

Bryant in Brief

- BRYANT is a coeducational, non-profit college of professional business education, founded in 1863.
- A Bachelor's Degree is granted upon satisfactory completion of the accelerated two-year courses.
- One-year Secretarial Diploma Course.
- A three-year course is available to those who wish more Liberal Arts subjects.
- School of Secretarial Science with majors in Administrative, Accounting, Legal and Medical.
- School of Business Administration with majors in Accounting, Management and Marketing.
- Four-year Business Teacher-Education with majors in Secretarial Science and Business Administration.

[Write for College Pictorial "Bryant In Pictures" and Catalog]

Bryant



College

of Business Administration

PROVIDENCE, RHODE ISLAND

Founded 1863

BULLETIN OF BRYANT COLLEGE

A Series of Lectures on

PERSONALITY DEVELOPMENT

- "Human Relations"
- "Etiquette and Poise"
- "Grooming and the Basic Wardrobe"
- "Telephone Hints In Business"
- "Health Is Important"

**Department of
Secretarial
Science**



Founded 1863

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FOREWORD

IT is generally acknowledged that positive personality traits are essential to the harmonious and successful business office. Hence, Bryant College, which has been educating women for executive secretarial careers for 95 years, stresses Personality Development in addition to the advanced secretarial skills.

These lectures and demonstrations were given to freshmen in the School of Secretarial Science by faculty members and off-campus specialists. Bryant College has printed them in this brochure with the hope that they may guide and benefit young women eager to pursue a successful career in the world of business.



President

{ Should you wish more copies, Bryant College will be happy to send them to you. Address your request to the }

DIRECTOR OF PUBLIC RELATIONS
Bryant College, Providence 6, R. I.

May Issue, 1958

VOLUME XLVII Cover Series, Number 6. Issued by Bryant College of Business Administration ten times a year in Jan., April, May, June, July, Aug., Sept., Oct., Nov., and Dec. Entered as second-class matter at Post Office, Providence, R. I.

Human Relations

LIONEL H. MERCIER, *Dean*

Secretarial Science and Business Teacher-Education Departments

The topic of getting along in the business office is very important. Most surveys indicate that 80% of all people are discharged on account of personality deficiencies.

Knowledge and skills are important, but in practically all cases the ability to get along with people is more important. You may have the ability to type and to transcribe shorthand at a very high rate of speed, and you may have the ability to transcribe from machines quickly and accurately; but if you cannot get along with the other employees, chances are you will be replaced.

OFFICE HARMONY

Although you may be an excellent file clerk and perform other clerical duties proficiently, you may be replaced if you do not get along with the other people in the office.

You may be a good calculating machine operator. In book-keeping you may be able to post more accounts in a day than any other employee. Yet, because of personality conflicts, you may be replaced by a less skillful but more co-operative worker. In other words, a pleasant personality is very often the determining factor as to whether or not you will retain or lose your job.

Employers report that their problem is not so much in finding people who can do the work as it is in finding the person with the right personality, one who will fit into their organization. Office managers are asking schools and colleges for more and more information concerning such traits as punctuality, dependability, integrity, cheerfulness, co-operativeness, and personal cleanliness, all of which are basic requirements for all office positions.

SELF-EVALUATION

What does this mean to you? It may mean that you should

frequently practice some self-evaluation. Ask yourself these questions:



Do you have the ability to get along with people who are difficult to get along with? It is this ability to get along with such people that sets you apart from the others.

Do you try to eliminate traits which irritate other people, and do you try to strengthen your positive traits?

Do you accept criticism graciously? If you reply to a correction with a fast comeback, then you indicate to your employer that little improvement on your part can be expected, for you have practically stopped growing. Remember, nobody ever really gets too big to make a mistake.

Do you have a healthy, happy outlook on life? No one likes a sour puss in the office.

Do you have a pleasing appearance; are you neat as to person and attire?

Do you wear a smile more often than a frown?

Are you a good listener?

Are you consistently courteous, poised, and pleasant?

Do you criticize and say uncomplimentary things about others when it is not your job to do so?

Do you make a practice of finding something to praise? Remember, praise makes the other fellow feel good. Beware of flattery. Many employers think of flattery as being some form of soft soap which contains lye; others think of it as food for fools.

Do you say, "Thank you, sir" and "If you please"? These are little thoughts that often open doors with ease.

Do you ask instead of order?

Do you take an hour to say "No" and let the other fellow save face?

When you are wrong, do you admit it quickly?

Are your manners beyond reproach?

Do you have an even disposition?

Are your emotions stable?

Are you reliable? So rare is genuine reliability that people who have it get ahead even though they may lack other attributes.

Are you tactful? Do you have an ability to deal with others without giving offense?

Do you discuss rather than argue? When you disagree, do so without being disagreeable.

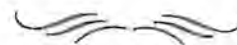
Do you have a sense of humor and avoid conflicts of will?

Are you receptive to the ideas of others? A pat on the back goes a long way toward getting results.

If you really want to improve, you will evaluate yourself from time to time. You should also read some of the books that are available in your library on the subject of getting along. These books offer you a wealth of suggestions that will undoubtedly prove valuable to you.

THOSE WHO SUCCEED

In closing, may I point out that two types of persons succeed in business. One of them is the well-trained, capable worker who is a natural leader. He depends on his superior intelligence. If you are successful in getting people to work with you and for you, develop your qualities of leadership. The other type of person is the one who feels that his success lies purely in techniques and proficiency. He develops his skills and his mastery of facts and figures. It behooves all of you to know yourself for what you are.



Etiquette and Poise

PROFESSOR PRISCILLA M. MOULTON
Supervisor of Secretarial Studies

BEING polite and gracious in your everyday contacts will mean a great deal to you all through life. There is nothing quite so rewarding as a refined manner, and it will mean much to you in the way of personal happiness and success on the job. You are constantly being judged by your words and actions and making certain impressions on others.

Such simple expressions as "Please" and "Thank you" are invaluable; and as the famous psychologist William James once said, "The deepest principle of human nature is the desire to be appreciated." We all like to be recognized and we all like to be thanked for our courtesies—whether it is holding a door for someone, sending a letter of congratulations, or saying something complimentary.

POISE

Have you ever noticed, and possibly secretly envied, certain people who always seem to know just what to do and say at the right time? There is absolutely no reason why you cannot develop a similar degree of poise and self-confidence and make just as favorable an impression.

What is poise and how can we develop it? Poise is the ability to feel at ease mentally and physically. We like to associate with people who can relax and enjoy themselves and put others at ease.

Poise is determined to a large extent by three factors: your *general health* (because if you are nervous and irritable, you are likely to take your feelings out on others); *good grooming* (which in itself gives you confidence in knowing that you are

neatly and appropriately dressed); and *rules of etiquette* (knowing the niceties of social behavior). It is this third factor—etiquette—which I shall discuss with you since this is such an important part of your everyday living.

ART OF CONVERSATION

Conversation is like playing ball: At times it means tossing the ball or subject and at other times you must carry it and not let it drop. If you find difficulty in keeping a conversation moving, concentrate first on being a good listener because people are more interested in themselves than anybody else. As you concentrate, you will undoubtedly forget about yourself and start contributing to a conversation.

In opening up a conversation, approach a person with a warm smile since that person may be just as timid, and a smile is bound to relieve any tension. Make a pleasant remark, such as complimenting the person on his or her appearance, and really act as if you mean it! After you have broken the ice, project yourself and think of subjects that the other person would be interested in. Get that person to talk about himself and his interests.

INTRODUCTIONS

1. Such expressions as "May I present" or "May I introduce" are considered more formal than "Do you know," "Have you met," and "This is . . ."
2. If you do not hear the name, ask the person to repeat it.
3. Train yourself to remember names and faces. To help you connect the two, repeat the name as you acknowledge the introduction.
4. The name of the person you wish to honor is said first.
5. Girls of approximately the same age do not usually shake hands with each other as such a gesture is considered a bit formal; however, men and boys do shake hands when introduced. When a man and woman are being introduced, it is up to the woman whether she wishes to shake hands; if the



man extends his first, she naturally reciprocates. A friendly handshake that is neither too limp nor too vigorous is the most acceptable.

6. Women need not take off their gloves in shaking hands nor is it necessary to apologize for wearing them. Gentlemen usually remove their right glove.
7. In acknowledging an introduction, one usually says, "How do you do" or "I am so happy to meet you."

DINING

1. In eating soup, dip the spoon away from you; fill it partly full and sip from the side of the spoon. A thin soup that is served in a two-handled cup may be taken with a spoon or drunk from the cup after it has cooled.
2. Ordinarily if you drop a piece of silverware in a restaurant, you leave it there and ask for another.
3. Break off enough bread or roll for one or two bites and butter the small pieces as you need them.
4. Keep elbows in.
5. In cutting meat, for example, press the handles of both the knife and fork into the palms of the hands.
6. Make-up may be touched up very quickly, but the hair must never be combed at the table.
7. In a person's home never use a saucer for an ashtray.

POSTURE

Sitting

1. As you near a chair, turn and put the back of your leg against the chair before lowering yourself.
2. Do not drop your whole weight at once into a chair; do it gradually.
3. Sit well back and do not slump; if your legs do not reach the floor, you might sit nearer the front or side of the chair.
4. You may cross your legs well above the knee, providing your legs are long enough.

5. The best position is to have both feet on the floor—one foot slightly ahead of the other—the heel of one near the arch of the other.
6. Keep the hands quiet—preferably one hand in the palm of the other with the finger tips pointing upward.
7. In getting up, first slide towards the front of the chair without putting your weight on the arms of the chair to pull yourself up.

Standing

1. In standing correctly, an imaginary line could be drawn from the ear down through the middle of the body to the ankle.
2. Keep the shoulders back, yet relaxed.
3. Keep the chin up and in.
4. Keep the abdomen flat.
5. Place one foot near the arch of the other.
6. Stand with the knees about two or three inches apart.
7. Walk with the toes pointing straight ahead.



DATING

1. Be natural and friendly without any affectations.
2. One's behavior should be beyond reproach with good taste as the guide. The woman assumes the responsibility for setting the standards, and the man will respect her for this.
3. When there is more than one woman walking with a man, he walks on the curb side.
4. On leaving a bus, the man would leave first in order to help the woman.
5. When a couple goes to the theater, the man goes down the aisle first unless there is an usher, in which case the woman follows the usher.
6. When there is a checkroom, the man always checks his outside wraps. The woman may do so if she chooses.

7. In eating in a restaurant, the woman gives her order to her escort who in turn gives it to the waiter.
8. If you already have a date and a more attractive one comes along, you are still loyal bound to keep the first date.
9. Be interested in subjects that would be of interest to your escort: sports, cars, world affairs, hobbies, television programs, etc.
10. Thank your escort for a pleasant evening letting him know that you enjoyed yourself.

These are but a few of the social graces; there are many others. An accepted book on etiquette will help furnish you with correct procedures; but whenever you are in doubt as to what is correct, do the kindly thing! If you are sincerely interested in wanting to become that poised and self-confident person who is gracious and greatly admired, you will want to start thinking in terms of other people. Project yourself—put yourself in their place and treat them as you would want to be treated. You will find good manners mean consideration for others.



Good Grooming and the Basic Wardrobe

MRS. LAUTRELLE P. LOVE

Director of the Placement Bureau

Every young woman desires a chic appearance. This can be achieved only when thoughtful attention is given the details of grooming. We have learned from questionnaires that what men admire most in women—more than a pretty face, a sense of humor, a perfect figure, or a good disposition—is neatness.

Cleanliness is the prime essential of good grooming. To be charming, a girl must acquire the habit of dainty freshness which is assured only through scrupulous cleanliness. Would you believe that businessmen complain that employees offend by lack of cleanliness?

GROOMING SCHEDULE

In view of this, I would like to go over a grooming schedule that seems easy:

1. **DAILY BATH**—Since warm water opens the pores of the skin and relaxes the nerves, the warm bath is best taken before retiring. Modern hygiene dictates that we be careful about teeth and hands.
2. **DAILY DEODORANT**—Every girl should use an underarm deodorant at all times.
3. **CLEAN CLOTHES**—In addition to using a deodorant daily, it is advisable to use dress shields. Your hose and personal garments should be laundered daily. If you do perspire rather freely, it is advisable to wear cotton blouses rather than wool dresses, jerseys, or sweaters.
4. **WEEKLY SHAMPOO**—Brush the hair daily and arrange a hair style that is becoming for the office. Brush the neckline of clothes carefully.



BASIC WARDROBE

Probably the best outfit for street wear is the suit, if it is

becoming to the figure, or the dress with a matching jacket or coat.

The classic shirtwaist in a dark or subdued color is most appropriate. If it has a convertible type of neckline that can be worn high or in a medium V, it can become the background for a variety of accessories.

Accessories should follow the same trim simplicity. An uncluttered hat; well-polished bag and pumps; simple, washable gloves; and perhaps an interesting piece of jewelry or a chic scarf will complete the outfit.

1. **THINK OF VERSATILITY**—The clever use of belts, scarfs, pearls, flowers, or other accessories helps you vary your wardrobe.
2. **BE FARSIGHTED**—Have clothes that change from spring to summer, fall to winter.

ECONOMY NOTES

1. To be smart when buying clothes, one must train one's mind to think in terms of a whole outfit, rather than each separate article. Consider what you have in your wardrobe before you make a new purchase.
2. If fur coats are to be bought, you must realize that cheap furs always look just that. It is better to be seen in a good cloth coat than a cheap fur coat.
3. Tweeds must have quality; and unless one can buy a good tweed, something in a less expensive fabric should be selected.

PERSONALITY AND CLOTHES

Are you wondering what personality has to do with your clothes? It really is most important. Your clothes are actually an expression of your personality. If you have a radiant personality, you will want your clothes to be a lovely background for it. But if you are shy and retiring, you will want your clothes to provide necessary stimulation.

Clothes have a definite psychological effect upon the wearer. Clothes must become you to give you a feeling of ease and com-

fort. An old Welsh proverb says, "Clothes are two thirds of your beauty."

To have and keep up a co-ordinated wardrobe takes time, careful planning, the necessary money to purchase it, and fashion sense.

1. **BE SELECTIVE**—Selecting clothes offers a real challenge. Not only do you have to appear appropriately and attractively dressed during business hours, but you have to remain this way when traveling to and from work, as well as for an after-five appointment.

When you select a fabric, it should be as crease resistant as possible. Clothes which have to be constantly dry-cleaned, or details which have to be laundered frequently, may soon become an annoyance.

2. **MAKE YOUR CHOICE FIT YOUR LIFE**—Remember that the covered-up look is preferred in the office. If the fabric, color, and design are chosen carefully, a cool, trim appearance can be achieved on the warmest day. Be smart, yet conservative.



Telephone Hints in Business

MARGUERITE M. LAMBERT

*Traffic Welfare Supervisor of R. I.
New England Tel. & Tel. Company*

Over the telephone your voice personality imprints a definite picture of *you* in the imagination of the person to whom you speak.

Have you ever stopped to think that your voice reflects your every mood, that the called party is impressed accordingly, and that many times the impression created may be a lasting one?

When using the telephone, always remember this: "Your voice is you." Regardless of how you look, your voice will create the impression on other people that you want to create. If you sound pleasant, natural, and courteous, your contacts with your friends, relatives, and—most important—all business transactions will always be favorable in tone. On the other hand, if your voice is harsh, indistinct, affected, discourteous, and bored, so you will appear to anyone listening to you.

We, in the Telephone Company, are particularly concerned with the impression which the voice alone creates because over the telephone only the sense of hearing can create an impression; so we strive to train our employees to be pleasantly natural.

In many business concerns today employees are given special voice-usage training to enable them to meet all business contacts more efficiently, graciously, and with utmost tact.

Courtesy, in all instances, is a *must*. As a representative of any business, a person calling you, many times, judges the firm or business by the telephone manners of the person answering; therefore, every phase of good telephone usage is important.

ART OF LISTENING

First of all, learn the art of listening. A person calling a business firm may have several reasons for doing so: pertinent questions regarding an important deal or data to be obtained. He may have a legitimate gripe and then again he may be a chronic gripe. Regardless of what the reason might be, *listen!*

Do not interrupt—do not interject your thoughts despite the fact that a few words would probably settle the problem. Ordinarily, after a few minutes, he ends his tale, repeats himself a few times, or apologizes for his tone of voice or lack of manners. A good listener is always the winner; it pays to be patient.



SPEECH TECHNIQUES

Clarity of speech saves repetition, saves time, saves wear and tear on your nerves. Speak directly into the mouthpiece—in a natural tone; our telephone instruments are very sensitive and it is not necessary to shout.

We are born with a certain type of voice—good or bad—and for that reason acquire the habit of listening to yourself. There are several ways of correcting speech faults.

Some of us have no carrying power in our voices—no rising inflection, lazy jaws, etc. All of these things are certainly not hopeless if we are aware of them.

When using words ending in *n*, *ng*, *m*, etc., such as *run*, *ringing*, *sum*, emphasize them until you obtain a certain resonance of tone. Your voice will gradually have more carrying power, and it will not be necessary to repeat yourself as often.

In business your telephone voice should always register helpfulness, interest, kindness, and friendliness. Personal frets, moods, and vexations should never creep into your voice. As a representative of any business, you are paid to represent that company in the very best manner possible. When I answer my telephone with "This is Miss Lambert" or "Personnel Department, Miss Lambert speaking," no one is particularly interested in *me* as a *person*; but the calling party *is* interested in the manner in which I will handle the problems at hand.

Be brief, to the point, but do not speak in a hurried tone of voice. If you are placing a call, make notes, plan what you are going to say beforehand, and save your firm time and expense in unnecessary telephone conversations.

Observe the niceties. Just remember that in a telephone conversation your listener cannot see you—cannot watch your gestures or see your smile. Therefore, it is important to emphasize little courtesies. Observe the niceties of conversation; in short, develop a telephone personality.

For example: Be attentive—speak *to* the person—not *at* the telephone. Remember the “Thank you” and the “You are welcome.” Use the person’s name at suitable opportunities (he likes the sound of it), and keep your voice animated—friendly and interested as though you were talking face to face. Remember to keep your “best voice forward” at all times.

TELEPHONE HINTS

1. When your telephone rings, answer promptly.
2. Identify yourself—or your company. Ordinarily the calling party wants to know to whom he is talking before he starts conversing.
3. **Have a pad and pencil handy. Get the whole story; do not interrupt or rely on memory.**
4. Offer to call customer back if unable to find needed information at once. This saves the customer’s time and frees the line for someone else’s call.
5. If you are placing a call, be sure of the number. Calling a wrong number wastes your time and someone else’s time.
6. Be brief.
7. Plan what you are going to say beforehand. This prevents calling back to cover points missed in the original talk.
8. Leave your complete telephone address. When the person you have called is out and you wish to be called back, leave name and number.
9. Make out-of-town calls by number. Your call will go through much faster.
10. Hang up gently. Be sure the conversation is ended—and a courteous habit is to allow the caller to hang up first. In any event replace the receiver gently. If the caller is still on the line, a receiver banged down is like the slamming of a door in his face.



Health Is Important

DR. ELIHU S. WING, JR.

College Physician

Patients tell me that good health is the greatest wealth they could possess during their entire life, and I am sure you will agree. Yet many of us abuse our health and our fortune. We do not appreciate the magnificent qualities within our bodies. We take our health for granted.

I should like to discuss with you a few of the more important factors in obtaining good health in your normal daily living. A few of these will be exercise, posture, personal grooming, nutrition, digestion, diet, rest, recreation, and a plea to get to know your doctor.

EXERCISE

Exercise is a muscular activity which tends to create a finer co-ordination and poise in our body. It improves our circulation and respiration, digestion, mental activity, and general muscle tone. But do not overdo it. You should adapt your exercises to your interests, your abilities, and time. In other words, if you have five minutes to exercise, do not try to run a mile or do something which is not compatible with the time available. Walking, which seems to be an obsolete form of travel nowadays, is one of the finest forms of exercise that we have.

POSTURE

Good posture might be defined as a state when the alignment of one’s body favors the functioning of all the body’s systems with a minimum amount of energy. Posture is affected by fatigue and by your weight. Good posture reflects mental as well as physical states. It is usually associated with an outlook of optimism and cheerfulness; whereas poor posture is most frequently associated with pessimism, a droopy feeling, lack of interest, sorrow, and insecurity.

Thus, pride in one's appearance and approach is important in all walks of life. No employer is interested in a person who drags around or slouches or shows little sign of life. I am sure that you realize that your clothes will look better, fit better, and be better if you are sitting, standing, and walking with good posture.

PERSONAL GROOMING

As girls you have been brought up to be interested in your personal appearance. I cannot stress too highly the importance of maintaining good personal hygienic grooming. Girls who work in offices come in contact with many people. It is important that they keep a cheerful, pleasant, and well-groomed appearance. You should take a great deal of pride in systematically taking care of your hair, skin, complexion, and so forth. Frequent bathing, shampooing the hair, and a judicious and sensible use of deodorants and cosmetics are all part of a good grooming program. Simplicity and sensibility in personal cosmetics and dress are much appreciated by others.

NUTRITION

Food is the fuel of the body. It contains proteins, fats, and carbohydrates all of which are balanced in your diet. Some foods contain a great deal more of one of these than another. Minerals and vitamins are also included in these foods. You should know what foods are best. Another point of importance is eating regularly. I should also like to impress upon you the importance of taking time for breakfast and caution you about eating between meals. Picking on food between meals only leads to a habit which perhaps in later years can become a real difficult problem for you in maintaining normal weight habits.

Watch out for fats. Do not become a vegetarian or subsist on large amounts of candy and coke. Try to work a natural balance between all types of foods. It is healthy to have an interest in all foods and try not to be the so-called finicky-type eater. Try to eat slowly. Chew your food well, and do not overeat at one meal. It is a good idea not to talk "shop" while eating. Perhaps it is better to think sweet thoughts rather than to eat sweets!

DIGESTION

Worry and physical and mental fatigue cause indigestion and frequently lead to decreased resistance to colds, and so forth. Poor eating habits always lead to fatigue, irritability, and indigestion. You can easily see that, if you do not eat regularly and do not take time to eat, malnutrition is still a problem even though food is available for us in quantities.

DIET

Try to be sensible about diets. Do not try to start on a diet because you want to go to a dance next week. Think about the diet long in advance. If you diet, do it slowly and with some systematic program. Do not try to reduce quickly in one week or one month. I, personally, am not inclined toward using medications for such purposes. It is much easier to omit between-meal feedings, evening snacks, and some of the foods which you know have high calorie and carbohydrate content: starchy desserts, frostings, gravy, and so forth. You should learn what foods have high calorie count and discipline yourself in staying away from foods which tend to put on weight.

REST

As for rest, I feel it is very important that a student try to obtain as much as eight hours of sleep a night, if possible. Get adequate fresh air at night for a restful sleep. Try to refrain from the use of sedatives and other forms of medicine which put you to sleep; also refrain from stimulants to keep yourself awake.



RECREATION

Recreation is another important factor in a student's life. It is important to maintain a proper balance between work, play, and rest to get enjoyment out of your school life. Wise planning of this type is important. Open up your personality to the extra-curricula activities and broaden your life and experiences through your talents and interests.

GETTING TO KNOW YOUR DOCTOR

Get to know your doctor. Do not be afraid of him. Do not neglect your problems. Do not be afraid to consult him about certain complaints no matter how little they seem, because some day they may become big problems. Learn to understand yourself and your body. Use good judgment about your health. Have your eyes checked frequently; this is especially important for students who use them so much. Be careful of your teeth; brush them frequently. Consult your dentist. Have an Xray of your chest occasionally. I believe all this talk about radiation and the effect on your body is not as harmful as they say. It is perfectly safe to have your chest X-rayed.

CONCLUSION

Industrial concerns throughout the world are now becoming more health-conscious. They are presenting health programs and courses, physical examinations, and safety drives. They have dispensaries and registered nurses to help maintain the health of the workers and improve their working hours and efficiency. Therefore, it might be said it is important to maintain a good balance of diet, rest, personal care, posture, and diversion. This can put you at your physiological and mental best at work and play. Live your health to the fullest. Be happy and grow healthy in mind, spirit, and body.

