

Business Study Is Completed

ROCK HILL — Business managers are not using college graduates highly trained in secretarial science skills as they once did.

A recent study conducted by Ernest R. Archer, professor of business administration at Winthrop College, and Roberta Dunlap White, instructor of secretarial sciences at Wingate College, shows that less than 10 percent of the secretary's day is spent taking dictation or transcribing. Nearly half of those surveyed don't take any dictation at all.

The survey included secretaries who graduated from college within the past five years with shorthand skills between 120 and 140 words per minute.

The results of the study will appear in the October issue of the "Business Education Forum," a magazine published by the National Business Education Association.

Those results showed what Dr. Archer described to be the "vanishing art of dictation." More than 60 percent of those interviewed had never transcribed from mechanical devices. Seventy-five to eighty percent spent less than one tenth of their working day taking dictation.

Dr. Archer cited two basic reasons for the manager's failure to use their secretaries' skills to their fullest.

"There is a lack of confidence on the part of managers to dictate to secretaries as they once did," he said. "Secretaries are trained to take dictation, but managers are not trained to give it. Schools don't emphasize business communication skills as they once did either," he explained.

Another reason Dr. Archer gives for secretaries not using the skills is in the "diminishing art of articulate and concise communication," he says.

"The art of communication is being lost," he notes. "Written succinct communication isn't being taught even at the elementary level, and so carries over into the secondary and higher levels of student's education."

The inability to communicate concisely and the lack of training for managers have caused business "a lot of wasted talent and money," said Dr. Archer. "With the average cost of a business letter estimated at \$4.50, you'd think business management would want to make use of every economical means that is available to cut those costs."

The survey shows this is not the case. "It has all kinds of ramifications," he said.

"If secretaries aren't using transcribing or shorthand skills, then there is either no need to train them, or we need to reevaluate the training of business administrators," he concluded.

During the 50s and 60s many business colleges went from emphasizing practical training to purely theoretical emphasis and have just recently tried to give their graduates a balance of both.

"Many business administration schools teach their students human relations within the company, organizing and planning, but do little to train them to deal with persons outside of the company—how to communicate with them," cited Dr. Archer.

"We need to train managers to relate to and communicate with secretaries and to have confidence in their skills," he said.

The forthcoming article will reach teachers of business and secretarial schools, both at the secondary and higher education levels. "Hopefully, it will cause them to evaluate their training curricula and to do something about the wasted talents in business," said Dr. Archer.

Blood Donors Needed

The American Red Cross Bloodmobile out of Tidewater, Va. will be making another visit to Hertford. The next visit is scheduled for Tuesday, July 26. The Bloodmobile will be at the First United Methodist Church in Hertford from 12 noon to 5 p.m. The quota goal is 100 pints.

The visit is being sponsored by the Perquimans County Jaycees in conjunction with the local chapter of the American Red Cross Society.

Bloodmobile chairman, A.L. West, expressed appreciation to all past blood donors and encouraged them to turn out once again and donate a pint of the life-saving fluid. He also encouraged new donors to participate in this Bloodmobile visit.

Employees of Don Juan Manufacturing Co., who have donated blood in the past and continue to support the program, were also praised.



PAGEANT PERFORMANCE ANNOUNCED — Hugh Raiford Copeland, son of Mr. and Mrs. E.O. Copeland of Belvidere, will be a featured dancer in the Miss Virginia Pageant which will be televised Saturday night, July 23 at 8 p.m. on WTAR, channel 3, live from Roanoke, Va. Copeland is presently a Norfolk, Va. performer and director with a Master's Degree in Theatre. He is the State Secondary Representative to the Southeastern Theatre Conference.

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-Civic Calendar-

MONDAY, JULY 25

The Perquimans County Rescue Squad will meet at the Squad Building on U.S. 17 — Hertford-Edenton Highway.

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A meeting will be held of the Inter-County Ladies' Auxiliary.

TUESDAY, JULY 26

The Hertford Rotary Club will meet at 8:30 p.m.

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The Belvidere Homemakers Club meets.

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The Perquimans Masonic Lodge will meet.

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The Woodmen of the World will meet at 7:30 p.m. at the Albemarle EMC auditorium, U.S. 17, north of Hertford.

THURSDAY, JULY 28

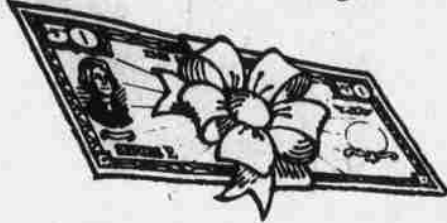
Bethel Ruritan Club meets.

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The Perquimans County Jaycees will meet.

Many happy returns.

Take stock in America. Give U.S. Savings Bonds.



Teleservice Is Offered

By LEE WALLIO
Field Representative

During this time of energy crisis and especially high cost of gasoline the Social Security office wants to remind you of a special service they have available.

This special service is Teleservice. Teleservice is the use of the telephone to take care of almost all of your Social Security business.

By calling first you can save the cost of driving to the office, waiting time at

the office and possible loss of time from work.

The reception area in the Social Security office is often filled with people that do not want to wait, cannot afford to wait and some that are unhappy because they have to wait.

Many of these people drive many miles to report things such as a change of address, replacement of lost Medicare card, and replacement of a Social Security card when a short telephone call would have served the purpose.

If you wish to file a claim

for Social Security or Supplemental Security Income payments, report lost or stolen Social Security and SSI checks, change your address, etc., or get information about Social Security, always call first.

Most contacts can be taken care of on the telephone.

But, if it is necessary for you to come in, the Social Security representative will let you know and will also tell you exactly what you need to bring with you.

This information could possibly reduce the

possibility of a second trip.

When you do have business with the Elizabeth City Social Security office, we are here to serve you, but we can serve you better and faster if you will call first.

The Elizabeth City Social Security office is located at 111 Jordan Plaza next to Southgate Mall (phone 338-2161) and is open 9:00 to 4:30 weekdays.

Beware!

Notice a change in a wart or mole? You could be getting a cancer warning signal. See your doctor says the American Cancer Society. Early treatment could save your life.

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BONELESS
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KRAFT
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