

Sylvan Goldman



Shopping Made Easy

Sylvan Goldman considered himself a businessman, not an inventor. However, in trying to solve a problem at one of his stores, he discovered how to design and build something that dramatically changed the way people shop.

In 1936, Goldman owned a grocery store that was much like many others in the United States, including having stacks of wicker baskets for customers to use as they shopped. However, he saw that many of his customers were struggling to carry more items than the small baskets could hold. If there was an easier way to carry groceries, he figured his customers could buy more.

He thought he could use wagons to carry more groceries, but he knew customers wouldn't like to bend over or pull a wagon through the store. The

idea of creating a shopping cart came to him as he looked at a wooden folding chair in his office.

For the next several months, Goldman worked with an employee who had carpentry and mechanical skills to create and test different carts. The first wooden cart folded when it ran over a bump, so he changed the material to metal. Swivel wheels were added to make the cart easier to push and turn.

Once the carts were ready to be mass-produced and placed in his stores, Goldman created newspaper advertisements showing tired women lugging around groceries. Never mentioning his invention, he simply said that his stores had a new product to take the drudgery out of shopping. People saw the carts in the store but still continued to use the old baskets. When he asked why, customers told him they thought it looked odd to push a cart through a store. The resourceful Goldman decided to hire models to push the carts and pretend to be shopping. Once his customers saw other people using the carts, they began using them, too.

Enhanced Activity: The M in STEM

Do you like math? A strong background in mathematics is excellent preparation for a variety of careers. Many mathematicians work in business, government, or industry. Now is the time to take classes in algebra, geometry, trigonometry, and calculus if you plan to become a mathematician.

- Those with a bachelor's degree may find jobs as teachers, accountants, computer operators, or statisticians.
- Many people who earn a master's degree or a doctorate degree conduct research for communications, energy, manufacturing, or transportation industries.
- Mathematicians also work in the computer industry as programmers or systems analysts.

Complete the following math exercise:

"Because of my training as a middle school mathematics teacher, I have been offered a job that pays a yearly salary of \$50,000, which after taxes leaves about \$39,000 to live on. My expenses for housing, transportation, food, health care, and utilities (including phone) total \$2,850 per month."

- How much will my monthly salary be after taxes?
- Will I make enough money from the new job to pay all my monthly expenses?
- How much extra money for savings, entertainment, or vacation will I have each month after paying my living expenses?

Career Quest

Name _____

Interview Question Box

- What interests you? Why do you enjoy it?
- What is something unique about you that most people don't know? Do you have a hobby?
- What job do you see yourself doing in the future?

Extended Learning Opportunity: Interest Assessment

Check the box in the correct column indicating if the characteristic or skill is one you have, one you do not currently have, or one you would like to further develop.

Personal Characteristics:

	Yes	No	Plan to develop
I am honest.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am on time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am able to work on my own.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I cooperate when working with others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I complete work on time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am organized.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am creative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Skills:

I like to read.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like public speaking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I play a musical instrument.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like helping others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoy solving problems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like drawing, painting, or making art.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can speak a second language.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know how to conduct a science experiment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can recognize patterns.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to read charts, graphs, tables, and diagrams.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to make things that I see in a drawing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can use computer software.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Key Terms

Career cluster

A grouping of jobs and industries related by skills or products.

High-growth, high-demand jobs

Jobs projected to add large numbers of employees to the workforce.

Interests

The things you like and enjoy.

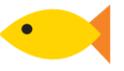
Technology

The use of machinery, equipment, and processes.

<p>AGRICULTURE, FOOD, AND NATURAL RESOURCES</p>  <p>Animal Breeder • Biochemist Environmental Engineer Farmer • Fisherman Florist • Game Warden Mining Engineer • Park Ranger</p>	<p>ARCHITECTURE AND CONSTRUCTION</p>  <p>Architect • Carpenter Civil Engineer • Construction Worker Contractor • Electrician Environmental Designer Landscape Architect • Painter Plumber • Surveyor</p>	<p>ARTS, AUDIO/VIDEO, TECHNOLOGY, AND COMMUNICATIONS</p>  <p>Actor • Ad Executive • Artist Broadcaster • Cinematographer Digital Media Specialist Graphic Designer • Interior Designer Journalist • Photographer</p>	<p>BUSINESS, MANAGEMENT, AND ADMINISTRATION</p>  <p>Administrative Assistant Entrepreneur • Financial Assistant Human Resource Manager Marketing Director • Office Manager</p>
<p>EDUCATION AND TRAINING</p>  <p>College Professor Corporate Trainer • Counselor Librarian • Principal Sign Language Interpreter Teacher</p>	<p>FINANCE</p>  <p>Accountant • Bank Teller Bookkeeper • Economist • Executive Financial Planner • Insurance Agent Loan Officer • Stockbroker Tax Preparer</p>	<p>GOVERNMENT AND PUBLIC ADMINISTRATION</p>  <p>Bank Examiner Emergency Management Director Homeland Security Manager Intelligence Agent • Legislator Public Administration Supervisor</p>	<p>HEALTH SCIENCE</p>  <p>Administrator • Criminologist Dentist • Dietitian • Medical Doctor Medical Transcriptionist • Nurse Paramedic • Physical Therapist Sociologist • Veterinarian Vision Care Assistant</p>
<p>HOSPITALITY AND TOURISM</p>  <p>Chef • Hotel Clerk Hotel Manager • Lifeguard Recreation Director Travel Agent • Waiter</p>	<p>HUMAN SERVICES</p>  <p>Cosmetologist • Day Care Worker Hairstylist Personal Financial Adviser Preschool Teacher • Psychologist Social Worker</p>	<p>INFORMATION TECHNOLOGY</p>  <p>Computer Programmer Database Manager Multimedia Producer Network Administrator Software Engineer • Technical Writer Web Designer</p>	<p>LAW, PUBLIC SAFETY, AND SECURITY</p>  <p>Attorney • Court Reporter Firefighter • Judge • Military Officer Paralegal • Police Officer Private Investigator</p>
<p>MANUFACTURING</p>  <p>Boat Builder Computer Integration Technician Jeweler • Machinist Major Appliance Repair Technician Manufacturing Engineer Mechanic • Welder</p>	<p>MARKETING, SALES, AND SERVICE</p>  <p>Customer Service Representative Fashion Marketer Home Inspector Public Relations Specialist Real Estate Appraiser Sports and Entertainment Marketer</p>	<p>SCIENCE, TECHNOLOGY, ENGINEERING, AND MATHEMATICS</p>  <p>Astronomer • Biologist Chemical Engineer Computer Engineer • Drafter Electrical Engineer • Food Scientist Mathematician • Meteorologist</p>	<p>TRANSPORTATION, DISTRIBUTION, AND LOGISTICS</p>  <p>Airline Pilot • Air Traffic Controller Astronaut • Bus Driver Flight Attendant Locomotive Engineer • Ship Captain Truck Driver</p>

Career Hunt Questions

Directions: Use the Career Cluster Boxes on the previous page to answer the following questions.

<p>Agriculture, Food, and Natural Resources</p> <p>What career would work with this natural resource?</p>  <p>_____</p>	<p>Architecture and Construction</p> <p>If you love maps and would like to create them, you could become a _____.</p>	<p>Arts, A/V Technology, and Communications</p> <p>List the three job titles in this cluster.</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p>	<p>Business, Management, and Administration</p> <p>What is the average pay for an accountant?</p> <p>_____</p>
<p>Education and Training</p> <p>What are two job skills necessary to be a teacher?</p> <p>1. _____</p> <p>2. _____</p>	<p>Finance</p> <p>Choose Finance if you would like a career working with _____, _____, and _____.</p>	<p>Government and Public Administration</p> <p>What education is needed to work as a city planner?</p> <p>_____</p>	<p>Health Science</p> <p>What education is needed to work as an athletic trainer?</p> <p>_____</p>
<p>Hospitality and Tourism</p> <p>In what career would you create tasty meals?</p> <p>_____</p>	<p>Human Services</p> <p>True or False. Fitness trainers teach about nutrition and exercise.</p> <p>_____</p>	<p>Information Technology (IT)</p> <p>What does an audio/video engineer do?</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Law, Public Safety, and Security</p> <p>If you had an interest in putting out fires and responding to medical emergencies, what career would you choose?</p> <p>_____</p>
<p>Manufacturing</p> <p>True or False. An aircraft mechanic earns \$29.45 an hour.</p> <p>_____</p>	<p>Marketing, Sales, and Service</p> <p>What is a typical salary for an art director?</p> <p>_____</p>	<p>Science, Technology, Engineering, and Mathematics (STEM)</p> <p>What does an electrician do?</p> <p>_____</p> <p>_____</p>	<p>Transportation, Distribution, and Logistics</p> <p>Choose this career if you would like to plan and manage air traffic.</p> <p>_____</p>