

Chamber to Sponsor

Better Letter Clinic Planned

About 30 per cent of the average business letter consists of needless words, according to W. H. Butterfield, one of the nation's leading authorities on letter writing. Butterfield will conduct a "Business Letter Clinic" under the sponsorship of the Torrance Chamber of Commerce.



W. H. BUTTERFIELD To Conduct Clinic

merce Thursday, Sept. 8. The clinic will meet at the chamber offices, 1510 Craven Ave., from 1:30 until 5 p.m. Author of 16 books and many magazine articles on business correspondence, Butterfield had conducted letter writing programs for business and professional groups in more than 300 cities. His clinics have been held four and five times in many communities.

"HOW YOU say it is just as important as what you say in your business letters," he said. "Sometimes the reader is influenced even more by the tone of a letter than by its contents. A friendly, human tone wins his cooperation and goodwill. A blunt tone irritates him. A mechan-

ical tone bores him." Many letters contain too much "I" and not enough "you," Butterfield points out. "The average reader has little interest in what he can do for you, he wants to know what you can do for him." A \$10 registration fee will be charged for the clinic. This includes a set of 15 charts on improving business letters.

BUTTERFIELD, formerly chairman of the Department of Business Communication at the University of Oklahoma, served as educational director of the International Consumer Credit Association in St. Louis, Mo., and was editor of its better letters service.



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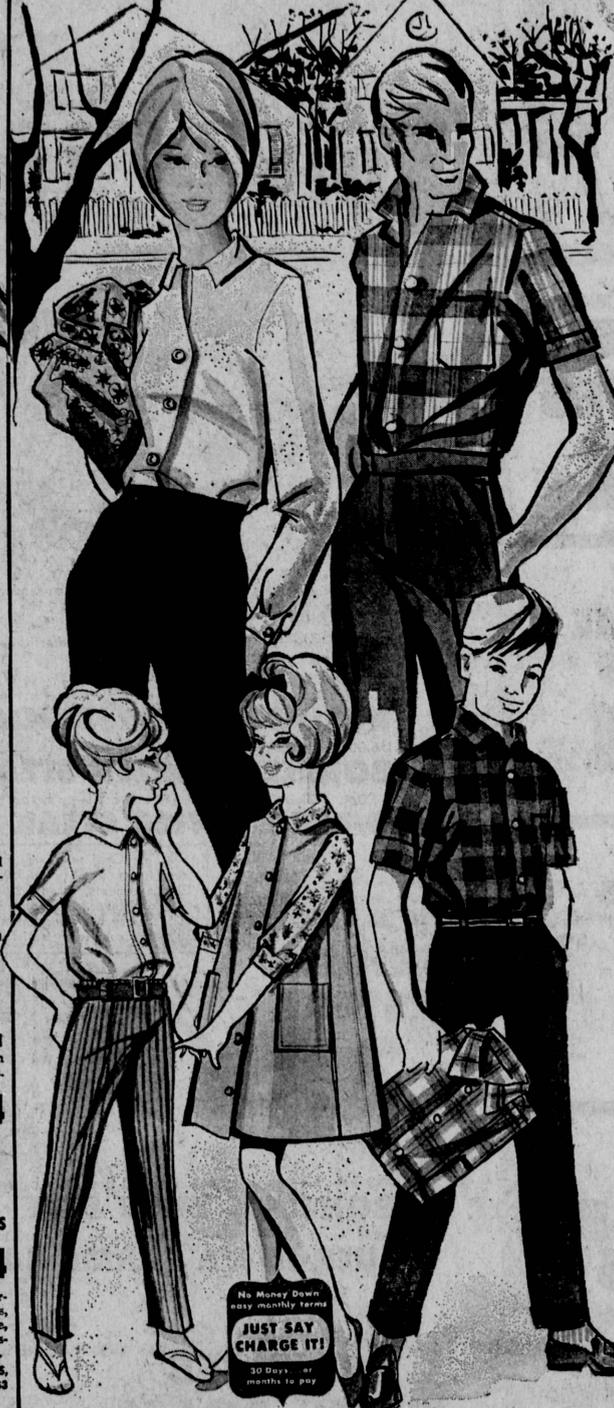
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