



Your Money's Worth

By SYLVIA PORTER
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HIGH COST OF WRITING LETTERS

The average cost of each business letter written by the average salesman in the United States today is up to a startling \$1.97—an all-time high, 68 per cent above the \$1.17 cost of an identical business letter in 1953 and 14 per cent higher than the cost of the same letter as recently as 1960.

What's more, this average—to be disclosed soon by Dartnell Corp. in its privately circulated Office Administration Service and its revised Office Managers Handbook—is based on what appear to be exceedingly modest estimates of salaries. Dartnell, for instance, places the salary of a "good sales correspondent" at \$125 a week and of a secretary able to take dictation as well as type at \$76 a week. Judging by the salaries of "good" executives and "competent" secretaries I know, the estimated cost of a single business letter by a top management man might be almost doubled and still not be an undue exaggeration.

Conservative as the \$1.97 figure may be, it is shocking enough, and when you multiply it by the thousands or tens of thousands of letters sent out each year by the typical business concern, the total expense becomes far more enormous than most businessmen suspect.

Thus, Dartnell's analysis of the cost and its advice on how big chunks can be cut from it should be of practical help to businessmen the nation over. Here's the breakdown:

Dictator's time: average cost, 35 cents. This assumes the person dictating gets \$125 a week for 40 hours and spends seven minutes on each letter. A saving of 10 per cent could be made by a campaign to shorten letters, equipping executives with dictating machines and use of form paragraphs.

Stenographer: average cost, 76 cents. This assumes she gets \$76 a week for 40 hours and averages 20 letters a day. Here, 33 per cent could be saved by centralizing stenographic departments, use of transcribing and photocopying machines, electric typewriters, efficiency desks and chairs, adoption of a bonus plan.

Nonproductive labor: average cost, almost 17 cents. This covers time lost by executive and stenographer due to waiting, illness, vacations, similar causes. Efficient equipment reducing number of employees needed could cut this by 13 per cent.

Fixed charges: 44 cents. This covers overhead, and Dartnell estimates 30 per cent could be saved by centralizing correspondence departments, thereby reducing floor space, and by labor-saving devices.

Materials: 8½ cents. Included in this category are stationery, carbon, typewriter ribbons, the like. A saving of 15 per cent could be achieved by use of smaller size paper, gang printing of inter-office letterheads, office printing equipment.

Mailing: 11 cents. Modern sealing and stamping machines would cut this 20 per cent, for the machines not only would save labor but also would reduce losses due to pilfering of stamps.

Filing: 5½ cents. Centralization of files and modernization of filing equipment and methods would save 15 per cent on this item.

These savings could slash a hefty 49 cents from the \$1.97 cost of each business letter, Dartnell declares. That's a reduction big enough to impress any businessman with sense enough to understand that, in this era of fierce competition, control of all costs will literally mean the difference between life and death for hundreds of thousands of firms—and this type of cost can be restrained.

In addition, there is simply no doubt that the average cost of business letters is heading higher in the near future. The coming increase in postal rates alone guarantees this.

At any rate, if this report about today's cost and warning about tomorrow's cost of a business letter does nothing else, it should inspire every executive reading it to ask himself just one question before he swivels his chair, clears his throat and calls out "Miss—, take a letter."

The question obviously is: "Is this letter really necessary?"

Dr. Taylor Honored By Scholastic Group

Ashland—Dr. Arthur S. Taylor, chairman of the Southern Oregon college social science division, was honored recently at a ceremony when the members of Theta Delta Phi, men's scholastic fraternity, presented a bench to the student body with his name engraved on it.

Dr. Elmo N. Stevenson, SOC president, in delivering the presentation address, praised Dr. Taylor's long service to the college, his personal character and his ability as a historian.

Dr. Taylor, a member of the SOC teaching staff since its establishment in 1926, is a charter member of TDP and has served as one of its advisers since its founding in 1927. Ted Pauck, Lakeview, is president of the organization.

Medford School Boys Physically Superior To Normal Populations, Fitness Study Shows

Boys showing the highest level of physical fitness also tend to make better grades and score higher on scholastic achievement tests.

The level of maturity among boys of the same age may vary by as much as five years.

Chronological age and grade in school are among the worst criteria to use when deciding which boys should participate in competitive school athletics.

The school boys of Medford, Oregon, appear to be physically superior to normal populations, a fact which may be attributable to the school system's physical education program.

Preliminary Findings

These are among the preliminary findings of Dr. H. Harrison Clarke, research professor of health and physical education at the University of Oregon, Eugene, in his long-range boys' growth study now being conducted in the Medford public schools.

Dr. Clarke reported on his findings at a meeting of the research council of the American Association for Health, Physical Education, and Recreation in Cincinnati.

The original group of 560 boys between the ages of 7 and 15 were first tested in 1956. About 300 boys are now being tested yearly, and the program will continue until the original 7-year-olds have completed high school.

Medford Selected

Medford was chosen as the site for the study for several reasons, Dr. Clarke said. In the first place, Leonard A. Mayfield, Medford school superintendent, and Lee V. Ragsdale, director of physical education, were interested in the study and pledged cooperation and partial financial support.

Medford also offered a unique opportunity to study the problems of early sports participation, because the school system has long had the policy of starting interschool athletics at the fifth-grade level.

In addition to the Medford school system, those who have helped support the study include Southern Oregon college and its director of athletics, Dr. Theodore Schopf; the Athletic Institute, Chicago; the Oregon State department of education; and the Office of Scientific and Scholarly research of the University's Graduate school.

Testing Program
In the past, 26 graduate students have assisted in the study and based their master's or doctor's theses on some aspect of the testing program. At present eight graduate students, six of them foreign students, are engaged in the project.

Purpose of the study is to chart new growth curves for boys from 7 to 17 years and compare these with assessments of the boys' maturity levels, motor ability, strength,

social adjustment, scholastic achievements, interests, aspirations, and other characteristics.

These traits will later be traced through the adolescent years for boys who become athletes, non-athletes, honor-roll students, and student leaders, as well as for those whose achievement levels are low or who become delinquent.

The boys, within two months of their birthdays, are given an elaborate series of tests and examinations to determine their skeletal ages, degree of adolescent development, basic body types,

Tool Production Now Affected By Foreign Imports

New York—Foreign competition has killed off 41 per cent of the jobs in the American hand tool industry since 1947, according to Steelways, official publication of the American Iron and Steel Institute.

About 100 American hand tool producers have been affected by the "hardware disease"—imported hand tool price competition due largely to the lower comparative wage rates which favor foreign producers of hammers, screwdrivers, pliers, wrenches and other hand tools, the publication said.

Among competitive marketing examples it cited were supermarkets offering needle-nosed pliers made in Japan at 59 cents a pair, while the town hardware dealer retails for \$3.08 a well-known quality brand made domestically.

A major mail order company catalogs automatic screwdrivers from abroad at \$1.98 while the American-made original sells for \$4.28 at local hardware stores, Steelways said.

"With his average total hourly remuneration now hitting about \$2.90 an hour, the American hand tool worker may be the envy of his 28-cent an hour Japanese competitor or even his \$1.18 an hour Swedish competitor—but the competitors have the jobs and the American worker has paid for his enviable status either with the very job that created it, or with a reduction in his working hours," the publication said.

Steelways said, however, that labor cost discrepancies are not the whole story. It cited two other factors contributing notably to the competitive handicap facing domestic hand tool producers:

—Trade mark and other design and sales deception practiced by foreign producers—such as pirating a costly product design and sales packaging.

—Impulse "price buying" by consumers which tends to obscure such quality advantages as American tools have over imports.

University's Tours List Rogue Valley

Eugene—Two trips to the Seattle World's Fair, plus tours throughout Oregon, are planned for students who attend the University of Oregon's summer session.

Students may spend one and a half days at the fair on a tour lasting from Friday afternoon through Sunday.

A week end tour to the Oregon coast will include a trip up the Rogue river on the mail boat. On another trip up the coast, a university geologist will explain the significance of various rock and land formations.

Two trips are planned to Ashland for the Oregon Shakespearean festival. Crater lake is another scenic spot students will visit. A tour is also planned along the McKenzie river to the high plateau, where students will see many of Oregon's major extinct volcanoes.

The tours are contingent on a registration of at least 32 people.

In addition to these large planned tours, several small group charter trips will be scheduled for deep sea fishing off the Oregon coast. Other small groups will take week end hiking trips with experienced guides.

ASSIGNED

Capt. Peter D. Stearns, son of Mr. and Mrs. Ronald D. Stearns, 201 NW Evelyn ave., Grants Pass, recently was assigned to the Army Garrison at Ft. Leavenworth, Kan. Captain Stearns was graduated from Grants Pass High school and Oregon State university in 1956.

Phoenix Student To Attend Conference

Phoenix—Rickey Richey, vice president of the Phoenix High school student body, has been selected as a representative to the 26th Annual National Conference of the National Association of Student Councils. The conference will be held in the San Gabriel, Calif., High school, June 24 to 26.

The delegates will be housed in the homes of students in the Alhambra school district. The official program included four general sessions, 70 to 80 discussion groups, a banquet and dance, and a visit to Disneyland.

Thank You

On behalf of all Crater Lions members and Sportsfair exhibitors it is my pleasure to extend to you our sincere appreciation for making this year's show another outstanding success.

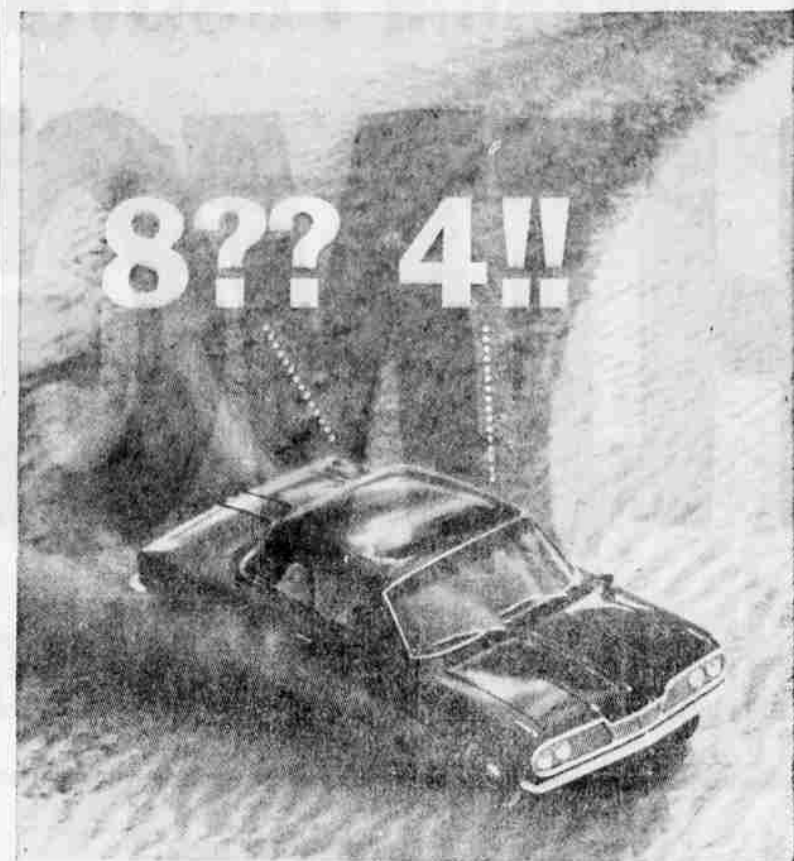
Through this effort, we can further our service work (sight and blind work, scholarships, medical and surgical aid, Bear Creek development and other local projects).

Again our thanks for making this year's Sportsfair a success and in looking forward to next year's show, I remain,



Very cordially yours,

Dick Hawkins,
Crater Lions President



This is one 4 that acts twice life size—except at the gas pump. (As a matter of fact, a Tempest 4 with automatic transmission won its class in the recent Mobil Economy Run.) Get one you should. **Pontiac Tempest**

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