

Frank Enters the Business World



The Indiana Dry Goods Store, where Frank first learned about communication with customers in the business world.

“**T**he Indiana Dry Goods Store was on First and Main streets in Gas City. It had two old-fashioned windows in the front. One of Pop’s key employees was named Mabel. She used to know all the customers there.

There were rows of tables down the middle of the store with all kinds of 80-square print, the fabric that most women made their dresses with in those days. We also had different little departments. We sold pillowcases and sheets and also all kinds of piece goods for the women who did their own sewing and made their own sheets and pillowcases. When I was 11 or 12 I learned about unbleached muslin and bleached muslin....People would come in and I would do the cutting. We had a yardstick nailed to the table and when they wanted 2 1/2 yards, I would measure it out and then snip it a little bit, then you could just rip it apart. I got pretty good at that. A couple times people would take the goods I cut off for them – one lady sort of gasped when I ripped it apart because she didn’t think I measured it right – she took and

measured it and she made sure it was the right amount (it was). Pop would say, ‘You don’t go over and you don’t go under. If they want 3 1/2 yards, you give them 3 1/2 yards.’ I was sort of the expert in the piece goods area. That was my first experience in learning about communication with customers in the business world.”



“Lizzy,” probably short for Tin Lizzy, the Model T Ford.

Excerpted from an oral history of Frank conducted in October 1990 by Judith Pierotti in Madison, Wis.