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A Career with Woolworth



F. W. WOOLWORTH AND Co. LIMITED.

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Welcome

Contents	Page
THE WOOLWORTH HISTORY	2
YOUR NEW SURROUNDINGS	
THE STORE	3
THE ORGANISATION	4
THE GOODS YOU WILL SELL	5
LEARNING YOUR JOB	
MEETING THE CUSTOMER	6-7
THE CASH REGISTER	8
WRAPPING PURCHASES	8
KNOWING YOUR STOCK	9
KNOWING YOUR STORE	10
SELLING AND SERVING FOOD	11
YOUR "PRIDE AND JOY"	12
"LOST AND FOUND"	12
OPPORTUNITIES FOR PROMOTION	13
AMENITIES AND PRIVILEGES	14-15
HOURS, WAGES, MEAL-TIMES	16
YOUR SUGGESTIONS	16
NECESSARY REGULATIONS	17

WE HOPE that you are going to enjoy your career with the Woolworth Company, and we are glad to hand you this copy of the STAFF MANUAL to help you fully to understand the job you are about to do, and the amenities offered by the Company.

F. W. WOOLWORTH AND CO. LIMITED.

The Woolworth History



WHEN you consider the present size of the Woolworth Company it is difficult to realise that it was started in such a small way and that it is the result of one man's idea! In the year 1878, in a general store in Watertown, New York, a young man wanted to try an experiment. His name was Frank Winfield Woolworth. His idea was to specialise in selling goods at one price, and to display them so that the customers could select what they wanted from the goods on the counter in front of them. He obtained permission from the manager to start a bargain table which he set up in the store. Everything on it was priced at 5 cents (about 3d. in those days). The new idea proved very successful and the young Frank Woolworth was soon able to raise enough money to open a small store at Utica which he called the "Great 5 cent Store." Like every pioneer, he had to meet and overcome many ups and downs. He soon discovered that there were not enough goods available at 5 cents and his first effort failed. But he had gained valuable experience and it was not long before he tried again. This time he sold goods at 5 cents and 10 cents and the first store under the now familiar "Woolworth" sign was opened at Lancaster, Pennsylvania. This venture quickly proved very popular with the local housewives, and soon he was able to begin extending his business to other towns.

The first store in Britain was opened at Liverpool in 1909. The same spirit of enterprise, the same determination to give good value and good service to the public was as successful here as in America, and up to the present time, over 900 stores have been opened throughout the British Isles. The latest venture has been the opening of stores in the British West Indies in 1954 where the local people themselves are staffing the stores under leadership from this country.

Getting used to your New Surroundings

EVERY WOOLWORTH STORE is run by a team who co-operate with one another in offering to the public a highly specialised sales service. From the moment you join Woolworth's you become a member of such a team. The other members of that team will be glad to meet you, and they will offer you every assistance while you are learning your job. Every encouragement will be given you to progress rapidly, but naturally much depends on your ability, interest, initiative and determination to become a valued member of your team.

A Brief Outline of the Organisation

ONE of the Woolworth Company's great achievements is the development of an organisation in which there is a personal interest in all staff, whatever their duties. The store in which you will work is linked with all the other stores over a wide area, under the administration of your District Superintendent and District Office management. The District Superintendent is the link between your Store and Manager and the District Office. The Executive and Buying Office is located in London.

District Superintendents and members of the District Office frequently visit the stores for which they are responsible, keeping in touch with every aspect of the business. In particular they are concerned with the welfare of all staff in all stores.

Your STORE MANAGER is responsible for the general operation and control of your store. He relies on the conscientious service of each employee to enable him to operate with maximum efficiency. Needless to say, he is also very interested in your personal progress and at all times is ready to offer help and advice.

The STAFF SUPERVISOR is the person to whom you will look for training and guidance. She will help you to settle down quickly and subsequently endeavour to assist you to solve any personal problems. It is to her that you should go with any troubles or difficulties in the assurance that you will receive sympathetic attention.

The SALES STAFF, among whom you will work, carry the responsibility for demonstrating to our customers what we mean by WOOLWORTH SERVICE. THE IMPRESSION YOU CREATE WHETHER FAVOURABLE OR UNFAVOURABLE DETERMINES OUR CUSTOMERS' OPINION OF YOUR

WOOLWORTH STORE. THEY WILL BE QUICK TO RECOGNISE AND APPRECIATE A HAPPY TEAM SPIRIT THROUGHOUT THE STORE.

NEVER FORGET THAT . . .

COURTESY COSTS LITTLE . . . AND MEANS A LOT!

The goods you will sell

YOU are starting on a job which has a fascinating variety of interests.

Do you realise that Woolworths offer a tremendous variety of merchandise for sale to the public? You will have an opportunity of handling a vast number of items during your career. You will learn to appreciate the quality of the materials used in their manufacture and to recognise the high standard of workmanship upon which the Company insists.

The Woolworth Stores today keep hundreds of manufacturers busy maintaining a flow of merchandise to our customers, and employs thousands of men and women to see that all these goods are attractively displayed, properly priced and offered to the customers in a cheerful spirit of courtesy and helpfulness. THE REPUTATION OF THE WOOLWORTH COMPANY HAS BEEN BUILT UP ON GOOD SERVICE AND OUTSTANDING VALUE. There is a vast organisation at work to keep everything running efficiently and to make sure that all the merchandise which reaches our stores is the best possible value at the price.

BUT IT IS THE SALES ASSISTANTS WHO PASS ON THE MERCHANDISE TO THE CUSTOMERS, AND EACH SALES ASSISTANT REPRESENTS THE WOOLWORTH COMPANY TO THE SHOPPING PUBLIC.

As a new member of the Sales Staff, YOU will be representing the Company, and we look to YOU to carry on the tradition.

REMEMBER . . .

COURTESY COSTS LITTLE . . . AND MEANS A LOT!

Learning your job



Meeting the Customer . . .

Your **FIRST** and **MOST IMPORTANT** duty is

Serving Customers

and the Golden Rule for
every Sales Assistant is

CUSTOMERS FIRST ALWAYS

THE livelihood of everyone employed in the store depends upon our customers, and they are entitled to be treated with the same **RESPECT AND CONSIDERATION AS YOU EXPECT TO MEET WHEN YOU GO SHOPPING.**

How much better it is for a customer to be met with a friendly, helpful expression! A most important factor in maintaining this attitude is personal appearance! It is so much easier to smile and to look pleasant if you know that your dress is neat and clean, if your hair is arranged in a becoming style and if your face looks fresh and natural with a suitable make-up. Everyone prefers to receive a package from a well-groomed pair of hands, so give your hands the constant care which they deserve.

You have begun a job in which your personal appearance is important, and you will enjoy keeping up the standard of smartness which we ask of you. A dress or overall is provided for your use by the Company and is maintained by the store. If you take care of your feet by wearing comfortable shoes you will be much more fresh at the end of the day.

If you stop to look at things from the customer's point of view you will realise how exasperating it is to be kept waiting while the Sales Assistant attends to less urgent duties or while two Assistants finish a personal conversation before giving any attention. It is a different matter in the peak period when you are busy dealing with a rush of purchasers. A customer will then usually wait her turn with good humour, especially if your good, fast and pleasant service calls for her admiration and you acknowledge awareness of her presence.

When a customer obviously hesitates to make a choice, a pleasant enquiry—"can I help you?"—may result in securing a sale which might otherwise have been lost. Customers who do not receive attention when they want it may leave the store without making a purchase. Very often you will be asked for information about your merchandise. To say "I don't know"—is to fail to satisfy the customer. Take an interest in the question you have been asked, and if you cannot give the information yourself, ask your fellow Sales Assistant or call your Supervisor.

Always remember that **PEOPLE MATTER.** How many people in the course of the day will be glad that it was **YOU** who served them? It may well be that your cheerful response had heartened a harrassed mother, or your quick efficient service had enabled a busy worker to clock in on time; perhaps your friendly smile did much to create additional goodwill and your brisk service and well-informed comment gave special satisfaction to the discriminating housewife. These represent just a fraction of the people with whom you will have contact during the course of doing your job. Any one of them may be glad that it was **YOU** who served them, and will choose to come back to you another day for more purchases.

Even in the best regulated store there will be occasions when it will not be easy to be on top of your form. You may find it difficult to be polite, patient or even good-tempered. Nevertheless, **IT IS PART OF THE SKILL OF A GOOD SALES ASSISTANT** that she can meet a customer with the **RIGHT EXPRESSION AT ALL TIMES.**

REMEMBER . . .

COURTESY COSTS LITTLE . . . BUT MEANS A LOT!

The Cash Register



THIS is the most important item of equipment on your counter and you must become thoroughly acquainted with its use. This will be most carefully explained to you on your first day by the Supervisor.

However pleasant your appearance may be, and charming your manner, you can still cause irritation to a customer by clumsy or faulty handling of change. There is a right and a wrong way of doing most things, and you will be shown the **RIGHT WAY** of **GIVING CHANGE**. In order to avoid any awkward misunderstanding, it is important to make certain that the customer agrees the value of the purchase, and you must count back the change **INTO THE CUSTOMER'S HAND**. There is always time for a smile and a "thank you" before you pass on to the next customer.

Wrapping Purchases



HAVING made a purchase, the customer will want to take it away in a suitable wrapping. Always use the proper size bag or paper. You will then be sure to hand over a neat and secure parcel. If a customer selects several items you may be asked to make them into a parcel or to put them into a carrier bag. Always put the heaviest articles at the bottom and the more fragile goods at the top. You will quickly acquire the habit of making a frequent check to see that you have a complete assortment of wrapping supplies ready for use.



Knowing your stock

ONE of your duties will be to maintain an attractive display of all the articles which you have for sale at your counter. To ensure customer satisfaction and avoid possible loss of sales, you must endeavour at all times to keep all items, colours, sizes, designs, etc. on display and therefore **ON SALE**. You will very quickly learn to notice when items are in popular demand or have a special seasonal interest. A reserve stock is kept under the counter and is called your "under-stock." Always make sure that you have enough goods in reserve to meet your sales and to replace any item selected by a customer from your display. You will be shown how to re-order supplies from the stockroom for your "under-stock." A good display is a well price-ticketed display, as the price of all items must be clearly shown.

Knowing your Store



YOU will not be expected to learn all these various and interesting duties on your first day! The Manager and Staff Supervisor both appreciate that it will take you a little time to get used to your job. However, it will not be very long before you will feel quite at home at the counter. You will then be able to pay greater attention to what is going on in other parts of the store. You will become so familiar with the arrangements of the different departments that you will be able to direct customers to other counters without difficulty.

As you handle more and more merchandise you will want to know where it comes from, how it is made or how it works, and you will enjoy getting to know all you can about everything you sell. You will be able to assist customers who need information to help in making a suitable choice.

By being alert and watchful you can do much to help in preventing pilfering. It is our aim to PREVENT it, rather than to "catch" a dishonest person. Constant watchfulness and Good FAST SERVICE WILL DO MUCH TO MINIMISE THE PROBLEM. However, if you should encounter a situation requiring action, call your Supervisor at once, but take no action yourself. Above all, NEVER ACCUSE ANYONE OF STEALING.

Selling and Serving food



THIS is a department which gives opportunity for special aptitude. It is of the greatest importance that the counter staff should be scrupulously clean, and you will be told about the special regulations which apply to the handling of all foodstuffs. If you have to weigh food, always make sure that you give CORRECT WEIGHT. It is illegal to give short weight, and to give over-weight means loss.

There is a good deal of scope for the interested Sales Assistant who can advise a customer about the use of many food products.

In a store which has a tea or snack bar, there is an opportunity of rendering a quite personal service to the customer in search of refreshment. The cup of tea or coffee looks so much more inviting if served in a spotless cup and saucer, while food can retain its freshness only if the hygiene regulations laid down are observed. There is scarcely anything less appetising than a stale bun or sandwich!

A customer may well be inclined to go on making further purchases in the store after receiving refreshments from the hands of a smiling waitress.





Your Pride and Joy

YOU will quickly realise that the good appearance of the whole store is very important to yourself as well as to our customers. It is irritating to work among muddles and disorder. You can play your part by making sure that all merchandise, equipment, containers, etc. are put in their proper places as soon as possible. You will be shown the correct way of cleaning your counter and fixtures, and it is your responsibility to see that everything for which you are responsible looks FRESH, CLEAN and TIDY. In fact, the appearance of the store will be your "pride and joy."

Lost and Found

THE ability of some people to lose their possessions is amazing, and there will be times when you are confronted with something a customer has left behind. Do not retain it at the counter assuming that the customer will return and claim it from you, but hand it over at once to your Supervisor, who will take it to the office. If you are asked by customers for information about lost property, refer them to your Supervisor.



Opportunities for Promotion

AS YOU gain experience and proficiency in all these duties, you will grow in confidence. You will be able to take more responsibility, and in time take advantage of any opportunities for promotion that may arise.

There are many chances of promotion for the capable girl. She can become a charge hand of a department, in which case she will assist the manager or an experienced member of the staff in ordering merchandise, and eventually when sufficiently experienced and efficient, be promoted on a special rate of pay—to merchandise girl in charge of one specific department.

Alternatively, she can be trained for promotion to sales floor supervisor, staff supervisor or cashier. Employees who prefer stockroom work are usually, after a period of training, given a specific section for which they are responsible. In the event of promotion, as outlined, a further increase in salary becomes operative.



Special Privileges and Amenities

IN ADDITION to a comprehensive pension scheme, membership of which is available to all staff after ten years continuous employment with the Company, the privileges and amenities listed below are offered to all female staff:

21 YEARS SERVICE. Presentation of savings certificates or a gold watch.

SHOPPING TIME. Once a month each employee is allowed a privilege shopping morning. This is usually given on the early closing day which means the whole day off instead of a half day.

SICKNESS BENEFIT. Employees are entitled to one week's pay for each completed year of service; any payment for odd day's absence is made at the Manager's discretion. Should any employee be absent for a lengthy period, due to serious illness, sympathetic consideration is given to the payment of additional sickness benefit.

HOLIDAYS. After completing one year's service, previous to April 1st of the current year, employees are entitled to two weeks paid holiday and to a further three days spring holiday during and after their fifth year of service. In the tenth year of service and from then on they are entitled to three weeks paid holiday a year. Employees with less than twelve months service previous to April 1st of the current year will be entitled to one day's paid holiday for each month of service.

LIBRARY SCHEME (CONCESSION). By special arrangement, Woolworth staff are permitted to join Boots Library on favourable terms which are considerably less than those paid by normal customers.

CHRISTMAS PRESENTS. Each full-time member of the staff is entitled to a Christmas present from the Company according to her length of service. If she joins before July 1st of the current year she receives £1 and for each successive year 10/-. There is no maximum—some of our staff receive £10—£15 each year.

DECEMBER BONUS. This special salary bonus is paid to all staff who join us before 15th November of the current year and is payable during the whole month of December in consideration of trade during the busy Christmas period.

WEDDING PRESENTS. If an employee marries after being with us for three, four or five years, she receives a cash wedding present of £5. For six years service—£6, increasing by £1 for each additional year's service up to a maximum of £10.

ANNUAL BONUS. For some years now an annual bonus of two weeks salary has been paid to all staff in the Company's employ during January of each year with two or more years service. One week's salary is paid to those with more than one and less than two years service. The Board of Directors hope to continue this.

THE "NEW BOND." To keep everyone in touch with one another, and with the latest developments the Company's House Magazine is published every two months. It is called the "New Bond" and is full of news concerning stores, people, and other matters of interest. The strong spirit of unity and comradeship throughout the organisation is shown by the flow of news and pictures which are contributed by staff from all over the country.

wages The commencing salary varies according to age. Increases will be given according to length of service AND proficiency attained.

hours Actual working hours may vary according to the town in which a store is situated. Normal working hours may be extended according to the needs of the shopping public or store, e.g. Christmas, Stock-taking, etc. Any extra hours are calculated on an overtime basis.

FULL DETAILS OF THE HOURS AND RATES in operation at your store can be obtained from your Staff Supervisor.

arrangements for meals In the majority of our stores good meals are provided in the staff canteen at very low cost. Staff are allowed one hour for lunch and a ten minute break during the morning and afternoon for tea or coffee.

your suggestions We shall always be pleased to consider any ideas or suggestions you care to make in connection with the improvement of our operation and organisation, the merchandise that we sell and last, but certainly not least, our service to the shopping public.

If you have any ideas or suggestions please submit same to your Manager for investigation. Should your idea be practical you will receive the credit due. In any case we shall appreciate and acknowledge your interest.

Rules and Regulations

WHEREVER there is a community of people working together there must be some rules and regulations for the benefit of all concerned. The rules, for the most part, are a development of long experience and there is reason for every one of them.

We therefore draw your attention to the following:—

NOTICE BOARD. Special regulations and instructions are posted on the Notice Board. Please look regularly and often to see all new notices.

BE PUNCTUAL—BE REGULAR. If it should be necessary for you to be absent or late because of illness or other reasons, please advise the Manager or the Staff Supervisor at once so that arrangements can be made to take care of your work.

STAFF ROOMS. Show thoughtfulness and consideration for others in the use of rest rooms and canteens by helping to keep them tidy, and by helping to create a happy atmosphere.

HYGIENE. Scrupulous personal cleanliness is essential. Please leave toilets and cloakrooms as you would expect to find them.

PERSONAL PROPERTY. Do not leave money or valuables in your pocket. You must comply with the special arrangements which have been made in your store for the safe custody of employees' personal property.

CHANGE OF ADDRESS. Please notify the Staff Supervisor immediately if you change your address so that the records can be kept up-to-date.

SMOKING is permitted in STAFF ROOM ONLY.



WOOLWORTHS GROUP PLC

Thank you for looking at our
Working for Woolworths
in the 1960s exhibit

in the Woolworths Virtual Museum



Originally distributed in the 1950s and 1960s
Reproduced for the Woolworths Virtual Museum

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