



Adjutant General: An Inventory of Its Military Service Record Cards

Copyright Notice:

This material may be protected by copyright law (U.S. Code, Title 17). Researchers are liable for any infringement. For more information, visit www.mnhs.org/copyright.

FASHION



ARTIST

Fashion Artist



By

Barbara Taylor - Grade Nine
McCormick Jr. High School
Cheyenne, Wyoming - 1957

I dedicate this booklet:
to all those interested in
a career in fashion art

Table of Contents

Fashion Artist (major)

Why I Chose Fashion Art for My Career...	1
History	2
Importance of the Work	5
Nature of the Work	9
Working Conditions	14
Preparation Needed	17
Qualification	20
Payments	23
Promotion	24
Organization of workers	25
Advantages	26
Disadvantages	27
My Fitness for This Work	28
Personality Rating Scale	29
My Course of Study	36
Sample Letter of Application	37
My List of References	41
Fashion Art - Pamphlet	43

Home Economics in the Clothing Field

Why I Chose Home Economics for My

Avocation..... 45

History..... 46

Importance..... 48

Nature of the Work..... 51

Working Conditions..... 55

Preparation Needed..... 57

Qualification..... 59

Payments..... 62

Promotion..... 63

Organization of Workers..... 64

Advantages..... 65

Disadvantages..... 67

My Fitness for This Work..... 68

Personal Data Sheet..... 69

My Course of study..... 72

List of References..... 73

Pictures..... 74

FASHION ARTIST

Why I Chose Fashion Art for My Career

A long time ago, when I was in fourth grade, I became interested in drawing. After that it didn't take long for me to develop an interest in fashion. I soon tried designing clothes for paper dolls and copying styles from magazines. As I grew older, I started designing and sewing clothes for my ten-inch doll. When I was in seventh grade, I really decided that I'd like a career in fashions, and since I'd rather draw than anything; fashion illustrating was my choice.

Also, the Kuder Preference Record showed that I had a definite leaning toward art work. Though there are many professions offered in the field, fashion art was the most appealing to me.

Of less importance is the fact that I found I am interested in people. In fashion work, I could meet a lot of interesting people, and I could become really acquainted with "the world of fashion." Commercial art is an ever-expanding field, and one that a person can really get ahead in.



FASHION ARTIST

History of the Work

The history of art and the history of religion are closely related. The earliest art of the Babylonians and Egyptians was, next to religious ideas, the celebration of exalted human power. In these celebrations the great artistic ideals were the god and the hero.

The art which preceded the development of painting in the fourteenth century included painting in Antiquity and the ancient Oriental art which was limited to tombs, palaces, and temples.

Art itself is age-old. Instances of primitive art are the rock portraits of the Australian aborigines, the bone carving of the eskimos, and the drawings of the Bushmen. Even prehistoric cave men cut rude pictures in hard materials.

As long as there has been a variation in style or the simplest tool or weapon, there has been a need for commercial artists to present these things to the people. Egyptian paintings serve as a valuable historical factor in showing dress, arms, etc. of the period.

The first fashion journal, "Galerie des Modes"

FASHION ARTIST

made its appearance in 1770, describing the latest French fashions. It was illustrated by crude, stilted drawings. "Godey's Lady's Book" came out in 1830. It was the first American woman's magazine to devote space to fashions. By the end of the nineteenth century more space was devoted to illustrations and photographs of the prevailing fashions.

In 1909 Conde-Nast undertook the publication of "Vogue" and "Harper's Bazaar." This undertaking proved so successful that these publications are still considered the best fashion magazines in the world.

Commercial art aims to help sell. Artists used to earn their livings by painting inn signs. The discovery of photoengraving in the 1800's opened a large field of commercial art.

Commercial art should really be called the commercial arts because it involves so many different skills and talents. Fine artists often express contempt for commercial artists, and commercial artists accuse fine artists of being "starry-eyed visionaries."

Before the mid-twentieth century only a small, select group belonged to the "world of fashion." These were men and women who were rich enough to be concerned primarily with adorning themselves exquisitely and showing

FASHION ARTIST

off their finery. Today, in the United States, where fashion has impact on every person, the "world of fashion" has become a vast domain. A fashion artist has a wonderful opportunity to make good,



Worn in England ————— 300 Years Ago



FASHION ARTIST

The Importance of the Work

In deciding the importance of any vocation there are several questions to be considered. This question and answer section is aimed at revealing the importance of a career in fashion art.

1. Question: What use is this work to the world?

Answer: Some form of commercial art is required in the production of almost every commodity, so the field is constantly enlarging. As far back as 1770, when the first fashion journal appeared, fashion artists have been in demand. The increasing amount of fashion magazines, ads style catalogs, etc. has caused the field of fashion illustration to expand like a balloon.

2. Question: Does the product of this work meet a want or need?

Answer: Yes, the modern woman is style-conscious. She watches all the fashion ads, and increases her wardrobe of up-to-date styles whenever she can.

3. Question: Could we do without the services of this worker?

Answer: No, not in the modern world. If there were no fashion artists, there would be no fashion ads; and if there were no fashion ads, dressmaking concerns might



FASHION ARTIST

go out of business. In the United States, the fashion industry is second in size only to the steel industry.

4. Question: How much demand is there for this kind of work?

Answer: Quite a bit. The demand for fashion work is decidedly on the increase as advertisers are becoming more and more alert to the appeal of clever fashion drawing. Fashion editors and directors are always "on the look-out" for new talent. The field of fashion illustration can be divided into many departments.

Most artists specialize. One may draw nothing but evening wear, while others specialize in hats, shoes, or bags. There are countless opportunities in the field for a talented artist. Alert art directors keep in touch with yearly art school output and put new talent to work.

5. Question: Is it becoming more or less important?

Answer: More and more magazines, retail stores, newspapers, pattern companies, art studios, advertising agencies, buying offices, and manufacturing concerns are springing up over the country. All of the concerns need fashion artists. For correctly trained students no season passes which does not find many of them in demand. Because of the specialized knowledge and technical skill required, fashion



FASHION ARTIST

illustration has become one of the most important outlets for commercial art. The United States offers unlimited opportunities to those possessing ingenuity and taste. By latest statistics, the fashion industry is a twenty-billion-dollars-a-year business.

6. Question: Is it overcrowded or is there a shortage of workers?

Answer: The field of fashion art is neither overcrowded nor is there a shortage of workers. Not too many people have the real talent for a career in the field, but with extensive training it can be acquired. Men's fashions especially is an uncrowded field. Men's fashions are usually drawn by male artists. Children's fashions is a field by itself. Only those who love children can hope to succeed in it.

7. Question: Is this work found all over the world?

Answer: Yes, France, Italy, England, Spain, and the United States are the cultural centers of the Western World. Women in these countries are interested in the latest fashions. They get a great deal of pleasure from style catalogues and the like. Why, the first fashion journal was printed in France. Also, many American styles are influenced by



FASHION ARTIST

Oriental Styles.

8. Question: About how many are engaged in Cheyenne?

Answer: I found that there are approximately seven commercial artists in Cheyenne.



FASHION ARTIST

Nature of the Work

A fashion artist, to get ahead, must offer her services and grow with each assignment. She prepares illustrations to enhance the pages of books and magazines.

The field of illustration, one of the many branches of commercial art, is very comprehensive. There are fashion illustrators, story illustrators, automobile illustrators, animal illustrators, etc.

On the technical side, fashion art is divided into two classifications: layout and finished art. The layout artist draws rough sketches, while the artist who does finished work does the final touch-ups and filling in. Any artist must be able to adapt herself to her job requirements.

An art director in a retail store does high fashion drawings. She works closely with the advertising manager, helps plan and supervise the art budget, works with the layout artists, assigns work to her staff, commissions free-lance art, works with engravers, works with fashion copywriters, may consult with display manager, and supervises all problems requiring art knowledge and judgement.

Also, in a retail store, there are layout artists



FASHION ARTIST

who are chiefly concerned with problems of balance and design in relation to the overall appearance of the store's advertising, makes all the layouts for the advertising, and is an expert in the kinds of types to be used.

The third kind of artist found in a retail store is the staff artist. She works on assignments from the art director and develops her own specialties.



Artists who work for newspapers and trade papers illustrate fashion pages. One of their most important jobs is to go into the market and sketch models. They study magazines and style reports, and illustrate the fashion trends of a season. The most interesting job in the profession is that of a newspaper fashion artist. She gathers data on what's new in fashions and who has been seen wearing it. A newspaper fashion editor

FASHION ARTIST

generally writes the descriptive copy, and her assistant does the drawing.

Magazine illustrators' jobs are the same as for a newspaper, except they can work at a more leisurely pace.

Pattern companies hire two kinds of artists—those who do drawings in the blueprint category for envelopes and catalogues, and illustrators for leaflets and pattern books. A job with a pattern company is not highly creative. You make careful copies of pre-conceived designs using technical skill. This artist should be patient with details and have some knowledge of dressmaking.

In advertising agencies the artists do sketches of layouts for clients to examine. All art work and lettering for advertising is done by these artists. They also do art work for entire promotion programs, and fashion figures for advertising and booklets.

Fashion sketchers who work in buying offices illustrate fashion reports, illustrate reports to display departments of stores, and work out special advertising or display problems.

Those who draw for manufacturing concerns do all the art work for the firm's promotion material.



FASHION ARTIST

Free-lance artists are in business for themselves. They maintain their own studios, and work for clients on assignments.

Any commercial artist's duties include: designing and drawing illustrations for ad copy, books, magazines and papers, making billboard posters, and preparing charts, maps, etc.

Let's follow a day in the life of a salaried commercial artist. She starts her working day at 9:00 A.M. First, she dusts her drawing board, sharpens her pencils, and gets her equipment out. Since the art director has a section of the work ready for final work, he calls in layout artists who must order the type set, and mark the illustration done by other members of the staff for parts of each page. The art director gets other artists to do some small sketches for other pages and assigns some fashion illustrators to draw pictures for the ready-to-wear section. These artists frequently make trips to clients' showrooms to sketch from models. The large, full-color illustrations are done by free-lance artists who are commissioned by the company.

Fashion illustration is work greatly with the hands. The artist must master the various techniques of pen and ink drawing, water color, pencil, and crayon. Since



FASHION ARTIST

this is not highly creative work, brain power is not the essential quality.

Occasionally the lay-out artists will have to work late in order to get lay-outs ready for client's approval by a certain deadline. In order to meet the clients' demands the whole staff may sometimes have to work late.

A day in the life of a well-known free-lance artist may be rather nerve-racking. She may have to make many trips to the library, her client's place of business and her own files; as she may be working on several projects at once. Even though she can work at her own pace, she, too, has deadlines to meet.



FASHION ARTIST

Working Conditions

A salaried artist works eight hours a day, five days a week. A free-lance artist may work up to fifteen hours a day. Staff artists never have to work at night unless there is a rush order. However, a free-lancer who sells her work to several companies may be always rushed. She may have to work far into the night to meet her deadlines.

Since there is such a large demand for fashion work, once you get started there is not much possibility of a lay-off unless your work does not come up to standard.

Commercial artists usually work in large, well-lighted studios. Their drawing tables are located near windows in pleasant surroundings. Artists enjoy their work, so naturally the working conditions are pleasant to them. Actually, commercial art offers working conditions with particular appeal. The artist gets ahead as fast as her work warrants.

Since this is largely indoor work, and an artist might spend hours at the drawing board, the possibilities of eye strain are great, especially with a free-lancer whose studio may not be properly lighted.

A day in the life of any commercial artist may

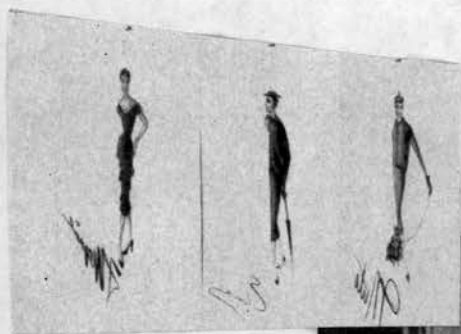
FASHION ARTIST

be quite varied. If the artist is a specialist in women's clothing, for example, she may draw skirts and blouses, dresses, coats, and lingerie. If she doesn't specialize, there are any number of things she might do in a day. She may design a book cover, fill in a fashion sketch for an ad, color an illustration, or merely do the touch-up work for a full-page advertisement or illustration.

You might ask, "Does an artist work alone or with other people?" The answer, of course, depends upon whether you work as a free-lancer, or on a salary. A free-lance artist works alone or with other free-lance artists in a studio. Regularly employed artists necessarily work with others; directly or indirectly. Take, for instance, a pattern company. The designer sells a style to the company. This style is given to the art director who is to put it on pattern envelopes and in catalogues and leaflets. The art director in turn hands it to the layout artists who arrange the design in relation to the background and lettering. Then it goes back to the staff artists. Fashion artists do the final sketch, often from a living model, that

FASHION ARTIST

appears in printed form. Lettering artists do the wording. The two are printed together and sent back to the art director for approval.



FASHION ARTIST

Preparation Needed

Before anyone can aspire to the humblest job on any art staff, she must have sound and extensive training. An art school with high academic standards can supply this training. An accredited correspondence course is also satisfactory.

To enter an art school, usually one must have a high school diploma. Some may require that a portfolio of your art work be presented.

A good background in the traditional liberal arts is a necessity in fashion art. This includes training in psychology, sociology, literature, math, history, lettering, typography, economics, languages, geography, biology, botany, art appreciation, and home economics.

Also necessary is special art training, which can be obtained in a number of ways. These include: high school art classes, vocational art schools, art courses in colleges, correspondence schools, and on-the-job training. This training should include courses in drawing, composition, figure drawing, design, anatomy,



FASHION ARTIST

and perspective. The required training consists of learning to understand the principles governing dress and the human figure. Historic research is also important. Some schools train their students with a year abroad to develop taste. They study under men and women whose work is being used.

Small-town students can acquire a fine discrimination in art, and directors are well-aware of this. By reading and studying magazines they can discover the uses of various kinds of art.

For fashion art, there are courses that cover the groundwork in two or three years, or less if the student usually has a pre-knowledge of drawing and color. Some schools require a four-year course. In this case, the student receives a bachelor's degree.

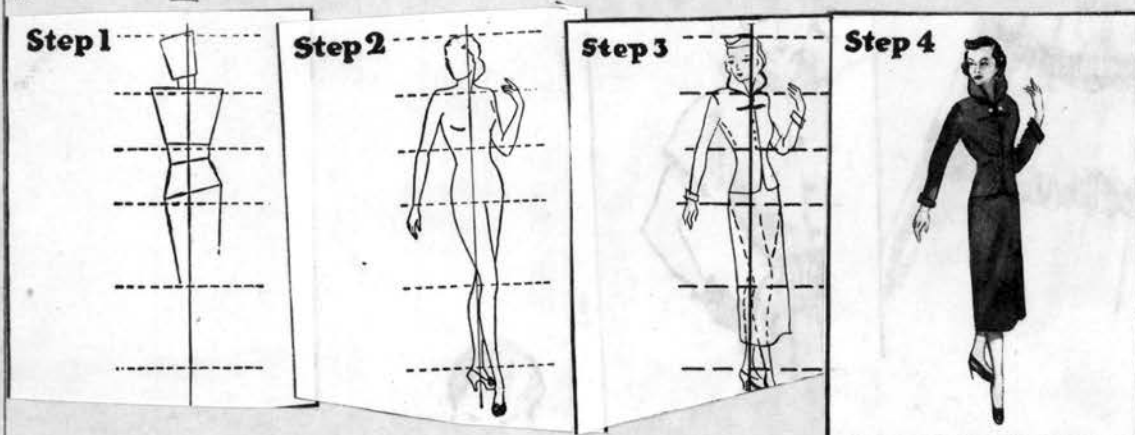
In fashion work, it is necessary to be in touch with a fashionable environment. A girl studying fashion should study her own personalities and dress accordingly. Reading fashion magazines and making your own clothes helps. Also, art students should visit exhibitions and museums. They should

FASHION ARTIST

be informed about the various processes of reproducing art work, the difference in process and cost of reproducing line drawings and halftones, and the means of achieving effective work economically. Extensive knowledge of costume history and contemporary design; and the general principles of advertising is also important. Any artist must possess the ability to learn as she works.

An accredited art course may cost anywhere from three-hundred to six hundred dollars a year. However, this is less than could be expected.

Working for pattern houses and catalogue work is good experience. But before undertaking actual work a thorough course in fashion art is recommended.



Steps in Drawing "the Fashion Figure"

FASHION ARTIST

Qualification

Since the fashion field is so broad, the qualifications can be varied. However, interest and application come first. This interest may be indicated by a love of drawing, an interest in color, a delight in pretty clothes, a discrimination in fabrics, an interest in making clothes and a certain "chic" or smartness. Interest in pictures, museums, theatre, movies, history, poetry, geography, and romance might also indicate this interest.

In order to get ahead in fashion art, you must have a genuine desire to succeed. You must possess patience and persistence. Originality must be balanced by adaptability. You must develop a high degree of salesmanship. Even if you are a salaried artist, it is necessary to possess an inquiring mind and an alertness to new ideas.

Some authorities say that the field depends on good health, power to concentrate, endless ambition and imagination, the ability to do good work in a businesslike way and forgetting temperament. Well-trained ability to draw is most important. Taste in color and

FASHION ARTIST

composition, and clever originality of treatment make work salable.

A fashion artist must understand every tiny detail of design in order to draw clothes correctly and to emphasize the important new style features. It takes lots of time, hard work, and a little touch of genius to get on top. The best artists are those who have mastered drawing, have creative imagination, and are sensitive to style.

The most necessary fundamentals include: thorough training in drawing the human figure, thorough and comprehensive knowledge of the principles of color and design, competent handling of the art techniques, and long and painstaking practice.

It takes talent, training, stamina, strength, tact, and a sense of humor to be an art director. A good one must be constantly alert to the special abilities and talents of her staff.

In children's fashions, which is a field by itself, only those who love children can hope to succeed. On the other hand, a newspaper fashion editor must be

FASHION ARTIST

alert and observant, have a good memory, an active imagination, and possess good taste.

Personality requirements in any phase of fashion art include energy, determination, and mental alertness. Since the artist is working with fashions, she must always dress fashionably, in good taste, to suit her own coloring, build, and personality.



A fashion artist should always be well-groomed

FASHION ARTIST

Payments

A fashion illustrator (salaried or free-lance) is well paid. Beginners start at a moderate salary, but if they are talented and well-trained, they will advance rapidly. Salaries for beginners range from as little as fifteen to as much as seventy-five dollars weekly, but the experience gained is invaluable. Free-lance beginners get about ten dollars per figure.

A staff artist's salary may advance to between \$150 and \$200 weekly or more if she is really good. The assistant art editor of a newspaper usually earns from \$25 to \$50 weekly. Free-lance artists can set their prices or accept what buyers offer. This is usually five to ten dollars for accessory drawings and ten to fifteen dollars for a full figure. However, the free-lance artist must make enough to cover her expenses.

Art directors usually earn up to \$20,000 yearly. A fashion artist who is really good may earn up to \$100,000 annually. A good free-lancer can earn from \$5,000 to \$10,000 a year.

FASHION ARTIST

Promotion

Possibility for advancement in fashion work is great. Though opening jobs in commercial art are hard to get, beginners usually work as tracers or copyists of work done by experienced artists. To enter the field one must first develop her talents in drawing, design, color, etc. Secondly, she must learn about reproduction of her work and to perfect a special style, technique, or type of art work in which she wants to specialize. Then she should get a job (preferably in a large city) on the art staff of a department store or the like.

She may advance to art director, layout artist, advertising manager, fashion copywriter, or display manager. She may become fashion editor for a newspaper or a buyer for a department or ladies' fashion store. As a free-lancer she may do drawings for many of the largest and most important firms in the country.

FASHION ARTIST

Organization of Workers

Commercial artists may belong to the American Federation of Arts, which is an association of many local and special organizations whose purpose it is to promote the interests of all branches of pure and commercial art.

Other organizations to which commercial artists may belong include the following: National Alliance of Art and Industry, Municipal Art Society of New York, or the National Arts Club.

People who are studying art may belong to the Art Student's League.



FASHION ARTIST

Advantages

One of the advantages of fashion art as a career is the great demand for the work, so that an artist can usually get a job, if she is good enough, without much difficulty. This is especially true in a large city.

Another advantage lies in the high remunerative value of fashion art. A qualified fashion artist seldom has to worry about where her next meal is coming from.

Also, artists usually enjoy their work. Since they are creatively inclined, they never find their work boring. In many positions in commercial art, the artist may have the opportunity to do quite a bit of traveling to such affairs as art exhibits, fashion previews, show openings, etc.

A free-lance artist can well be a housewife and career-girl all at one time. She can do her art work in her spare time, and still make a nice sum of money.



FASHION ARTIST

Disadvantages

Among the disadvantages is the uncertainty of hours, especially for a free-lancer, the painstaking accuracy needed for detailed drawings, and the possibility of eye strain.

Also, since beginning positions are hard to get, and the salary is so low, one studying art should also prepare for another way of supporting herself until she can get established in an art career. Another disadvantage is the scarcity of worker's organization.



Drawings
by
fashion artist
Gina Gigliuto
of
Lawrence, Mass.

FASHION ARTIST

My Fitness For This Work

I feel that I can successfully live up to the qualifications for this job. My grades in art have usually been above average. I am extremely interested in art. After all, my favorite past-times are drawing, choosing clothes, and sewing. I also like to go to museums, movies, and other places where I can see people and their clothing. Studying fashion magazines, pamphlets, and catalogues is another of my interests.

Usually I can control my temper, and can show a definite interest in any discussed subject. I am very seldom ill, I can concentrate when necessary, and some people have said that I have a natural talent for drawing.

From what I have discovered about the required schooling, I can probably meet these requirements. However, if I should marry upon finishing school, I can get my training in evening classes.

FASHION ARTIST

Personality Rating Scale

I. Appearance

Credits

Debits

- | | | |
|---|---|---|
| 1 | 1. Are your eyes clear and bright? | |
| 1 | 2. Does your hair have some natural luster? | |
| | 3. Do you maintain a good posture at all times? | 2 |
| | 4. Are your muscles firm, and your body free from fat? | 1 |
| | 5. Do you maintain the proper weight for your age and height? | 1 |
| 2 | 6. Are you and your clothes always neat and clean? | |
| 1 | 7. Are your clothes in good taste? | |
| 1 | 8. Are you always well-groomed? | |
| 1 | 9. Are you cheerful most of the time? | |
| 2 | 10. Do you smile often? | |

II. Agreeableness

- | | | |
|---|--|--|
| 1 | 1. Do you aim at cooperation in all things? | |
| 1 | 2. Do you avoid carrying tales and gossiping about others? | |
| 1 | 3. Do you try to see the other person's point | |

FASHION ARTIST

credits

debits

- | credits | | debits |
|---------|---|--------|
| | of view? | |
| 1 | 4. Do you refrain from telling others what you think of them? | |
| | 5. Do you avoid arguments? | 2 |
| 2 | 6. Do you avoid making fun of others? | |
| 2 | 7. Do you keep out of other people's business? | |
| 1 | 8. Do you avoid finding fault with everyday things? | |
| 1 | 9. Do you keep your personal troubles to yourself? | |
| 2 | 10. Do you take a genuine interest in others? | |

III Manners

- | | | |
|---|--|---|
| 1 | 1. Are you always considerate of others? | |
| | 2. Do you always think about the right of others before you think of your own? | 1 |
| 1 | 3. Do you always show respect for everyone regardless of position. | |
| 2 | 4. Are you always appreciative of everything one does for you, and do you always remember to thank the person? | |
| 1 | 5. Do you think about others on special occasions, such as their birthdays and in sorrow and happiness; and do you send them some expression of your thoughts. | |

FASHION ARTIST

Credits

Debits

- | | | |
|---|---|---|
| 2 | 6. Do you congratulate your friends upon their achievements? | 1 |
| 1 | 7. Do you often do some deed in which you can take justifiable pride? | |
| 1 | 8. Do you help persons less fortunate than yourself? | |
| | 9. Do you learn, remember, and use the names of the people you meet? | 2 |
| 1 | 10. Do you know and observe the rules of etiquette? | |

IV. Interests

- | | | |
|---|--|---|
| 1 | 1. Do you have a hobby? | |
| 2 | 2. Are you skilled in any game or sport? | |
| 1 | 3. Can you play some musical instrument? | |
| 1 | 4. Can you recognize the painting of three or more well-known artists? | |
| | 5. Do you "know" the leading radio personalities? | 1 |
| 1 | 6. Do you subscribe to and read at least one magazine? | |
| 2 | 7. Do you belong to two or more organizations? | |
| | 8. Do you read a newspaper each day? | 1 |
| 1 | 9. Have you read at least twelve books during | |

FASHION ARTIST

Credits

Debits

Cumstances?

- | | | |
|---|---|---|
| | 2. Do you seek opportunities to meet those above you? | 2 |
| 1 | 4. Do you avoid criticizing others? | |
| 2 | 5. Are you able to give credit to others for what they do, rather than seeking first to secure credit for yourself? | |

IX. Dependability

- | | | |
|---|---|---|
| | 1. Are you absolutely honest in all things? | 2 |
| 1 | 2. Are you willing to accept responsibility? | |
| 2 | 3. Are you free from habits which will impede your progress? | |
| 1 | 4. Do you discharge your duties promptly and efficiently with little or no supervision? | |
| 1 | 5. Do you finish the things you start? | |

X. Loyalty

- | | | |
|---|---|--|
| 1 | 1. Do you take a personal interest in the welfare of your friends and associates? | |
| 2 | 2. Can you be depended upon to keep your promises? | |
| 1 | 3. Can you keep from telling the things you learn | |

FASHION ARTIST

Credits

Debits

- | | | |
|---|--|---|
| | 2. Do you speak correct English? | 2 |
| | 3. Do you avoid the use of slang and profanity? | 1 |
| 1 | 4. Do you have a good vocabulary and pronounce the words you use correctly? | |
| 2 | 5. Can you carry on an impersonal conversation dealing with the interests of those with whom you talk? | |

VII. Capability

- | | | |
|---|--|---|
| 1 | 1. Do you have a good memory? | |
| 1 | 2. Are you free from superstitions? | |
| | 3. Do you listen attentively to what people say without interrupting them? | 2 |
| 1 | 4. Do you observe closely what is going on around you and understand the significance of it? | |
| 2 | 5. By reading and study do you keep informed about current events, your work, and subjects of popular interests? | |

VIII. Self-Confidence

- | | |
|---|---|
| 1 | 1. Do you have confidence in your own opinions? |
| 1 | 2. Are you able to act naturally under all cir- |

FASHION ARTIST

credits

Debits

the past year?

- 2 10. Do you make an effort to meet new people and make new friends?

V. Temperament

- 2 1. Do you control your temper?
1 2. Do you avoid worry?
1 3. Can you throw off discouragement?
2 4. Do you often feel enthusiastic about something you wish to do?
1 5. Are you able to interest yourself in details?
1 6. Are you able to make decisions about everyday things easily?
1 7. Are you careful not to hold grudges against people?
1 8. Do you seek advice from others?
1 9. Do you usually look on the bright side of situations?
1 10. Are you able to work pleasantly with others?

VI. Expression

- 1 1. Do you have a pleasant speaking voice?



FASHION ARTIST

Credits

Debits

in confidence?

2 4. Do you make your interests those of your friends and associates?

1 5. Do you defend from unjust criticism the persons with whom and the things with which you are identified?

80 Total

Total 20



FASHION ARTIST

My Course of Study

In ninth grade, my freshman year, I chose the following subjects:

Algebra

Spanish

Home Economics

English

Social Studies (civics)

Physical Education

Health

FASHION ARTIST

2308 O'Neil Avenue
Cheyenne, Wyoming
March 20, 1957

Miss Lorraine Lancaster
Palace of Fashion
567 Styleway Drive
Paris Falls, Conneticut

Dear Miss Lancaster:

I heard from Miss Pen-an-ink, your stylist, that you were seeking the employment of a qualified fashion artist to do your advertisements. I feel that I can meet the educational requirements as well as the experience required, which she mentioned.

Attached you will find a statement of my qualifications. As Miss Pen-an-ink suggested, there is also enclosed a photograph of myself.

I would like to discuss this job with you at your convenience. My telephone number is 2-4136.

Yours truly,
Barbara Taylor

FASHION ARTIST

Application

Job wanted: Fashion Illustrator Available: Immediately

Barbara Taylor
2308 O'Neil Avenue
Cheyenne, Wyoming
Phone 2-4136

Personal Background

Birthplace: Carlsbad, New Mexico

Age: 23 years 7 months

Height: 5' 8"

Weight: 160 lbs.

Complexion: Medium

Physical Defects: None

Health: Good

Religion: Baptist

Marital Status: Single

Parents

Father: Lee O. Taylor; Born: Tyler, Texas; Occupation:
Cook

Mother: Zelma Taylor; Born: Navasota, Texas; Occupation:

FASHION ARTIST

homemaker.

Educational Background

High School:

Graduated: Cheyenne High School
Upper third of class.

Grades average to above average

Vocational Training:

2-Year course at Chicago Academy of
Fine Arts.

Experience Background

Work Experience:

Assistant to Miss Alynn Sherwood at Lon's
Department Store - Denver, Colorado - 2 yrs.
Presently at Hart's Advertising Agency
until I can secure a better position

Other Experience:

Made posters for high school play
Taught summer nursery school while in high
school

FASHION ARTIST

Hobbies and Interests

Hobbies : Drawing, Sewing, Cooking

Organizations : Church Junior Choir ; Civic Club

References

Business : Miss Alynn Sherwood ; Lon's Department Store, Denver, Colorado

Mr. Dan Hart, President of Hart's Advertising Agency, Cheyenne, Wyoming

Personal : Rev. E. James, Pastor, Second Baptist Church, Cheyenne, Wyoming

Mrs. Beverly Penn, Director - Chicago Academy of Fine Arts, Chicago, Illinois

Mr. J. H. Brown, Principal - McCormick Junior High School, Cheyenne, Wyoming.

FASHION ARTIST

My List of References

Careers for Women by Doris E. Fleischman

Pages 45-50

The Volume Library - Educators Association, Inc.

Pages 59-60

The Illustrated Home Library Encyclopedia -

National Lexicographic Board

Page 1937 Volume 8

Careers in the World of Fashion - Frieda S. Curtis

Pages 207-222

Commercial Art as a Career - Boston University

Pages 1; 3-4; 7-12

World Book Encyclopedia

Volume 1 Page 454

The Encyclopedia Americana - Americana Corporation

Volume 2 Pages 336K-336L, 336g

A History of Art - William Henry Goodyear, M.A.

Page 224

"Fashion Art" (pamphlet) - Ray-Vogue Schools

FASHION ARTIST

Funk and Wagnalls New Standard Encyclopedia
of Universal Knowledge - Edited by Frank Vizetelly
Pages 97-104

Careers in Commercial Art - J. I. Biegeleisen, M. A.
Pages 15-26; 101-116; 131-146; 257-268; 269-272

Catalog - Cleveland Institute of Art
Pages 6-7; 22-23; 27; 36-42

Catalog - Chicago Academy of Fine Arts
Pages 5; 6-7; 8-9; 14-15

Catalog - Chic School of Fashion Design
Pages 4-5; 10-11; 14-16

"Artist at Work" (clipping) - Career Club

Commercial and Industrial Art as a Career - The
Institute for Research
Pages 3-10; 13-20

Fashion Work as a Career - Ethel Traphagen
Entire Booklet

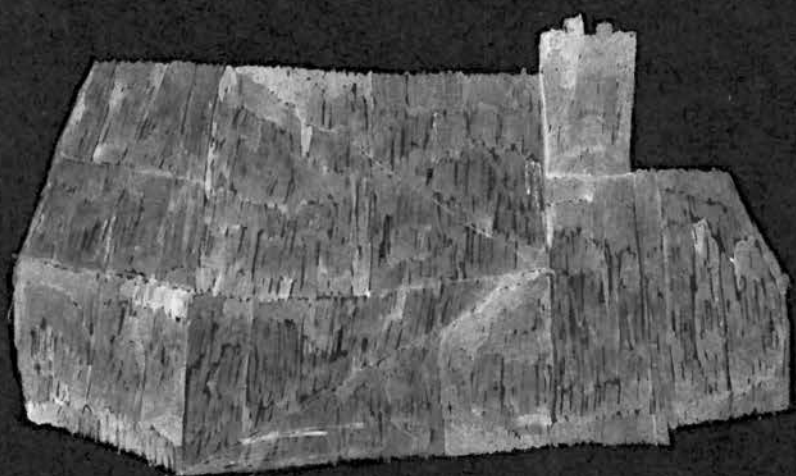
The World Almanac for 1950
Page 576



Fashion art

RAY-VOGUE SCHOOLS
750 NORTH MICHIGAN AVENUE
CHICAGO 11, ILLINOIS • SU 7-5118





Home

Economics
in the

Clothing
Field



HOME ECONOMIST

Why I Chose Home Economics for My Avocation

The personal rewards are matched by no other training in home economics. Since I chose fashion art for my vocation and clothing home economics for my avocation, the training for these can well be combined. Art is essential in both, as are clothing construction and the social sciences.

My mother has always urged me to take up home economics, and since I am especially interested in clothing (both drawing it and sewing it) home economics has also interested me. It was not, however until the eighth grade that I actually took a working interest in sewing. Now, I love it.

Secondly, since I plan to marry sooner or later - and what girl doesn't? - I can easily combine a career in home economics with homemaking, or simply apply the training I receive to my home.



HOME ECONOMIST

History of the Work

For centuries mothers have taught homemaking to their daughters in the home. It was in the Middle Ages that the arts of homemaking were first taught outside the home. The upper class women were generally sent to convents where they learned reading, writing, spinning, weaving, needlework, manners, and, of course, religion.

It is believed that the nuns of Quebec were the first to teach homemaking outside the home in America. They gave lessons in needlework, knitting and household tasks to seventeenth century girls.

The first schools in the American colonies to teach girls were the dame schools which taught knitting, sewing, and manners. Finishing schools were numerous by the middle of the eighteenth century. In 1876 schools began to introduce classes in cooking, sewing, and house keeping.

Land-grant colleges in the Middle West were the first to teach home economics as a college course.



HOME ECONOMIST

During the last half century, however, much of the food consumed in our country has been prepared commercially, as is most of the clothing.

Girls who studied home economics as a career in the past usually planned to teach some related subject since there were very few other positions open to them. Then manufacturers began to realize that women were the most important buying force in our country. "Who can advise better about what the homemaker would purchase than someone trained in home economics?" they asked. Then, suddenly, the home economist was in demand.



HOME ECONOMIST

Importance

Since the fashion industry is so vast, there are countless job opportunities for women in textiles and clothing. Today the girl with a Home Economics degree can choose among scores of positions in industry. She has proved useful in publishing, advertising, television, radio, research, teaching, and in government, welfare, and institutional management. Training in home economics opens many doors into many different fields.

The field of clothing home economics is said to offer the greatest opportunity for advancement, especially merchandising. Prospects in this field are much better than for the past several years. Today there are countless opportunities in manufacturing, research, testing, journalism, agriculture, dietetics, teaching, or simply as a housewife for those who study home economics. It is difficult to tell where home economics ends and other vocations begin. A clothing specialist, for example, has to know how to design and construct clothing.

This field helps provide better food, clothing, and homes, thus improving the physical condition of men,



HOME ECONOMIST

women, and children. It includes many sub-divisions: family relationships and child development, family economics, housing, food and nutrition, textiles and clothing, and related art.

Just think how homes have improved since home economics became a school subject. Wives and mothers having this training know better how to care for their homes and families, how to prepare better food economically, and how to choose, mend, and perhaps make clothing for her family.

The importance of the clothing field especially is increasing. Merchandising therefore will offer an increasingly difficult and important career to the next generation. Since more and more stores are adding comparison offices, the comparison shopper is becoming more and more important.

Since clothing centers are springing up all over the country, and the consumer wishes to know more about making and selecting clothes, qualified home economists who specialize in clothing and textiles are in demand. As new bureaus are established, more directors will be needed. This is a fairly new field and, therefore, is one which offers unlimited op-

HOME ECONOMIST

portunities. There is increasing demand in every community where progressive schools and community interest are to be found. Now, the number of directors is limited, although home demonstrators are taking up many phases of the work.

In our modern world, it would prove difficult to manage our homes without the services of the home economist. Think of the ready-made clothes you buy, the commercially canned and frozen food you buy, and the books and magazines from which you get many of the ideas you use in your home. These were prepared to a great extent by home economists.

Home economics is becoming important in other parts of the world also. American missionaries are training women in primitive nations ways of improving their homes. Many foreign schools are including home economics in their curriculums.

There are about fifteen to twenty home economists in Cheyenne.

HOME ECONOMIST

Nature of the Work

Girls of many different temperaments, talents, and interests are employed in home economics. In many home economics jobs there is countless variety. Every day is different.

A home economist working with textiles and clothing may hold testing and research positions. They may help develop new textiles and test them for endurance, cleaning methods, etc. Also they are employed demonstrating new fabrics, designing clothes to be made from them, as consultants in construction, style and color. Some home economists work in advertising, or household textiles for curtains, draperies, and upholstery. Some department stores employ them as buyers of yard goods.

A stylist in the retail field is usually found in the larger stores. She may be known as a fashion adviser or fashion co-ordinator. She works with the buyers and the advertising department. Since her work keeps her in close contact with fashions, she can accurately predict trends in styles. It is her duty to suggest new, unique ideas for the presentation of merchandise, give helpful hints to the salesclerks or

HOME ECONOMIST

information to manufacturers, and innumerable other assistances.

A day in the life of a stylist is seldom boring. Many of her tasks take a longer period of time than just one day. She may have to plan and prepare fashion shows, wherein she selects the merchandise to be used, appropriate accessories for each, sometimes hires models, and supervises fittings. She may be commentator of the show itself.

The stylist sometimes accompanies the buyer on his trips to help select clothes that will be fashionable that season. She may also make trips to Paris and other European style centers.

She works with the many departments to insure co-ordination in presentation, keeps up with the latest fashions and trade news through the study of magazines and journals, and writes fashion forecasts for buyers.

In a manufacturing concern, the stylist's jobs are similar to those of a retail stylist with certain specializations. She may assist in building up the manufacturer's line of merchandise, and suggest new ideas for production. The stylist may have the opportunity to do a great deal of traveling because she will be

HOME ECONOMIST

in charge of the style shows that are presented throughout the country and in Europe. This stylist will usually buy or assist in buying textile designs. As she becomes better known she may be asked to give talks to schools and clubs. She also trains her sales staff and keep her merchandise in good order.

A comparison shopper's duty is to check her employers' merchandise with the same type of merchandise offered by other stores. In a smaller store, this job is likely to be part-time; but larger stores often have a regular staff of shoppers.

The daily routine is practically the same in any store. First, the clerical staff cuts out any ads that their competitors have placed. These are distributed to the shoppers, who go to these places to shop. They check quality, style, and price. If the article is of the same quality as one in her store, but costs less, she buys it and presents it to the head of her department, who in turn, cuts the price if he finds it necessary. However, in some stores, she is not authorized to buy, but only to report when she thinks a price change is necessary.

The comparison shopper also shops in her own store to note customer activity and response to sales. She

HOME ECONOMIST

checks the employees' performance and turns in reports at the end of each day. Also, she keeps up with New York showings and makes critical reports.

A clothing center director is in charge of community center which is organized "for the purpose of guiding public thought and training in textiles and in clothing matters vital to the consumer."* It is her business to keep in touch with all phases of the work, to gather and put in available form all information concerning textiles and clothing, to devise ways and means for guiding the trend of public opinion, arrange classes for those who want them, and to organize the center into an essential service unit in the community.



* Ada F. Blanchard - Director of Clothing Information Bureau

HOME ECONOMIST

Working Conditions

There are several parts to the question, "What are the working conditions like?"

1. Hours : The home economist's hours are very irregular. It is supposed to be a forty-hour-week, but often there is a need for long hours.
2. Overtime : A stylist particularly might have to work at night to prepare for perhaps a style show. A dressmaker might have to work overtime in order to meet a deadline. Very seldom does a comparison shopper have to work at night since her job is mostly shopping.
3. Job Regularity : Since this is a comparatively new field, and the demand for home economists is what it is, possibilities of a layoff is hardly none. Clothing home economists are employed by textile and clothing manufacturers, in textile laboratories, in department stores, mail order houses, and by government agencies.
4. Surroundings : A home economist's surroundings depend largely on the type of work she is doing. A dressmaker, for example, should work in a well-lighted



HOME ECONOMIST

room with plenty of storage space. Comparison shoppers should have an office usually with other comparison shoppers although she won't use it often.

5. Dangers: Much of the work is hard and exacting. There is the need for continuous effort, with resulting physical and mental strain. A comparison shopper spends most of her time on her feet - walking or standing.

6. Method: The comparison shopper may work with from two to fifteen other people responsible for keeping buyers in touch with competition. A dressmaker may work alone or with others, while the stylist necessarily has to work with many other people in all the departments of the store.



HOME ECONOMIST

Preparation Needed

A well-trained home economist has a good general education, including English, science, psychology, art, nutrition, buying food, cooking, and sewing. She has studied fashion, care and testing of textiles, sewing, interior decoration, child care and development, family relations, and good citizenship.

It takes four years to earn a Bachelor's Degree, and those who want the really top positions will work for her Master's degree, which can be earned in summer or night classes or an extra year in college.

The cost of this training varies widely. There are over five hundred colleges now offering degrees in home economics, so the girls have a wide choice. The first two years at college should be concentrated on broadening your general education and basic home economics work. The next years will be concentrated on the special branch of home economics in which you are interested.

Your high school training should include a college preparatory course with emphasis on science, math, art, and home economics.

HOME ECONOMIST

Any one interested in home economics who needs to pay some of her own expenses can easily find work that gives her useful experience as a laboratory assistant, in food service, dormitory management, as assistant dietitian, camp counselor, or as a baby sitter.

A stylist requires special training. She must have as broad an education as possible plus some sort of art training. Actual experience in selling, plus home economics training is invaluable. A thorough knowledge of textiles is necessary, as is a knowledge of color harmony, material combinations, and a true perception of line and texture. A knowledge of business procedure and salesmanship is of value. She should study the history of costume and fabrics.

There are courses in elementary and high schools that teach homemaking; and in college you can specialize in home economics. These courses teach money management and operation of new appliances. Even when a woman marries, she can take home economics in evening classes.

The length of the course depends upon where it is and the individual's previous training and experience.

HOME ECONOMIST

Qualification

The following questions should be asked concerning a career in home economics:

1. Are you cooperative?
2. Do you make friends easily, and keep them?
3. Have you an inquiring mind?
4. Do you have satisfactory grades in ALL your subjects?
5. Are you creative and resourceful?
6. Are you tolerant?
7. Are you reliable?
8. Have you high standards of truth, loyalty, and personal dignity?

The stylist should keep a working knowledge of the styles that are in favor. She must have vision, confidence, good taste, and an appreciation of good merchandising. Your qualifications should include liking and getting along with people, the ability to write clearly, an imaginative mind, patience and tact.

She should be able to write with facility and economy of words, and should be able to express herself clearly, effectively, and correctly. The stylist requires some

HOME ECONOMIST

personal leadership, a degree of cordiality, good health, a sense of style which should be followed up in her own clothes.

A comparison shopper must have a good memory and exceptional judgement. She should be observant, well poised and able to handle unexpected situations. Accuracy in another important factor. The merchandiser must be healthy, strong, and must possess mental stamina and good feet. The clothing specialist should have experience in retail selling and home economics training.

For one who wishes to become a dressmaker, home economics training is invaluable; but she must also be skilled and experienced in business. She should be interested in the problems of homemaking. She must possess patience, initiative, a becoming appearance in manner and dress, and the ability to get along with people.

A merchandiser should possess shrewdness of judgment, good taste, technical knowledge, application, and creative power. She should know thoroughly the merchandise offered for sale in her own store.

One directing the activities of a clothing center



HOME ECONOMIST

should have a natural human interest; be a good instructor and an enthusiastic leader.

A Home economist should dress Stylishly



HOME ECONOMIST

Payments

Financial rewards vary widely. Teachers of home economics earn the same salary as that for teachers of other subjects. This varies from state to state. Salaries depend upon the initiative, talent, and energy brought to the job. This may be from \$4000 to \$12,000 a year.

Beginning salaries, however, are rather low. A beginner starts at around fifty dollars a week, but may advance to from \$4000 to \$8,000 annually. A training or routine job for a beginner has a minimum salary of twenty-five dollars weekly; while one which requires special training would be from thirty-five to forty dollars a week. Experienced beginners may start at from fifty to seventy-five dollars weekly.

If one gets to be head of the comparison department, her salary will vary with the size of her department.

One employed by a clothing center as a director earns from a minimum of \$1200 annually, but as her center increases in service to the community, her salary may increase to upward from \$2500 annually.

HOME ECONOMIST

Promotion

One who wishes to become a stylist should perhaps start as a comparison shopper. She can gain an excellent background and valuable training in this job.

A well-trained beginner can advance rapidly if she applies her knowledge to her job. Since the demand is so great at all levels, and especially the above-average work, anyone who is sincerely interested in home economics should advance as fast as her work warrants.

A girl with an instinct for design and fashion may start as junior salesclerk and advance to salesclerk, assistant buyer, buyer, stylist, and then perhaps to a higher executive.

If a girl decides to take up work in a clothing information bureau, she may advance from staff worker to director to manager of a larger bureau to positions of importance in the States Relations Service.

A girl interested in dressmaking, may start as assistant and advance to head dressmaker.

HOME ECONOMIST

Organization of Workers

A home economist working in the clothing field can belong to the American Home Economics Association.



HOME ECONOMIST

Advantages

Some of the advantages include: (1) there are plenty of jobs, (2) good opportunities for advancement, (3) the subjects are useful at home and on the job. Home economists like their work, which, in fashions, can lead into more productive channels and greater success. The work is never monotonous; the stylist works more or less on her own initiative, there is opportunity for travel, and meeting people who may prove to be close friends later.

In merchandising, the main advantage is that this job usually leads to a better position, perhaps in fashion work. Also, the comparison shopper is gaining, as she works, valuable experience.

A home economist never becomes disinterested in her work. The longer she stays in the profession, the more valuable her work becomes. The home economist gets the opportunity to work with and meet many people. Part-time job opportunities are immense. Such jobs as dressmaking, school luncheon pro-



HOME ECONOMIST

grams, business consultant, radio and television work, editing the woman's department of newspapers and magazines, and writing articles on home economics.

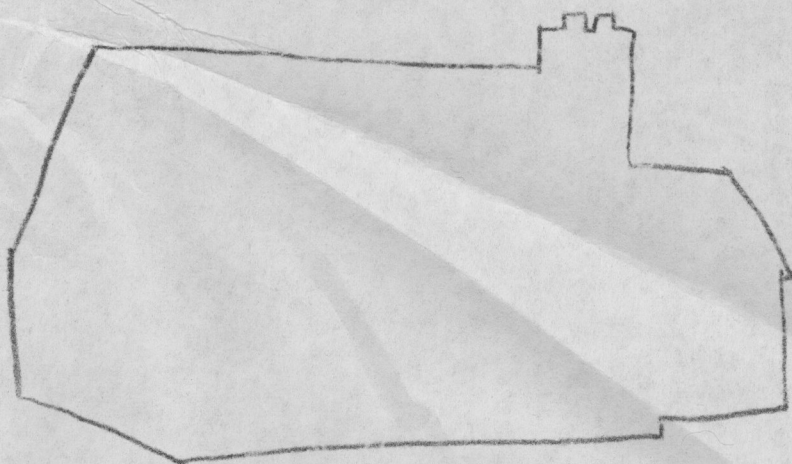
The field is comparatively free from competition by men. Also, because home economics in business is so new, it is an ever-expanding field, and there are countless openings for well-trained women.



HOME ECONOMIST

Disadvantages

To mention a few disadvantages; there is much detail work and a strict routine to be followed, which is very irksome. When you first start, giving talks may seem glamorous, but is soon becomes tiresome. Also there is the low pay for beginners, the long hours, the nervous strain to which one is subject, the necessity of keeping up with new styles, and most of the time ahead of them.



HOME ECONOMIST

My Fitness for This Work

Because of my sincere interest in this work, because my grades in home economics have been ranging from average to superior, and because of the fun I get out of all things concerning clothing, I feel that I may be fit for this work.

I always try to dress stylishly, neatly, and attractively. My clothes are nearly always fresh and clean, I try to work cooperatively with friends and family. It is very seldom that I have trouble making friends or, for that matter, keeping the ones I have. My grades are satisfactory in all of my classes. One of my favorite pass-times is designing, drawing, and making doll clothes or sewing for myself. I also like to try out new recipes when cooking.

I plan to study home economics all through high school and in college if possible. It is an important part of art, since I plan on working as a fashion artist.

HOME ECONOMIST

Personal Data Sheet

I. Physical characteristics

- a. Height - 5 ft. 8 in.
- b. Weight - 160 lbs.
- c. Age - 14 yr. 7mo.
- d. Personal appearance - Neat
- e. Bearing and posture - fair
- f. Voice and manner of speaking - fair
- g. Physical defects or handicaps - none
- h. General health - good

II. Emotional and Social Characteristics

1. Are you succeeding in your studies? Yes.
2. Do you feel that school is worth while? Yes.
3. Do you manage not to worry about things?
No
4. Do you attend school regularly? Yes
5. Are you able to concentrate? Yes
6. Do you usually feel optimistic and friendly?
Yes
7. Do you feel that people like you? Yes
8. Do you get along fairly well with your family? Yes

HOME ECONOMIST

9. Do you like both boys and girls? Yes
10. Are most things in your life satisfactory?
Yes

III. Getting Along With Others

1. Do you like people? Yes
2. Can you keep a balance between aggressiveness and being walked over in your relations to others? Yes
3. Do you make an effort to have people like you? Yes
4. Can family and friends depend on your loyalty? Yes
5. Do you carry your share, or more, of a job?
Yes

IV. What Are Your Motives and Goals?

1. Professional success
2. Social success
3. Service to society
4. Making money
5. Winning prestige
6. Political power

V. Are you emotionally mature?

1. Do you find greater satisfaction in giving than in receiving? No

HOME ECONOMIST

2. Can you form satisfying, permanent friendships? Yes.
3. Can you receive as well as give satisfaction in your friendships? Yes.
4. Are you creative in your leisure time? Yes
5. Are you able to learn and profit from your mistakes and successes? Yes
6. Are you relatively free from anxieties or tensions? Yes.
7. Can you ride over the rough spots in life and go on to your destination? Yes.
8. Can you carry your responsibilities? Yes
9. Are you tolerant of others' opinions? Yes
10. Do you have confidence in yourself? Yes
11. Are you free from suspicion of other people, their attitudes toward you, their sincerity? No
12. Do you have a goal in life? Yes

HOME ECONOMIST

My Course of Study

Grade Nine - Home Economics

Spanish

English

Social Studies (civics)

Algebra

Physical Education

Health (first aid)

HOME ECONOMIST

List of References

Home Economics as a Career - Institute for Research

Pages 2-4; 10-17

Career as a Home Economist in the Textile and Clothing Field - Institute for Research

Pages 2-3; 11; 15-22

Should You Be a Home Economist? - Catherine T. Dennis as told to Llewellyn Miller

Entire booklet

"Career for Tomorrow --- In Home Economics" - from the American Observer for February 11, 1957

The Illustrated Home Library Encyclopedia - National Lexicographic Board

Volume 11 Pages 2585-2589

An Outline of Careers - Edward L. Bernays

Pages 103; 105; 235

Careers for Women - Catherine Filene

Pages 89-90; 223-225

The World Almanac - 1950 Page 584

A Clothing Home Economist's Duties Include:



← Dress making



Fitting →



← Instructing

An Ideal Well-organized Sewing Room



A home economist enjoys sewing.



Lovely Clothes for the Home Economist
to Make for Herself

