
5. Why does one class of service cost more than another?
6. What class of service on each carrier does your firm use most of?
7. Which carrier gives the fastest service? Is it the most expensive? Why?
8. Which carrier gives the slowest service? Is it the least expensive? Explain.
9. Is the least expensive carrier in actual cost always the least expensive? Why?

10. What is to be considered in selecting a carrier?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Shipping of Goods and Classes of Service - cont'd.

References: General Business Science, Pages 264 to 253  
310 and 311

Postal, Freight, and Express Regulations

Our Daily Contacts With Business, Pages 90 to 95,  
285 to 305

Introduction to Business, Pages 251 to 262

## Questions:

1. What is the need for shipping insurance? Discuss fully.
2. What portion of its value may a package be insured for?  
Why?
3. How do you calculate (a) express charges (b) freight  
charges (c) Postal charges?
4. What differences are allowed in packing for freight,  
express, parcel post?
5. Why are rates higher for some articles than others for  
insuring?
6. How does insurance protect both the shipper and the  
carrier?

7. What is demurrage? Why is it charged?
8. What is a bill of lading? What is the difference between a straight bill of lading and an order bill of lading?
9. What is meant by negotiable and non-negotiable bills of lading?
10. How many copies are made of a bill of lading? Who gets these copies? Why?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Arrangement of Stock

References: How to Sell at Retail, Pages 166 to 171

Our Daily Contacts with Business, Page 199-ff

Fundamentals of Retail Selling, Pages 299 to 301

## Questions:

1. How does the proper arrangement of stock help the salesperson in locating stock?
2. What is meant by stock control?
3. What is the relation between stockkeeping and stock control?
4. How would you arrange the stock in your store?
5. If you were the manager of your store, would you place the fast or the slow selling articles in the front of the store? Why?
6. What are the different methods of stock arrangement?
7. What are the advantages of systematic arrangement?
8. Can a fast moving stock be used to sell other stocks? How?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Receiving Records

References: Our Daily Contacts with Business, Pages 180 to 206  
Store Management, Chapter 7  
Business Organization and Practice, Pages 296 to 301  
Introduction to Business, Pages 172 to 176

## Questions:

1. Why is it necessary to keep a record of goods received other than an invoice?
2. What information about the goods is desirable in the stock book?
3. What difficulties could arise if a stock book were not kept?
4. When should stock items be posted in the stock book? Why?
5. Why is it necessary for all incoming material to pass through the hands of the person responsible for keeping stock records?
6. How do you check goods received for listing in the stock book?

7. How do you check and examine goods received for damage?
8. What is the procedure to follow when goods are damaged?
9. What is done when goods are not of the quality ordered?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Inventories

References: Introduction to Business, Pages 174 and 175  
Store Management, Pages 200 to 207  
Our Daily Contacts With Business, Pages 223 to 230  
General Business Science, Pages 499 to 501

## Questions:

1. What is an inventory?
2. What are the kinds of inventories? How do they differ?
3. Why should we take inventory?
4. What are the steps in taking an inventory?
5. How often should a physical inventory be taken? Why?
6. How does a perpetual inventory help in keeping up with the stock?
7. How does a physical inventory help to improve the stock?
8. What are the reasons for taking an inventory other than just determining how much goods are on hand?

Further study of references in addition to those above:



Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Transmitting Money

References: General Business Science, Pages 395 to 408

Introduction to Business, Pages 233 and 291

## Questions:

1. What is a certified check?
2. How is a personal check certified?
3. May all personal checks be certified? Why?
4. What is the advantage of a certified check?
5. What is a bank draft?
6. When does a bank draft become payable?
7. What transactions require the use of a bank draft?
8. Compare a bank draft and a certified check.
9. Who acts as collector for bank drafts?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Transmitting Money, Continued

References: General Business Science, Pages 403 to 404

Introduction to Business, Pages 225, 226 and 239

Questions:

1. What is a letter of credit?
2. How is a letter of credit used?
3. How is money secured on a letter of credit?
4. What are the forms for letters of credit?
5. What are the advantages and disadvantages of a letter of credit?
6. What is a travelers check?
7. Where may traveler's checks be secured?
8. What steps must one go through in getting his money changed to traveler's checks?
9. What are the advantages of carrying traveler's checks over carrying cash?
10. What is the cost of traveler's checks? Compare a traveler's check and a letter of credit.

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Transmitting Money, Continued

References: Introduction to Business, Pages 222 and 283 and 432  
General Business, Pages 88 and 171 and 172

## Questions:

1. What is a telegraph money order?
2. When would you feel justified in using a telegraph money order?
3. What are the advantages and disadvantages of a telegraph money order?
4. How are payments made on a telegraph money order?
5. What identification is required on a telegraph money order?
6. What is an express money order?
7. How does the express money order differ from the telegraph money order?
8. What information is required in buying an express money order?
9. When is an express money order most advantageous?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Transmitting Money, Continued

References: Introduction to Business, Pages 39 and 254

Daily Contacts With Business, Pages 495, 496 and 59

General Business Science, Pages 397 and 398

## Questions:

1. What is a postal money order?
2. What information is required on the application for money orders?
3. What is the cost of postal money orders?
4. How does this cost compare with other methods of transmitting money?
5. What is the maximum amount that can be sent in a postal money order?
6. Why do creditors accept payment in bills other than legal tender?
7. What is a cashier's check?
8. Who is responsible for payment of a cashier's check?
9. What records of a cashier's check are kept by the bank?

10. What are the bank's charges for issuing a cashier's check?
11. Give a general discussion of all of the various methods of transmitting money, listing the advantages and disadvantages.

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Bank Services

References: Daily Contacts with Business, Pages 527 to 550  
General Business Science, Pages 377 to 381  
Introduction to Business, Pages 371 to 380  
Our Financial System, Pages 336 to 371

## Questions:

1. What are the steps to be taken in opening a checking account?
2. If you deposit an out-of-town check, will you be permitted to draw out the proceeds before this check has been collected by your bank?
3. What is the legal penalty for over-drawing your checking account?
4. How often should you check your stub balance with your balance as shown by the records of the bank?
5. If one of your checks is lost before it is cashed, what steps should you take immediately?
6. Is a post-dated check advisable when you do not have sufficient funds in the bank?

7. If you should write one number in words and another in figures on a check, what is the rule of law in such cases?
8. What should the bank do before cashing such a check?
9. How would you protect yourself against over-drawing your account?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Bank Services, Continued

References: Our Financial System, Pages 339 to 371

**Questions:**

1. What is the relation of a state and a federal bank to the government?
2. List briefly the regulations placed on a bank by the government. (Both state and federal).
3. How is your account protected and guaranteed by the government?
4. What are the differences between a commercial bank and a bond house? Insurance company?
5. What services, other than handling checking accounts, are rendered by commercial banks?
6. How does a bank make a living?
7. Give a brief description of inter-bank collection services?
8. How does a bank conserve society's cash?
9. Discuss briefly the making of a loan of money by a bank.

Further study of references in addition to those above:



Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Negotiable Instruments

References: Introduction to Business, Pages 291 and 292

General Business Science, Pages 405 to 410

Questions:

1. What is a negotiable instrument?
2. What is a non-negotiable instrument?
3. What is a negotiable draft?
4. How may a draft be used to collect an account?
5. Explain the steps necessary to complete a collection by draft.
6. What are the types of drafts? When or where is each used?
7. What is the difference between a draft and trade acceptance?
8. How is trade acceptance used?
9. If a draft or trade acceptance is drawn on you by a creditor, do you have to accept it when presented? Why?
10. List all parties to a draft and explain the part of each.

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Negotiable Instruments, Continued

References: General Business Science, Pages 404 and 405

General Business, Page 124

Introduction to Business, Pages 287 to 291

Questions;

1. What is a collateral note?
2. What are the advantages of a collateral note?
3. What is meant by collateral?
4. Why should a collateral note be recorded with the county clerk?
5. What are the advantages of a collateral note?
6. If the payor refuses to pay a collateral note after it becomes due, what recourse does the payee have?
7. What is the disposition of the collateral security on an unpaid note?
8. What is a promissory note?
9. Name the parties and give their responsibilities to a promissory note.

10. What are the differences between a promissory note and a collateral note? Which is to be preferred? Why?
11. What is meant by a joint note? A joint and several note?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Negotiable Instruments, Continued

References: General Business, Pages 54 to 56

Introduction to Business, Pages 225 to 229  
and 379 to 380

Applied Secretarial Practice, Page 63

Our Daily Contacts with Business, Pages 298 to 300  
and 550 to 552

Questions:

1. What is an indorsement?
2. Why should it be written exactly as it appears on the face of the check?
3. Can you indorse a check without incurring some liability?
4. What are the different forms of indorsement?
5. What is meant by indorsement in blank?
6. What are the dangers and liabilities of an indorsement in blank?
7. What is indorsement in full?
8. What liabilities does an indorsement in full carry?
9. Why is it safer to use an indorsement in full than an indorsement in blank?

10. Why should an indorsement in full be used when a check is mailed?
11. What liabilities does an indorsement in full escape?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_ Name \_\_\_\_\_  
School \_\_\_\_\_  
City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Negotiable Instruments, Continued

References: General Business, Page 55

Introduction to Business, Page 248

Commercial Law, Pages 189 to 197

Questions:

1. What is a restrictive indorsement?
2. How does the restrictive indorsement differ from the conditional indorsement?
3. Under what circumstances is a restrictive indorsement used?
4. What are the advantages of a restrictive indorsement for collection?
5. What is a rubber stamp indorsement?
6. Is a rubber stamp indorsement acceptable on legal documents, checks, and other forms of exchange?
7. When may a rubber stamp indorsement be used on a check?
8. What are the advantages of the rubber stamp indorsement to a business firm?

Further study of references in addition to those above:

Assignment No. \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation: Florist

Type of Study: Indirectly Related Information

Topic: Negotiable Instruments, Continued

References: Introduction to Business, Pages 379 and 380

Commercial Law, Pages 189 to 197

## Questions:

1. What is a conditional indorsement?
2. Under what circumstances is a conditional indorsement used?
3. Why must the condition be met before a check indorsed conditionally is paid?
4. What are the liabilities of a conditional indorsement?
5. What is the disadvantage of accepting a check which has been indorsed "without recourse"?
6. What are the liabilities of the indorser who has indorsed "without recourse"?
7. How would you indorse a check or note if you did not want to be held responsible for payment of it?
8. If a check indorsed "without recourse" is found to be a forgery, can you collect from the indorser?
9. Is the payee and the first indorser the same person?

Further study of references in addition to those above:

## STUDENT REFERENCE BIBLIOGRAPHY

### Directly Related Information

- Cleaver, William H., The Art of Floral Designing, A. T. De La Mare Company, 1930
- Florists' Review, The Designer's Notebook, Florists' Publishing Company, 1938
- Kift, Robert, The Retail Flower Shop, A. T. De La Mare Company 1930
- Laurie, Alex, The Flower Shop, Florists' Publishing Company 1930

### Indirectly Related Information

- Brisco, N. A., Retail Salesmanship Source Book, Ronald Press 1932
- Brisco, N. A., Griffith, Grace and Robinson, O. P., Store Salesmanship, Prentice-Hall, 1932
- Chapman, Paul, Occupational Guidance, Turner and Smith, 1937
- Charters, W. W., How to Sell at Retail, Houghton-Mifflin Company, 1930
- Cornell, W. B., and McDonald, John, Business Organization and Practice, American Book Company 1936
- Crabbe, E. H. and Slinker, C. D., General Business, Southwestern Publishing Company, 1936
- Crabbe, E. H. and Slinker, C. D., General Business Training, Southwestern Publishing Company, 1925
- Davis, J. J. and Wright, J. W., You and Your Job, John Wiley and Sons, 1930
- Ely, J. T. A. and Starch, D. A., Salesmanship for Everybody, Gregg Publishing Company, 1936
- Gavian, Ruth M., Grey, A. A., and Groves, E., Our Changing Social World, D. C. Heath, 1934.
- Goss, J. E., Chats in an Employment Office, Inn Publishing Company, 1934



- Grunstein, M. B. and Smithline, Henry, Our Daily Contacts with Business. Lyons and Carnahan, 1936
- Hainfield, G. F. and Thorp, Earl, Secretarial Practice, Lyons and Carnahan, 1934
- Jones, L. L. and Bertschi, Lloyd, General Business Science, Gregg Publishing Company, 1930
- Jones, L. L. and Holtzclaw, H. F., General Business Science, Part 2. Gregg Publishing Company, 1931
- Keister, A. S., Our Financial System, The McMillan Company, 1930
- Kirk, John Buckley, Harold and Walsche, Mary, Introduction to Business, John Winston Company, 1938
- Kitson, Harry D., I Find My Vocation, McGraw-Hill Book Company, 1937
- Knox, J. S., Salesmanship and Business Efficiency, Knox Business Book Company, 1937
- Lumley, F. E., and Bode, B. H., Ourselves and the World, McGraw-Hill Book Company, 1931
- MacGibbons, Elizabeth Gregg, Manners in Business, The McMillan Company, 1937
- Morrill, A. A. and Bessey, M. A., Walsh, J. V., Applied office Practice, D. C. Heath Company, 1931
- Peters, P. B. S. and Pomeroy, D. A., Commercial Law, Southwestern Publishing Company, 1928
- Prosser, C. A., and Anderson, W. A., Getting a Job, McKnight and McKnight, 1936
- Prosser, C. A. and Anderson, W. A., Keeping Physically Fit, McKnight and McKnight, 1936
- Prosser, C. A. and Anderson, W. A., Taking a Look at Yourself, McKnight and McKnight, 1936
- Shields, H. G. and Wilson, W. H., Business Economic Problems, Southwestern Publishing Company, 1935
- Vardaman, B. R. and Lovelace, G. M., Salesmanship Ib, International Textbook Company, 1937
- Wallis, Grace S. and Wallis, W. D., Our Social World, McGraw-Hill Book Company, 1933

Walters, R. G., Fundamentals of Salesmanship, Southwestern Publishing Company, 1937

Walters, R. G. and Rowse, E. J., Fundamentals of Retail Selling, Southwestern Publishing Company 1938

Wheatly, W. A. and Mallory, R. R., Building Character and Personality, Grim and Company, 1936

Sanborn, K. A., Tact, Christian Endeavor, 1899

Kirk, J. G., and Woesche, Mary, Junior Training for Modern Business, John Winston, 1925

Telegraph Bulletins and Regulations, Local Telegraph Office

Post Office Bulletins and Regulations, Local Post Office

Freight and Express Bulletins and Regulations, Local Freight and Express Office

ADDITIONAL REFERENCES USED BY THE AUTHOR IN THE  
WRITING OF THIS THESIS

Crawford, C. C., The Technique of Research in Education, University of Southern California Press, 1928

Reeder, Ward G., How to Write a Thesis, Public School Publishing Company, 1925

Whitney, F. L., Methods in Educational Research, D. Appleton-Century Company, 1931

Number \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

City \_\_\_\_\_

Occupation \_\_\_\_\_

Job Details \_\_\_\_\_

Specifying \_\_\_\_\_

Nature of Job \_\_\_\_\_

Special Tools \_\_\_\_\_

Or Equipment \_\_\_\_\_

Needed or Used \_\_\_\_\_

Questions:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

References and \_\_\_\_\_

Suggestions for Study \_\_\_\_\_

Typed by:

Winnifred Vogler