

Index

A la carte menu, 92
Ability, 23
Abstract of a talk, 181
Accident and health insurance, 273
Ad lib radio programs, 230
Adjustment period, 79
Adult viewpoint, 68
Advancement
 in business, 258-59
 opportunities, 14-15
Advertisement, newspaper, 33-34, 244
Advertising, 166
 foreign travel, 98
Advertising agencies, 167
Agencies, travel, 98
Aims, executive position, 252
Ambition, 63
American
 customs, 110
 history, 110
 Home Economics Association, 35
 youth hostels, 105
Analysis of self, 17-25
Annual report, 142
Apartment, 90
Appearance, personal, 46-47
Applicant contacts, 242-44
Application
 blanks, 42
 letters of, 37-41
 passport form, 101
 photograph, 42
Apprenticeship, 60
Attitude, 60-64, 75-76, 156

— B —

Bank account, 263-64
Bank draft, 265
Beginners, jobs for, 16-18
Benefit, personal, 97
Blanks, company, 125
Boat travel, 198
Bonds, 277-78
Bonds, U.S. Government, 272
Bonus, 12
Book reviews, 87
Booklets for publicity, 190
Books, new, 87
Borrowing money
 bank, 268
 commercial loan company, 268
 company credit union, 267
Budget, personal, 261-63
Budgets, company, 149-50
Bus travel, 197
Business concern
 classifications, 4-6
 contacts, 200
 meetings, 170
 qualifications, 1-4
 reputation, 8
 tests, 2
Business records, 129-32
Business trip
 articles left in room, 217
 credit arrangements, 200-202
 evenings, 214
 expense report, 218

296 *Index*

Business trip (*continued*)
financial arrangements, 200–202
luggage, 202
meals, 215–16
plane travel, 210–11
reminders, 218
report blanks, 202
running report, 218
tips, 211, 212, 213, 218
train travel, 210–11
travel arrangements, 208
wardrobe, 206
Businesslike workmanship, 72–75

— C —

Cafeterias, company, 13
Calendar, appointment, 130
Callahan, Genevieve, 190
Car, company, 117, 146
Car travel, 197
Carbon copies, 125
Career and marriage, 282–93
advantages, 283
employer-employee relations, 290
part-time work, 288
preparation for, 289
problems, 285
questions for decisions, 292–93
Cash basis, 264
Cashier's check, 265
Chamber of Commerce, 91
Changing jobs, 53–54
Charge account, 266
Charts, for report, 138
Checkbook, use of, 264
Checking account, 264
Checks, certified, 265
Checks, personal, 106, 264–65
Checks, traveler's, 106
Church, 79
Citizenship
proof of, 101
United States, 111
world, 111
City
living, 78
trips, 91
Civic facilities, 85
Classifications, business, 4–6
Cleanliness, 47
Cocktails, 69
Code of ethics, company, 8–11
College counselors, 29
College placement services, 242–43
Commercial research, 164
Common stock, 279
Community service, 168
Company
car, 117, 146
expense account, 144
experts, 127
information, 59
money, 144–49
pension, 270
policy, 8–11, 112
property, 145
representative, 119
reputation, 8–11, 153
rules, 117
specialists, 128
statement of principles, 10–11
telephones, 118–19
transportation department, 147
Competitors, 155
Complaints, 154
Concerts, 85
Conferences, 124
Consumer meetings, 232–35
basic background information, 232
platform technique, 234
preparation, 233
Contacts
applicant, 242
business, 200
employer, 28–36
personal, 153, 175
with public, 153–55
Contests, 195
Convention booths, 189–90
Cooperation, 61
Copying equipment, 125–26
Counseling, personal, 116
Counselors
college and university, 29
high school, 29
specialized school, 29
Courtesy, 71–72, 109
Courtesy gift, 148
Cover charge, 92
Co-workers, and public relations, 169–70
Credit, 266–68
Credit card, 200–201
Criticism
constructive, 71
by customers, 154–55

Currency
 computer, 106
 exchange, 106
 Customer entertainment, 148
 Customs office, 102

— D —

Daily journal, 130
 Daily work plan, 130
 Data sheet, 42–43
 applicant, 245
 sample, 43
 Desk calendar, 130
 Dictating machine, use of, 121
 Dictation, 121
 Dining out, 91–94
 Dinner-dancing, 91
 Directories, professional, 35
 Directory of the Department of Home
 Economists in Business, 35
 Discipline, by executive, 258
 Discounts, to employees, 117
 Discretion, 68
 Dislikes, 21
 Doctor, 83
 Double indemnity clause, 276
 Dress, 47
 Drinking, 69–70
 Dues, payment of, 12
 Duplicate messages, 125–27
 Dutch treat, 85

— E —

Eating places, 91–94, 215–16
 Educational services, 116
 Emotional stability, 67
 Employee
 qualifications, 242
 relations, 6
 Employee's benefit association, 12
 Employer contact, 28–36
 Employer-employee relations, 257–58
 Employment
 help, 27–36
 location of, 27
 Employment agencies, 29–32
 fee, 32
 service, 30
 Endowment insurance, 275
 Entertainment, 85

Entertainment, customer, 148
 Equipment, office, 145
 Ethics, company code of, 8–11
 Etiquette, telephone, 118–120
 Executive, woman
 abilities, 240–41
 goal, 251–53
 opportunities, 252
 qualifications, 253–54
 relations with staff, 257–58
 Exercise, 83
 Exhibits
 professional and trade meeting, 189
 for publicity, 189–90
 Expense, personal, 149
 Expense account, 144, 147–49
 receipts, 149
 report, 149, 218
 transportation, 146
 traveling, 147–49
 Expense-paid interviews, 51–53
 Experience, 23
 Experts, company, 127
 Extra-hour fun, 80

— F —

Fair play, 62–63
 Family ties, 21
 Favors, special, 115
 Feet, care of, 83, 104
 File, policy and regulation, 127
 Files, use of, 122
 Filing system, 263
 Films for publicity, 188–89
 methods of distribution, 188
 picture presentations, 189
 plan for distribution, 189
 plan for program, 189
 First day at work, 56–60
 First position, 60
 Floor show, 91
 Food, 81, 96
Food Becomes You, 81
 Foot health, 83, 104
 Foreign
 currency, 98
 currency computer, 106
 fashion, 96
 food, 96
 guides, 109
 hotels, 98

298 *Index*

Foreign (*continued*)

- language, 109
- lodging, 98, 104-5
- money of country, 106
- receipts of purchase, 108
- shopping, 108
- trade-marks, 108
- travel, 96-111
- travel information, 98

Forms, company, 125

Francis, Clarence, 10

Friendliness, 64

Friends, 90

Fun, extra-hour, 80

Fund, petty cash, 145

— G —

Gift, courtesy, 148

Gilbreth, Dr. Lillian M., 21-22

Gloves, 47, 48

Goal, in business, 77

Golden Rule, 66

Good judgment, 68

Group

- accident and health insurance, 273

- hospitalization, 13

- life insurance, 13

Guide service, 123

— H —

Hair, care of, 46

Handshakes, 47

Hat, 47

Health, 80-84, 97

Hectographing, 126

Help wanted columns, newspaper, 33-34

High school, counselors, 29

Hobby, 88

Holidays, legal, 115

Holmes, John, 11

Home, 90

Home economics training, 25

Honesty, 62

Hosiery, 47

Hospitalization, group, 13

Hostels, youth, 105

Hotels

- abroad, 98, 104
- check-out time, 217
- meals, 93, 215
- pressing service, 214
- reservations, 105, 199

Hotel room, 213-14

- guests, 214

- radio or TV, 217

- services, 216

- telephone calls, 216

How To Write for Homemakers, 190

Human relations, 257-58

Humility, 63

— I —

Idea book, 73

Identification, 202, 217

Illustrative material, for report, 138

Income tax, 269-70

Income tax expert, 270

Incoming mail, 120

Industrial relations department, 165

Industry and trade associations, 167

Information

- desk, 58

- foreign travel, 98, 110

- manual of, 113

- organized, 127

Installment buying, 267

Insurance, 273-76

- accident and health, 273

- cooperative plan, 12

- endowment, 275

- life annuity, 275

- limited payment, 274

- ordinary life, 274

- property protection, 273

- protection and investment, 274

- term, 274

Intellectual growth, 86-87

Intercompany

- letters, 160, 163

- telephones, 118-20

Internal relations, 165

Interviews, 244-45

- applicant's data sheet, 245

- expense-paid, 51-53

- Golden Rule, 245

- offer of position, 249-50

- personal, 45-51

- personality importance, 247-48

- policies and practices, 244

- supplementary information, 248

Introducing speaker, 181-82, 186-87

Invitations

- to business meetings, 170

to publicity parties, 192
received, 162
sent, 163

— J —

Jobs

for beginners, 16
changing, 53–55
classifications of, 4–6
company reputation, 8
employee relations, 7–8
interview for, 45–53
opportunities for advancement, 14–15
salary considerations, 11–14
tests of business concerns, 1–4

Joining groups, 80

Journal, daily, 130

— L —

Language

English, 109
foreign, 109
native, 109
universal, 110

Leave of absence, 97

company policy, 97

Lectures, 86

Legal

affairs, letters, 160
holidays, 115

Letter

aim of, 157–58
of application, 37–40
of complaint, 154
for hotel reservation, 199
of introduction, 42
message of, 158
practice in writing, 157
of recommendation, 42
response to complaint, 154

Letter of application, 37–40

close, 40
content, 38
examples, 38–41
form, 37

Letters

of apology, 161
to business friends, 163
to company employees, 163
of congratulations, 162
copies of, 121

for experts, 160
giving reason for delay, 161
intercompany, 160
legal affair, 160
and public relations, 156
received, 156
requirements for writing, 164
signing of, 121
to speaker, 183–84
thank-you, 161
your approach, 156

Leverton, Ruth, 81

Library, 87, 98

Life annuity, 275

Life insurance

group, 13
kinds, 273–76

Limited payment insurance, 274

Living quarters, 78, 90

Long-distance phone calls, 120

Long-range plans, 72

Loyalty, 61

Luggage, 202–8

excess, 102, 104

weight allowance, 104

— M —

Mail, incoming, 120

Make-up, 46

Management

and public relations, 152
top, 113

Mannerisms

oral report, 137–38
telephone, 118–20

Manual of information, 59, 113

Marriage and career, 282–93

Meals, hotel, 93

Medical care

benefits, 13
cooperative plan, 13
services, 83

Medical department, 13

Meetings

business, 170
consumer, 232–35
professional and scientific, 235
sales, 235–38

Memo

intercompany, 121
office, 139

300 *Index*

Menu, à la carte, 92
Mileage, personal car, 146
Mimeographing, 126
Minimum charge, 92
Moderation, 69
Monthly report, 142
Movies, 85
Multilithing, 126

— N —

Nails, care of, 46
Nest egg, 79
News story, 177
Newspaper
 advertisement, 244
 help wanted columns, 33–34
 work wanted columns, 33
Notebook, 59

— O —

Office
 equipment, 145
 memo, 139, 160
 practices, 112, 128
 supplies, 145
Opportunities for advancement, 14–15
Oral report, 137–38
Ordinary life insurance, 274
Organized information, 127
Outline, for report, 135

— P —

Packages, registered, 123
Parcel shipments
 cost of, 123
 enclosures, 123
 out-of-country, 123
 receipts for, 123
Part-time work and marriage, 288
Participation sports, 84
Parties, publicity, 191–95
Passport, 101
 application, 101
 cost, 101
 photograph, 101
 port cities, 101
 proof of citizenship, 101
 validity, 101
Payments, sickness and accident, 13
Pension, company, 12, 270

Pensions, shelter, 104
 reservations, 105
Perfume, use of, 46

Personal
 appearance, 19, 46, 56
 contacts, 153, 175
 counseling, 116
 development, 96
 expenses, 149
 interviews, 45–51
 likes, 20

Personality, 18, 64
Personnel director, 58
Petty cash, 145

Photograph
 for application, 42
 for passport, 101

Photography, 110
 film, 103
 permission, 110
 regulations, 110

Placement help, 29–35

 newspaper, 33–34
 newspaper columns, 33–34
 professional directories, 35
 professional magazines, 35
 school counselors, 29

Placement services, 29
 college and university, 29, 242
 commercial personnel, 243
 employment agency, 29–31, 243
 government agency, 33
 high school, 29, 243
 professional organization, 32, 243
 specialized school, 29
 YMCA, 32
 YWCA, 32

Plane travel, 198, 210, 211, 212

Planned talks, 175, 181–82

Planographing, 126

Plans, long-range, 72

Platform technique, 234

Point of view, professional, 64

Policy and regulation file, 127

Position, change of, 53–54

Postage, 122

Postal money order, 265

Practice, letter writing, 157

Preferred stock, 279

Prejudices, 21

Printing, 126

Privacy, respect of, 72

Professional
 guides, 35
 helps, 35–36
 organizations, 89, 169
 outlook, 96
 point of view, 64
 and scientific meetings, 235
 and trade meeting exhibits, 189
Profit-sharing plan, 12
Program chairman, 182
Project report, style, 141
Propaganda, 172
Property protection insurance, 273
Protection and investment insurance, 274
Protocol, 70
Public
 contact with, 153–54
 library, 98
 recognition of women, 21
Public relations, 151–71
 co-workers, 169–70
 department, 165
 external relations, 165
 and government agencies, 168
 and letters, 156
 and management, 152
 program, 152, 170
 and publicity, 152
Public speaking, 219–38
 appearance, 220
 opening remarks, 220
 practice, 219
 qualifications for, 221–23
 voice, 221
Publicity, 172–95
 adverse, 116
 booklets for, 190
 for business trip, 200
 for the company, 174
 exhibits for, 189
 films for, 188
 for guest speaker, 185
 kinds of, 175
 parties, 191–95
 personal, 173
 and public relations, 152
 radio and television, 182
 request form for meeting, 176
Publicity release, 175–79
 action picture, 180
 mechanics of writing, 179
 for newspapers, 175

 photograph, 178
Purchase slips, 146
Purse, 47

— Q —

Qualifications
 of a business concern, 6
 for leadership, 253–54

— R —

Radio script, 228–29
Radio and television publicity, 182
Radio and TV talks, 225–32
 ad lib, 230
 breathing techniques, 225–26
 etiquette, 230–31
 phrasing, 227
 technique, 225
 voice control, 226–27
Raise, asking for, 114
Reading
 book reviews, 87
 course, 87
 habit, 74
 new books, 87
 skim, 87
Receipts
 for expenses, 149
 for foreign purchases, 108
Recommendation, letter of, 42
Record
 book, 127
 definition, 132
 research, 130
 sheets, 125
 time-action, 130
 of work, 129
Records, business, 129–33
Recreation
 balanced, 80–81
 groups, 84
Registered packages, 123
Reports
 analysis, 142
 charts, 138
 checking, 133
 length, 133
 mechanics, 134
 outline, 137
 plan, 135
 practice for, 137

- Reports (*continued*)
 - purpose, 132
 - rewriting, 133
 - rules for oral, 137
 - some don'ts, 133
 - writing, 133
- Reports, kinds of, 136–43
 - annual, 142
 - business meeting, 139
 - conference, 139
 - consumer meeting, 139
 - convention, 140
 - group meeting, 137
 - monthly, 142
 - office memo, 139
 - oral, 137
 - progress, 140
 - project, 141
 - running, 218
 - travel, 141
 - weekly, 142
- Reporter interview, 179
- Representative, company, 119
- Reputation, company, 8, 153
- Requests
 - for information, 162
 - for publicity, 176
- Research, 169
 - commercial, 164
 - records, 130
 - sponsorship of, 169
- Reservation, hotel, 199
- Respect of privacy, 72
- Restaurants, 91–94, 215
 - company, 13
 - high-priced, 93
 - tips, 94
- Retirement benefits, 270
- Richardson, Lou, 190
- Right job for you, 15
- Roommate, 90
- Rules
 - company, 116
 - oral report, 137
- Running report, 218
- increase, 114
- payment of, 117
- plus values, 12–13
- Sales meeting, 235–38
 - plan of action, 236–38
 - preparation, 236
 - purpose, 236
- Savings, 99–100, 268
- Savings account, 271
- Savings and Loan Association, 13
- Selecting a speaker, 182
- Self-analysis, 17–25, 75
- Sending money, 265–66
- Services
 - educational, 116
 - for employees, 12
- Shipments, parcel, 123
- Shipping charges, 108
- Shoes, 47
- Sickness and accident payments, 13
- Sight-seeing, 80
- Sincerity, 62
- Skills, specialized, 22
- Sleep, 82
- Smoking, 69
- Social
 - adjustment, 19
 - life, 84
 - organization, 89
- Social Security
 - act, 13
 - retirement benefits, 270
- Solicitors, 123
- Sorority, 89
- Spare time, 79–81
- Speaker
 - corsage, 186
 - courtesy, 185–88
 - fee, and expense costs, 183–84, 187
 - introduction, 186–87
 - letter to, 183–84
 - publicity, 185
 - selection, 182
 - thank-you note to, 187
- Speaker's table, 186
- Special favors, 108, 115
- Specialists, company, 128
- Specialized-school counselors, 29
- Specialized skills, 22
- Spectator sports, 84
- Sports, 84
 - participation, 84

— S —

- Safe-deposit box, 263
- Salary
 - adequacy, 11
 - considerations, 12–13

spectator, 84
Stability, emotional, 67
Statement of company principles, 10–11
Statistical analysis, 165
Stock, 277–78, 279–81
 common, 279
 preferred, 279
Study groups, 87
Success, in business, 76
Supervisor, qualifications, 239–42
Surveys, 165

— T —

Talks

abroad, 109
abstract, 181
example, 182
introduction, 181
planned, 175

Taxi service, 146

Telegraph, 122

Telephone

calls, transfer of, 119
contacts, 214
etiquette, 118–20
intercompany, 118
long-distance calls, 120
mannerisms, 120
relations, 155
voice, 118

Television

appearance, 223–32
publicity, 182
scripts, 228–29

Temperament, 20

Temperance, 69

Term insurance, 274

Tests of a business concern, 2

Thank-you

letters, 161
notes, 170, 187, 212, 218

Theater, 85

Time-action record, 130

Tips

abroad, 108
airport porter, 212
beauty shop, 216
bellman, 213, 216
bellman, for paging, 216
cab driver, 213
deliveries to hotel room, 216

dining car, 211

hotel maid, 213, 216

parlor car porter, 212

Pullman porter, 212

restaurant, 94, 215–16

room service, 216

Top management, 113

Tourist bureaus, 106

Tours, all-expense, 95

group, 100, 109

planned, 100

Trade associations, 167

Train

meals, 211

travel, 197–98, 210, 211, 212

Transportation, 57

company business, 146

department, company, 147

expense, 147

foreign, 97

Travel, 96–111, 196–217

agencies, 94, 98

all-expense, 95

attitude, 111

benefit, 97

clothes, 102, 109, 206

companion, 95, 100–101

consultants, 99

education, 96

expense, 97, 99, 147

folders, 94

information sources, 98, 104

iron, 102

modes of, 197–98

package, all-expense, 95, 99

report, 141

savings, 100

schedules and tickets, 108, 197

sections of newspaper, 94, 98

tour groups, 109

tour rates, 97

vacation, 94–95, 96–111

YWCA, 100

Travel abroad, 96–111

books, 104

clothes, 102, 107, 109

health, 97

hotels, 104

leave of absence, 97

lodging, 104–6

mode, 98

paid vacation, 97

304 *Index*

Travel abroad (*continued*)
 passport, 101
 personal requirements, 103
 port cities, 101
 savings, 100
 seasons, 99
 tips, 99, 108
Traveler's checks, 106, 202
Travelers, business, 212
Trips, city, 91

— U —

U.S. Government Bonds, 272
United States
 citizen, 111
 history, 110
 re-entry, 101
University placement services, 242

— V —

Vacation, 94
 abroad, 97
 with pay, 12, 97
 policies, 115
Vaccination, 101
 validation, 102
Visitors, 123

Vocational guidance
 courses, 24
 help, 18
Vocational training, 22

— W —

Wages, adequate, 11
Weather, 99
Week ends, 83
Weekly report, 142
Who's Who in America, 22
Woman executive
 abilities, 240–41
 goal, 251
 opportunities, 253
 public recognition of, 22
 qualifications, 253–54
Work
 plan, daily, 73
 records, 129
 sheets, 130
Work wanted columns, newspaper, 34
Workmanship, businesslike, 72
Writing, style of, 178

— Y —

YMCA, 32
YWCA, 32, 78, 79, 100
Youth hostels, 105