

MERCHANDISING TO BE TAUGHT

Officers of New U.S.C. School

New School Announced at U.S.C. Dinner

Will Give Course Leading to Bachelor Degree

Project Underwritten by Business Firms

Education for students of the Southland assumed a broader scope and a greater opportunity for practical application with the announcement last evening by President Von KleinSmid of the University of Southern California of a new school of merchandising to start at the university when the fall semester opens September 16.

The announcement was made at a dinner in the Trojan Student Union given for the purpose of bringing together the representatives of the merchandising and business organizations of Los Angeles and near-by cities by which the new school is being sponsored and underwritten for the next five years.

The supporters of the school include the following: Barker Brothers, Blackstone's, Broadway Department Store, Bullocks, Buffums of Long Beach, Coulter's Dry Goods Store, H. G. Chaffey Company, Daley's, Inc., Dyas's, J. J. Haggarty's New York Store, the May Company, MacMarr Stores, Ltd., Myer Siegel, Millinery Stores Company, I. Magnin, the Marston Company of San Diego, Hugh A. Martl of Long Beach, the Los Angeles Publishers' Association, the Los Angeles Advertising Club, the Association of Chain Stores of Southern California, Figgly Wiggly (Western States,) the Safeway Stores, the Owl Drug Company, Parmelee-Dohrmann, Robinson's, Van De Kamps, Walkers, the Whitney Company of San Diego, the Wise Company of Long Beach, Van Der Ahe, Long Beach Press-Telegram, Los Angeles Examiner, Los Angeles Express, Los Angeles Herald and The Los Angeles Times.



DR. WILLIAM D. MORIARTY

DR. FLORENCE MAY MORSE



WILLIAM E. KOCH

MRS. ADA C. HOLME

PROF. FRANK NAGLEY

Will Expound Principles of Merchandising

tion of Credit men, and Mrs. Ada Colline Holme, formerly of Marshall Field & Co.

PRESIDENT'S STATEMENT

In his formal announcement Dr. Von KleinSmid said:

"The school of merchandising was authorized by the board of trustees of the University only after careful investigation by the leading merchandising organizations of Los Angeles and near-by cities, and is made possible by the financial assistance of a wide variety of organizations on the coast and the assurance of their willingness to cooperate in seeing that the students receive adequate training in sound practice as well as in sound theory.

"Students entering direct from high school may take 40 per cent of their freshman and sophomore work in basic courses and Los Angeles and Long Beach stores will make it possible for them to acquire part-time work in practical salesmanship. For students entering this field after two years of general college work, the curriculum is sufficiently elastic to allow them to take the basic background courses along with the more specialized courses designed to prepare them for their major field."

OTHER SPEAKERS

Other speakers during the evening, introduced by toastmaster Dr. Frank C. Touton, vice-president of the university, were Herbert M. Bigelow, representing the Retail Drygoods Association; Edward Dale, representing the Co-operative Chain Stores; A. Carman Smith of the Los Angeles Advertising Club, W. H. Wright, Los Angeles Chamber of Commerce; Prof. Emory Olson, U.S.C.; Dr. Reid McClung, U.S.C.; Dr. Florence May Morse, U.S.C., and T. C. Palmer, vice-president of Walkers.

According to Dr. W. D. Moriarty, professor of economics, who has been appointed director of the school of merchandising, completion of the courses will lead to a degree of bachelor of science in merchandising, and every resource of the university will be open to students who come there either to begin or to continue the study of merchandising.

The major courses in the new school come under the head of marketing, advertising and retailing, with some of the specific courses listed as co-operative buying and selling, fashion merchandising, consumer research, chain-store distribution and management, market analysis, buying and selling advertising, business contacts, merchandising management problems, store and window display, retail buying and many others. In the outline of courses there are forty-four specific courses listed.

COURSES INCLUDED

The freshman and sophomore program includes courses in elements of merchandising, principles of advertising, principles of economics, sales orientation, health education, line, color and design, general psychology, public speaking, merchandising statistics, textiles, man and civilization, American constitutional history and specialized activities.

Faculty members for the new school will be Dr. Paul Ivey, formerly of Northwestern University; Dr. Florence May Morse of the U.S.C. department of economics; Dr. William E. Koch, formerly head of the Retail Merchants' Institute in Chicago; Prof. Frank Nagley of the college of commerce and business administration of U.S.C.; Dr. J. Harry Tregoe, formerly executive manager of the National Associa-