

HOW TO BE A DICTATOR



***Some Helpful Ideas from Stenocord
To Save You Time And
Make Your Job Easier***

INTRODUCTION

Thirty years of dictating letters adds up to a lifetime of communicating: getting ideas across, selling products, collecting money, motivating people to act on important transactions.

In this thirty year period, if you write only six letters per day you will write over fifty thousand letters.

Obviously a percentage of these will be rewritten. The goal of this booklet is to lower that percentage by increasing the effectiveness of your dictation.

We hope the ideas expressed in this short booklet will help you to dictate more effectively.

Robert W. Bingham

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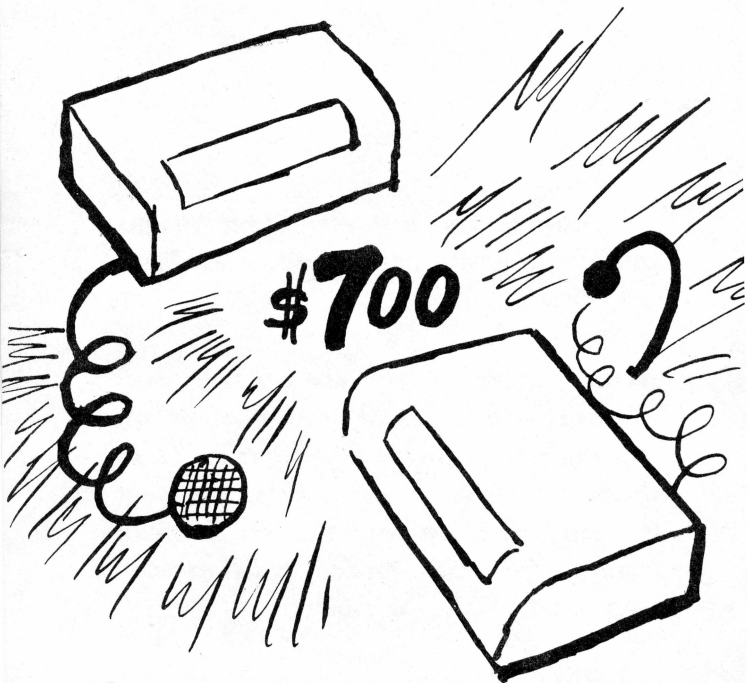
ONCE UPON A TIME
there was a businessman who had to
write a letter.

So he called for his secretary who was
powdering her nose, out to lunch, or
maybe on an errand (for the boss) as all
good secretaries are often called to do.

So, having to get this important note written right away, he remembered that a bright young man had told him he should have a dictating machine.

So, he phoned the bright young man.

The bright young man sold him \$700.00 worth of dictating machines, said "*Now you can talk your work away*" . . . and left.



Now our businessman was all set.

He thought to himself "The bright young man said dictating was easy. Let's see — Suzie, take a letter.

"Hmm—Dear Sir: We are sending, No, in answer to yours of the 16th we are sending you 15 carloads of special Potato slicers for — No. No. Suzie, change that to read Special potato Beelers, I mean Potato PEELERS. Suzie, read that back now — Oh, Suzie isn't here.

"Well that bright young man SAID dictating was easy and I could listen back to my dictation" — — —

WAS HE SURPRISED!

Because for the **FIRST** time in his life
HE found out that **HE** didn't know how
to

Dictate!



Now our businessman wasn't going to let a dictating machine stump him!

So he set about asking questions of all of his friends in the office about how they dictate.

He asked them specific questions like "*How many copies do you ask for?*"

and "*When do you tell the secretary to whom the copies go — before you dictate the letter or after?*"

"*How do you organize a letter?*"

"*How do you punctuate?*"

And to Suzie: "*How do you tell how long a letter is? How can you make it come out centered on your typewriter?*" and all kinds of questions until he set up a complete outline for dictating that made his work day a BREEZE, and Suzie's day organized so she could do *twice* as much for HIM.

Now when our enlightened friend dictates he tells Suzie first.

“This is a letter on our company letterhead.”

So Suzie reached in her drawer for a company letterhead.

Then he said, *“Suzie, I want four copies, an original and three carbons on white onion skin.”*

So Suzie reached for three carbon papers and three white onion skin copy sheets and put them together in her typewriter.

Then Suzie looked on the dictating machine log pad to see how our businessman marked the length of the letter.



She adjusted her paper in the typewriter — so that her letter would come out centered well—and our man continued:

“Suzie, this letter is addressed to Mr. Henry K. Butterfield, that’s B-U-T-T-E-R-F-I-E-L-D, President.

“At the American Potato Chip Company, Forty Nine, Fifty One, Potato Road P-O-T-A-T-O-, Chipville, C-H-I-P-V-I-L-L-E, Ohio.”



SAY—Our man is catching on isn't he? He's beginning to save his company dollars already. He's done this simple thing wrong a lot of times and Suzie has had to write extra copies, but not any more because he's getting things in proper order now.

Dear Mr. Butterfield
"Let's see" He thought. "How shall I start this letter — First I'll separate my ideas before expressing them."

“I’ll make an outline using one key word or phrase for each paragraph I’m going to dictate.”

As he reached for his scratch pad he thought, *“First I’ll thank him for the order.”*

He wrote **THANKS**

Then:

“We are shipping them the 24th” – so for the next paragraph.

He wrote **SHIPPING**

Then:

"They are specially packed to protect them" So he wrote
SPECIAL PACKING And:

"Costs plus shipping= DOLLARS"
And he put down COSTS

"They will make his employees happy."
So he wrote EMPLOYEES

So our man took time to decide on a logical arrangement of ideas.

His outline on his scratch pad looked like this.



Then he dictated each paragraph around each outlined word allowing all of his best thinking to concentrate on one subject at a time.

After each subject he said:

PERIOD PARAGRAPH!

After he said, "*Yours Truly*"

He said, "*Suzie, send one copy to the shipping department, and one copy to salesman Sam, who handles the American Potato Chip account, and put one copy in my file.*"



Suzie wrote the letter



AND THIS IS HOW THE LETTER
LOOKED

EZY

Potato Peeler Co.

Mr. Henry K. Butterfield, President
American Potato Chip Company
4951 Potato Road
Chipville, Ohio

Dear Mr. Butterfield:

Thanks for your order for 15,000 potato peelers.

We are shipping them May 24th via the ABC Freight Company and they should reach you before May 30th.

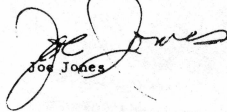
They have been packed in special protective plastic covering that will protect the keen sharp edge of the Ezy Peeler.

The cost of this shipment is \$7342.51, including shipping charges. Of course, if this invoice is paid by June 10th you will be allowed 2% discount.

We are sure your potato peeling personnel will be most happy with this new type Ezy Potato Peeler. Let us know how they like them.

Yours truly,

EZY POTATO PEELER CO.


Joe Jones

JJ:fl

And these are the rules our businessman
outlined. They are basic to the problem.
When YOU apply them to your dicta-
tion, you and your secretary will gain
MORE PRODUCTIVE TIME . . .

RULE ONE

TELL HER WHAT IT IS:

A Letter
Inter-office Memo
Report
Rough Draft
Wire
Form Number

ON WHAT KIND OF PAPER:

Company Letterhead
Personal Stationery
Second Sheets
Onion Skin
Etc.

RULE TWO

TELL HER THE NUMBER OF COPIES:

Say, "*An original and three carbons*"

AND THE TYPE OF PAPER:

Bond
Onion Skin
Etc.

RULE THREE

Name of the person:

.....**SPELL IT OUT.**

Henry K. B-U-T-T-E-R-F-I-E-L-D

RULE FOUR

NAME OF THE COMPANY

NUMBER AND STREET

CITY

STATE

RULE FIVE

SEPARATE IDEAS:

Paragraph 1

Paragraph 2

Paragraph 3

Paragraph 4

Paragraph 5

RULE SIX

CALL PARAGRAPHS:

Dictate each paragraph around your key word or idea —
then say —

“PERIOD PARAGRAPH”

RULE SEVEN

PUNCTUATION:

With 34 rules for and against the use of commas, the simplest one to remember is to say **COMMA**, specifically where you want the reader to pause!

RULE EIGHT

MECHANICS

QUOTES

Say "**OPEN QUOTE**"

Make quotation

Say "**CLOSE QUOTE**"

PARENTHESIS

Say "**OPEN PARENTHESIS**"

Include matter apart from main thought.

Say "**CLOSE PARENTHESIS**"

INDENTIONS

"Please indent the next paragraph X number of spaces."

COLUMNS

Here you must visualize what you want and then tell her "*Reading from left to right set up columns as follows.*"

SUB PARAGRAPHS

"Please indent the next sub paragraphs using small letters or numbers."

RULE NINE

FORMS

Dictate all printed forms such as applications for insurance claims, inventory, and ruled forms of all kinds, from left to right and top to bottom, by filling in the necessary information. These are the easiest.

BUT KEEP A BLANK COPY OF THE FORM IN FRONT OF YOU WHILE DICTATING.

RULE TEN

Always use STENOCORD

Now you have all the rules necessary to form good habits of dictating. Used properly, they will help both you and your secretary to gain productive time. Good Luck and happy dictating!

We at Stenocord are always ready to tell you of all the benefits Stenocord can offer you.

We feel, however, that Mr. Meilicke, a Stenocord user, has said it all in his letter to one of our dealers. Read his message and let him tell you in his own words why he prefers Stenocord.

Meilicke Systems, Inc.

MANUFACTURERS

Efficiency Devices

Telephone
EA stgate 7-7100

2488-60 NO. CLARK ST.,
CHICAGO 13, ILLINOIS

August 19, 1959

Mr. F. M. Griswold, President
Griswold & Company
2020 N. Clark Street
Chicago 14, Illinois

Dear Mr. Griswold:

I have been using your machine for about six months now, and must admit that it is doing all you said it would do, and more. I am breezing through at least three times the dictation, and writing far better letters.

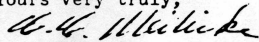
When I think of how the old needle machines used to irritate and slow me down, and how so many letters were ruined and had to be re-typed because of missing my notes of corrections and deletions, I wonder how we ever stood it.

I vouch-forth to say that no man, once he has used a Stenocord, will ever accept or use one of the old-fashioned needle cutters again. I wouldn't use one again - even if it meant that I would have to buy a Stenocord out of my own pocket.

It is not just the fact that I can now do the work of two and three that makes your machine so valuable; it is the fact that I can now dictate letters of such far better quality. My letters, simply sparkle with friendliness and good sales pitch. I am very happy and proud of what I am doing, and feel that I can do even more.

I am sure that our increased sales are, to a large extent, due to our better letter writing - and the Stenocords.

Yours very truly,



C. C. Meilicke

cc/vk

The **Meilicke** System solves the problem of
Efficient Commercial Calculation

Additional copies of this booklet are available from your local Stenocord dealer, or may be obtained directly from:

Stenocord of America, Inc.

29 Broadway

New York 6, New York

or

Pacific Instruments Corp.

940 No. Fairfax Avenue

Los Angeles 46, California

Price: 10c each

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