

BUSINESS OCCUPATIONAL OPPORTUNITY SURVEY
OF PONCA CITY

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OF PONCA CITY

BY

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CHAPTER I

INTRODUCTION

This is a study to determine what business occupational opportunities there are in Ponca City for the graduates of the high school business education department, what office machines are in common use locally, and how many employees are machine operators.

Purposes of the study. The following list constitutes the chief purposes of the study.

1. To determine to what extent employers will employ store and office workers as young as the average high school graduate.

2. To determine the number of new workers employed during the last twelve months, which will give some evidence upon which to estimate the number of workers that the businesses of the community can absorb annually.

3. To determine what educational level is demanded by local business men of the various types of workers.

4. To determine to what extent the local employers demand experience on the part of new employees.

5. To determine if there is a sex preference for employees in the different classifications of workers.

6. To determine, to some extent, the importance of giving training in the use of office machines, and the kind of office equipment in general use locally.

Need for the study. The high school began offering training in business education in 1904. The student hour enrollment in this work has increased from three during the first year to 1070 in 1941. The

first offering was merely training in record keeping. The offerings have increased to include instruction in the following:

- two years of typewriting
- two years of bookkeeping
- two years of shorthand
- one year of transcription
- one year of office practice
- one year of clerical practice
- one-half year of general salesmanship
- and two years of distributive education

the objectives of which are vocational in nature. Are there opportunities in Ponce City which require training in these courses?

There is a total enrollment of 623 student class hours in these vocational subjects for the school year 1941-42.¹ It is recognized that these subjects have non-vocational values, but they are primarily vocational. Are there sufficient business opportunities in this city to provide employment to a major portion of the students taking these subjects, upon graduation?

Enrollment records show that many pupils have studied bookkeeping and the secretarial subjects, and that but a few have studied salesmanship and distributive education. Is this as it should be? Much is being said about business educators training too many stenographers, and too few sales people. Assuming that this is true in certain sections of the country, and in the nation as a whole, it does not necessarily follow that it is true in Ponce City.

A five-year follow-up study of the graduates of the high school was made in 1940. Perhaps it might be said that since that study shows what the pupils actually do after graduation, it would be sufficient evidence upon which to base a program in business education. It is not sufficient however, because it is entirely possible that these graduates might have done something different, if different training had been

¹Unofficial spring enrollment of 1941.

available, or if they had been given some information in regard to the business opportunities in the city, through the guidance program. Hence we have one of the great needs for this study: to secure information to be used in guidance work.

Since only about forty-five per cent of the graduates of the local high school go on to college, many of the pupils who take vocational business training expect to seek and find employment upon graduation. The average age of these pupils at the time of graduation is between seventeen and eighteen, consequently there are some positions closed to them because of their lack of maturity. It is highly important that information be available concerning what types of work people of that age may reasonably expect to secure in this city.

Information concerning the annual employee turnover in the various types of positions should also be available so that there will be some evidence upon which to base an estimate of the number of positions annually available. The data secured by this study should give some insight into the question as to whether or not there are too many people training locally, for certain lines of work and not enough for others.

Because of the nature of the work there are some jobs for which a high school education is insufficient. It is the duty of the school to instruct pupils as to what jobs the high school can train them for. This cannot be adequately done unless it is known what local positions are open to people with no more than a high school education and what types of local jobs require college training.

Many firms require that new employees have had work experience. It should be known by school people who do guidance work, what types of businesses have such a requirement and to what types of jobs it applies.

If there is a sex preference, that is prevalent in the community, for certain classifications of workers, this information should be made available to pupils before they start their training instead of letting them find it out when they begin seeking employment.

Since the industries in the different cities do not coincide, neither do the employment situations. This being true, the only reliable information concerning local employment conditions must be the results of a study of the local situation.

The modern office uses many and varied machines, many types as well as many different brands. As a result of this use, Ponca City High School gives training in the use of office machines. It is highly important that this training be given on the types of machines, and preferably the brands of machines that are in common use in the local places of business. The number of employees who need to know how to operate these machines is also significant, since it is entirely possible that too many or too few pupils study machine operation. The data secured by this study not only should give an insight into the types and brands of machines in common use, but also into the number of business workers who need to know how to operate them.

Scope and delimitations. This study does not include all of the firms in Ponca City, but it does include all of the retail stores, wholesale firms, and offices which are of the type to be classified as one of the following list.

Appliance Stores
Auto Supply Stores
Banks
Beverage Dist. (wholesale)
Book & Stationery Stores
Broker & Inv. Offices
C. P. A. Offices
Chamber of Commerce Office

Gift Shops
Grocery Stores
Hardware Stores
Insurance Offices
Jewelry Stores
Lawyers Offices
Lumber Yards
Municipal Offices

Clinics, Hospitals, & Drs. Offices	Music Stores
Clothing Stores	Newspaper Offices
Communication Co. Offices	Office Equip. & Supply
Contractors Offices	Oil Co. Offices
Credit Bureaus	Oil Field Supply
Dentists Offices	Paint & Glass Stores
Department Stores	Plumbing Supply Stores
Drug Stores	Real Estate Offices
Electric Shops	Savings & Loan Co.
Farm Equipment Stores	Public School Offices
Feed Stores	Transportation Co.
Finance Companies	Utility Offices
Five & Ten Cent Stores	Wholesale Food Co.
Furniture Stores	
Garages	

Some types of businesses were omitted from the study because they were undesirable places for students to visit. Others were omitted because of the difficulty of classifying the employees, and because the type of work done was not within the scope of business education.

No attempt was made to determine the duties of the employees, since that in itself would be a research problem, and inclusion in this study would have made the collection of data an interminable task, unless the number of businesses contacted were considerably further limited, and to have done that would have made the study of relatively small value from other points of view.

No attempt was made to determine the salary paid for the different types of work, since to do so would in many cases cause the business men to refuse to cooperate. For the purpose of this study, the salaries paid are relatively unimportant.

Names of individual firms included in the study do not appear in the report.

Procedure. A questionnaire used in making a similar study in another community was secured and studied. A tentative questionnaire was then devised and presented, along with the general plan for the study, to a seminar at the Oklahoma A. & M. College for criticism and suggestions.

Some very helpful suggestions were made. A revised copy of the questionnaire used is included in the appendix.

A list of firms to be contacted was made from the classified section of the telephone directory on 3" x 5" cards. The class of business, the firm name, the address, and the telephone number were typed on these cards. This list was then checked with the city directory for accuracy and completeness. The cards were then sorted and arranged by street and then by location on the street. Students in the office practice class, which was composed entirely of seniors who were business education majors, of the high school were used to take the questionnaires to the firms in person. There were two primary reasons for using this procedure. First, because the usual percentage of response to mailed questionnaires is so small, it would have been difficult to get a sufficiently large number returned by that method to make this study of value. By using students to take the questionnaires in person, the response was virtually one hundred per cent. The second reason for using the students was the fact that they would benefit by the activity. It was beneficial to them both from the standpoint of the acquaintanceships with employers which were formed, and from the standpoint of experience in approaching and conversing with employers. This experience should enable them to be more at ease during future employment interviews. These students were first told of the plan and asked if they wished to participate. Without exception they were anxious to do so. They were then very carefully instructed as just what they were to do.

A letter was prepared explaining the reasons for making the study, and mailed to the employers. A copy of this letter is included in the appendix. These letters served, in a measure, to introduce the student,

since they were mailed at such a time that they were received either the morning of, or the day preceding the day the student called.

Before the students started and before the letters were mailed, quite a number of business men were called on and asked to fill out questionnaires, and the data secured were tabulated to see if the desired information could be secured with the form available. Besides having these men fill out questionnaires they were asked for comments. The reaction was very favorable. Most of them were glad to see the study being made and felt that it would be of benefit, both to the school and to the employers.

Each pupil was given a list of firms located close together so that very little time would have to be spent in going from one place to the next. A list was kept of the names given to each pupil, and when the questionnaires were brought in they were checked with this list. Notations were made on this list if another call was necessary.

A wide sampling of the data collected by the students was checked against the data secured in the try-out, for accuracy and completeness. Their work was found to be very satisfactory.

The completed questionnaires were first grouped according to the number of people employed. The data were then tabulated and general tabulation tables were made. These tables appear in chapter II. The data were then divided into two general classes: that which has to do with selling positions, and that which concerns office workers. The latter was then segregated to deal with the following classes of employees: record keepers, stenographers, and clerks. These data were then treated from the following points of view: number employed, sex preference, turnover, minimum age, experience requirements, and education requirements.

CHAPTER II

GENERAL RESULTS OF THE STUDY

There were 340 firms on the original list, which was compiled from the classified section of the telephone directory and from the city directory. When this list was checked for duplications, 6 were eliminated.

Further checking revealed that 12 of the remaining firms were either operated by negroes or were otherwise of no significance to this study, and that ten had either gone out of business or moved to another city. There remained 302 firms to be contacted.

In some cases difficulty was experienced in contacting a person of sufficient responsibility to be able to give reliable information. Where necessary, as many as four calls were made. If the proper person could not be contacted in four calls, the questionnaire for that place of business was left blank. This happened in fifteen cases. In each such case the firm was a small business with only one or two employees. Only 4 firms refused to fill out questionnaires and each of these was a small business. This left 293 firms from which information was secured.

Of the 293 firms, 101 or approximately one-third had no employees. The other 192 firms employ a total of 1424 office and sales employees and use a total of 1309 office machines of eleven different types. Firms are classified in Table I according to the number of employees.

Table I

FIRMS CLASSIFIED AS TO NUMBER OF EMPLOYEES

Firms with 1 employee	74
Firms with 2 employees	26
Firms with 3 employees	27
Firms with 4 employees	13
Firms with 5 or more employees	52
Total firms with employees	192

Of the 1,424 employees 856 were men, and 568 were women. This means that 60.11 per cent or roughly six-tenths were men and 39.66 per cent or approximately four-tenths were women. It is significant to point out that 355 or approximately four-tenths of the men were employed by one firm and that 137 or approximately one-third of the women were employed by the same firm, and that all of these people did office work.

In making the tabulations for this study each employer was counted a separate employer each time he gave information concerning his requirements for any position. The word "employer" should be so interpreted throughout the report.

As is shown in Table II, only forty employers indicated a willingness to accept male employees under eighteen years of age, while seventy-two set eighteen as the minimum age. Counting the forty who were willing to accept them under that age, there is a total of 112 or nearly one-half of the 225 reporting who were willing to accept male employees at eighteen.

As is shown in Table III, only nine employers were willing to hire female workers under eighteen, while ninety-nine set that as a minimum age. This gives a total, counting the nine who will accept sixteen and seventeen year old girls, of 108, or a little more than five-eighths of the 172 reporting, who will employ female workers at eighteen. It is significant that the one large firm, which is by far the largest employer in the community, sets eighteen as the minimum age for employment for both men and woman.

In view of the above data it seems that the graduates' chances for employment are very much better after the eighteenth birthday has been reached. Using the 1941 graduating class as a basis, 71.20 per

Table II

MINIMUM EMPLOYMENT AGE OF MALE EMPLOYEES

Positions	16	17	18	19	20	21	22	23	24	25	30	35
Accountants						3				6	1	
Bookkeepers	1		3		2	7	1			1	1	
Bookkeeper-Stenographer		4	5	2		5					1	
Cashiers			2			3						
Bill Clerks			1			1						
File Clerks			1									
Entry Clerks			1									
General Clerks	1	2	10		3	5				1	1	
Mail Clerks			1									
Shipping Clerks	1		1			1						
Stock Clerks		1	5			1						
Time Clerks			1			1						
Sales-Bookkeeper		1			2	2						
Collectors						1				1		
Delivery Boys	3	3	2		1	2					1	
Office Boys			1									
Messengers	1		1									
Retail Salesmen	11	10	21	3	9	17	1			6		1
Whol. Salesmen	1				1	5				2		
Secretaries			1		1	1						
Shorthand Stenographer			2			2						
Dictaphone Operator												
Ediphone Operator												
Telephone Operator												
Typists			1			1						
Sales Stenographers					1							
Order Clerks			1									
Receptionists			1									
Credit Manager										1		
Traffic Manager										1		
Sales Manager										1		
Traffic Clerks			1									
Machine Operators			2									
Total	19	21	72	5	22	52	2			20	5	1

Note: In making this tabulation, each employer was counted a new or separate employer each time he supplied data concerning his employment requirements for any position listed.

The above table should be read as follows: three employers reported that twenty-one is the minimum age at which male accountants will be employed.

cent of the boys, and 46.42 per cent of the girls reached their eighteenth birthday by the time they were graduated. This indicates as far as the age factor is concerned, that the boys have a much better chance of finding employment immediately following graduation than do the girls. It also indicates that students who plan to go to work upon graduation should not strive by carrying heavy schedules and other ways, to finish their high school training at an early age.

Table IV shows that 202 men and 126 women were hired during the last twelve months for the positions included in this study. This represents a turnover annually of 23.59 per cent for the men and 22.13 per cent for the women.

Of 300 employers, 166 preferred male workers and 134 preferred female workers. In positions where both men and women were needed no preference was counted. This gives a male preference of 55.66 per cent and a female preference of 44.34 per cent among employers.

As is shown in Table V on fourteen, out of 347 employers, 227 or 65.41 per cent were willing to accept employees without experience, while 120 or 34.58 per cent required experience on the part of new employees.

Thirty-five employees indicated that grade school education was sufficient, while 259 checked high school training as the least they would accept. Assuming that the thirty-five who checked grade school would accept high school graduates, there is a total of 284 employers who will accept high school graduates as employees. This represents 83.04 per cent of the employers reporting.

From this data, can be calculated an estimate of the number of positions which will be open to the graduates of the high school annually. It is recognized of course that this is only an estimate, and can only be such, because of the number of uncontrollable factors which enter

Table III

MINIMUM EMPLOYMENT AGE OF FEMALE EMPLOYEES

Position	16	17	18	19	20	21	22	23	24	25	30	35
Accountants						1						
Bookkeepers			4		1	1				2		
Bookkeeper-Stenographer		3	13	2	2	6		1	1	1	1	
Cashiers	1		7		2	3						
Bill Clerks			2									
File Clerks			3									
Entry Clerks			1			1						
General Clerks			11		1	3	1			3		
Mail Clerks												
Shipping clerks				1								
Stock Clerks												
Time Clerks												
Sales-Bookkeeper		1	1		1							
Collectors												
Delivery Boys												
Office Boys												
Messengers												
Retail Salesmen	1	1	14	1	1	2					1	
Wholesale Salesmen												
Secretaries			23	5	2	8					1	
Shorthand Stenographer			9	2	3	1						
Dictaphone Operator												
Ediphone Operator			1									
Telephone Operator			3	1								
Typists			5			1						
Sales-Stenographer		1										
Order Clerks	1											
Receptionists			1									
Credit Manager												
Traffic Manager												
Sales Manager												
Traffic Clerks												
Machine Operators			1									
Total	3	6	99	12	13	27	1	1	1	8	1	

Note: In making this tabulation, each employer was counted a new or separate employer each time he supplied data concerning his employment requirements for any position listed.

The above table should be read as follows: one employer reported that twenty-one is the minimum age at which female accountants will be employed.

Table IV

PEOPLE NOW EMPLOYED, SEX PREFERENCE AND NEW EMPLOYEES

Position	Now Employed			Prefer			Now Employed		
	M	F	T	M	F	T	M	F	T
Accountants	17		17	9		9	233	7	240 ✓
Bookkeepers	6	4	10	12	10	22	27	15	42
Bookkeeper-Stenographers	6	6	12	11	22	33	15	47	62 ✓
Cashiers		6	6	2	7	9	14	13	27
Bill Clerks	1	1	2		1	1	5	6	11
File Clerks		1	1		3	3		15	15
Entry Clerks					1	1		1	1
General Clerks	15	8	23	18	11	29	114	48	162 ✓
Mail Clerks	1		1	1		1	5		5
Shipping Clerks	1	1	2	3		3	3	1	4
Stock Clerks	6		6	4		4	18		18
Time Clerks				2		2	3		3
Sales-Bookkeeper	2	1	3	3		3	2	2	4
Collectors	1		1	3		3	4		4
Delivery Boys	18		18	12		12	25		25
Office Boys									
Messengers	4		4	3		3	6		6
Retail Salesmen	107	35	142	70	11	81	320	120	440 ✓
Wholesale Salesmen	12		12	7		7	17		17
Secretaries		22	22		43	43	7	62	69 ✓
Shorthand Stenographer	2	17	19		12	12	3	58	61 ✓
Dictaphone Operators									
Ediphone Operators		1	1		1	1	1	16	17
Telephone Operators		14	14		4	4		65	65 ✓
Typists		4	4		6	6		37	37
Sales-Stenographer		1	1		1	1	1	3	4
Order Clerks	1		1	1		1	1		1
Receptionists					1	1	1	2	3
Credit Manager				1		1	1		1
Traffic Manager				1		1	1		1
Sales Manager				1		1	2		2
Traffic Clerks	2		2	1		1	20		20
Machine Operators		4	4	1		1	7	50	57
Total	202	126	328	166	134	300	856	568	1424

Note: In making this tabulation, each employer was counted a new or separate employer each time he supplied data concerning his employment requirements for any position listed.

The above table should be read as follows: seventeen male accountants have been employed within the last twelve months, nine employers prefer male accountants, 233 male and female accountants are now employed.

Table V

EXPERIENCE AND EDUCATION REQUIREMENTS

Positions	No	Yes	Grade	High School	Bus. College	College
Accountants	1	8		3	2	4
Bookkeepers	15	13		21	4	1
Bookkeeper-Stenographer	16	18		25	10	3
Cashiers	14	5	1	9	2	
Bill Clerks	2			2		
File Clerks	4			3		
Entry Clerks	1	1		1		
General Clerks	24	12	1	21	2	
Mail Clerks	1			2		
Shipping Clerks	3			2		
Stock Clerks	7			6		
Time Clerks	2			2		
Sales-Bookkeeper		5		4		
Collectors	3	1		3		
Delivery Boys	12		8	5		
Office Boys						
Messengers	2			2		
Retail Salesmen	67	26	22	63	1	1
Wholesale Salesmen	6	2	2	5		1
Secretaries	23	20		33	11	2
Shorthand Stenographer	9	4	1	11	3	1
Dictaphone Operator						
Ediphone Operator	1			1		
Telephone Operator	4			5		
Typists	4	1		5		
Sales-Stenographer	2			3		
Order Clerks	1			1		
Receptionists	1			1		
Credit Manager		1		1		
Traffic Manager		1		1		
Sales Manager		2		1		
Traffic Clerks	1			1		
Machine Operators	2			1		
Total	227	120	35	259	35	13

Note: In making this tabulation, each employer was counted a new or separate employer each time he supplied data concerning employment requirements for any position listed.

into determining the annual turnover of employees. The national defense program that is under way at the present time has, no doubt caused the turnover to be greater during the past year than normal. It is also true that this will perhaps cause the turnover to be still larger during the next twelve months. Just how much this and other factors will affect the employment situation, is impossible to predict accurately.

Table II shows a total of 112 employers out of 225 are willing to accept young men at 18 or under. Since this 112 represents 49.77 per cent of the 225, it may be assumed that 49.77 per cent of 202 or 100 jobs were open to the young men of that age. Table V shows that 227 out of 347, or 65.41 per cent of the employers reporting were willing to accept employees without experience. Supposedly then, 65.41 per cent of 100 or 65 of those jobs were open to inexperienced workers. Table V also shows that a total of 294 out of 342 or 85.96 per cent of the employers who were willing to accept workers with no more than a high school education. Then it may be assumed that 85.96 per cent, or 55 of those 65 jobs were open to inexperienced high school graduates of eighteen.

Similarly, table IV shows 126 women newly employed during the past twelve months for positions included in this study. Table III shows that 108 out of 172 or 62.79 per cent of the employers reporting indicated a willingness to hire girls at eighteen, it is assumed then that 62.79 per cent of 126 or 79 of those 126 jobs were open to girls as young as eighteen. Since, as was shown in the preceding paragraph, 65.41 per cent of the employers reporting do not require experience it is assumed that 65.41 per cent, or 51 of those 79 positions were open to inexperienced girls of eighteen. Similarly since 85.96 per cent of the employers reporting signify that high school training is sufficient,

it may be taken for granted that 85.96 per cent of 51 or 43 jobs were open to inexperienced female graduates of the high school who were eighteen years old.

Due to the small number of people employed in such positions as billing clerk, file clerk, shipping clerk, time clerk, etc., it would seem unwise to set up special courses in the high school to train for these specific jobs. There are enough people working at this type of job however, to warrant the inclusion of some training along these lines in the clerical practice course.

The positions included on the questionnaire might be divided into two general classes: office positions and selling positions. The office positions may likewise be grouped, according to the nature of the work done, into three general classes, record keeping, stenography, and clerical work.

The data in table IV show that 277, which is 32.35 per cent of the men, and 71, or 12.50 per cent of the women do work of a record keeping nature. Only 12 or 1.40 per cent of the men do stenographic work, while 176 or 30.98 per cent of the women do this type of work. A total of 169 or 19.74 per cent of the men and 71 or 12.50 per cent of the women included in the study do some type of clerical work. Sales work is done by 337 or 39.36 per cent of the men, and by 120 or 21.12 per cent of the women. In chapters III, IV, and V the data, divided according to the above grouping, are treated more at length.

It is no doubt true that some of the work done by many of these employees does not come within the classification given to the worker, that is, undoubtedly some of the bookkeepers do some selling, for example; but as was stated at the outset of the study, no attempt was made to analyze the duties performed by the employees. Employers

were asked to determine the classification of the employees according to the majority of the duties performed.

CHAPTER III

RECORD KEEPING AND STENOGRAPHY

The idea that record keeping should occupy an important place in the business education program is substantiated by the data secured in this study, since a total of 348 employees were classified as doing work of that type. This number represents 24.43 per cent or nearly one-fourth of all the people included in this survey. The percentage of men who do this type of work is much greater than women, since nearly one-third of the men do record keeping, while only one-eighth of the women do work of this nature. This may be accounted for largely by the fact that the one large employer of the community uses men exclusively in this type of work. As is shown in the accompanying table there are far more accountants listed than bookkeepers.

Table VI

RECORD KEEPERS EMPLOYED

Position	Male	Female	Total
Accountants	233	7	240
Bookkeepers	27	15	42
Bookkeeper-Stenographer	15	47	62
Sales-Bookkeeper	2	2	4
Total	277	71	348

This is because the large firm has an accounting department, and all of the men that do record keeping work in the department are listed as accountants. It is true that there is quite a range in the degrees of complexity of the work done by these men, but it was impossible to get them classified as to their rank.

It will be noted that there are nearly twice as many men bookkeepers as women, but that there are over three times as many women as men in

the bookkeeper-stenographer classification. Those listed as bookkeepers were largely found in the firms employing enough office workers to make some division of the duties, whereas the bookkeeper-stenographers were listed by firms with a small office force. It should be pointed out that several employers added the comment that the bookkeeper performed some stenographic duties even though he was classified as a bookkeeper. The fact that the bookkeeper-stenographer group is so largely made up of women, seems to be in keeping with the tendency to use women for stenographic work.

Although only four combination salesman-bookkeepers were listed, here again there were comments, this time to the effect that occasionally the bookkeeper or bookkeeper-stenographer was called upon to do some selling work.

Table VII shows that no employer preferred women for accounting work, or for combination salesman-bookkeeper.

Table VII
SEX PREFERENCE FOR RECORD KEEPERS

Position	Male	Female
Accountants	9	0
Bookkeepers	12	10
Bookkeeper-Stenographer	11	22
Salesman-Bookkeeper	3	0
Total	35	32

The sex preference is somewhat evenly divided for bookkeepers, but it is two to one in favor of females for combination bookkeeper-stenographer. As a whole the sex preference is rather evenly divided. The fact that the preference for women is stronger in the bookkeeper and bookkeeper-stenographer classifications, indicates that it is even more

important for the girls than for the boys, who plan to become bookkeepers, to take some stenographic training also. The fact that the percentage of women employed as bookkeeper-stenographers is larger than the percentage of female preference for that same position, indicates that there might be a lack of availability of men who can perform this combination of duties.

The fact that no women accountants have been employed during the past twelve months is in keeping with the preference shown in the preceding table. As the accompanying table shows, the turnover in the employment of accountants was quite small.

Table VIII

NUMBER AND PER CENT OF NEWLY EMPLOYED RECORD KEEPERS

Position	Male New	Per Cent Turnover	Female New	Per Cent Turnover	Total New	Per Cent Turnover
Accountants	17	7.39	0	0	17	7.02
Bookkeepers	6	22.22	4	26.66	10	23.80
Bookkeeper-Stenographer	6	40.00	6	12.76	12	19.35
Sales-Bookkeeper	2	100.00	1	50.00	3	75.00
Total	31	11.19	11	15.49	42	12.66

This is due to the fact that such a large percentage of them are employed by the one large firm in the community and the turnover of employees in this firm is quite small. The bookkeeper turnover was, for men, quite similar to that for women and both were close to the average for all employees.

It will be noted that the turnover of men for bookkeeper combination positions was larger. This is perhaps caused by the fact that it is, in most cases, the small business that employs these people and as a result of not being able to offer much in the way of advancement, the

small business is not able to keep these employees for a very long period. This indicates that it is perhaps in these small businesses that the young man has the best chance of securing initial employment and securing work experience. Employment in the bookkeeper-stenographer classification for women seems to be quite stable.

Table IX shows only six employers indicating a willingness to employ male record keepers under eighteen. The average age requirement for all types of record keeping work is approximately twenty-one. As the following table shows, the average age requirement for the combination positions is not so high as for the bookkeepers and accountants. As might be expected the age requirements for accountants is the highest.

Table IX

MINIMUM EMPLOYMENT AGE FOR RECORD KEEPERS
(Male)

Position	16	17	18	19	20	21	22	23	24	25	30	Av.
Accountants						3			6		1	24.3
Bookkeepers	1		3		2	7	1		1		1	20.8
Bookkeeper-Stenographer		4	5	2	2	5					1	20.0
Sales-Bookkeeper		1			2	2						19.8
Total	1	5	8	2	6	17	1		7		3	21.9

(Female)

Position	16	17	18	19	20	21	22	23	24	25	30	Av.
Accountants						1						21
Bookkeepers			4		1	1				2		20.4
Bookkeeper-Stenographer		3	13	2	2	6		1	1	1	1	19.7
Sales-Bookkeeper		1	1		1							13.3
Total	0	4	18	2	4	8	0	1	1	3	1	19.7

The above table should be read as follows: three employers reported a willingness to employ male accountants at 21.

No employer reporting is willing to accept accountants under twenty-one. The one large firm which listed so many in this classification will employ people for minor positions in the accounting department under this age, but not for the type of positions commonly thought of as accounting positions. It is noticeable that the average age requirement for female record keepers is consistently a little lower than for men, yet only four employers are willing to employ them under eighteen.

Table IX shows that only one employer reported a willingness to employ inexperienced accountants, while eight require experience, and that all employers reporting require experience for the salesman-bookkeeper combination. For the bookkeepers and bookkeeper-stenographer classifications, however, there is a rather even division as to this requirement.

Table X

EXPERIENCE AND EDUCATION REQUIREMENTS FOR RECORD KEEPERS

Position	Experience Required			Education Required		
	No	Yes	Grade	H. S.	Business College	College
Accountants	1	8		3	2	4
Bookkeepers	15	13		21	4	1
Bookkeeper-Stenographer	16	18		25	10	3
Sales-Bookkeeper		5		4		
Total	32	44		53	16	8

Note: Numbers in the above table mean employers reporting.

As might be expected, the educational requirements for accountants are somewhat higher than those for the other classifications. Yet, even in the case of accounting, one-third of the employers reporting checked high school training as being sufficient. For the other classifications

it will be noted that the majority of employers indicated a willingness to accept high school training.

Stenography

Although the number of people employed for work of a stenographic nature is greatly exceeded by the number of record keepers, this does not mean that stenographic training is of secondary importance. As has been previously mentioned, many of the record keepers have some stenographic duties and therefore need some stenographic training. Employers report that a total of 918 employees need to know how to operate a typewriter. Since this number represents 64.23 per cent or more than five-eighths of all the workers included in this study, the importance of at least some stenographic training can hardly be questioned.

Table X^I shows that a total of 138 people were listed in positions of a stenographic nature. This means that the majority of the duties performed by 13.16 per cent or over one-eighth of the people included in the study, are stenographic duties.

Table XI

STENOGRAPHERS EMPLOYED

Position	Male	Female	Total
Secretaries	7	62	69
Shorthand Stenographers	3	58	61
Ediphone Operators	1	16	17
Typists	0	37	37
Sales-Stenographer	1	3	4
Total	12	176	188

It is significant that these positions are predominately occupied by women, since less than one-twelfth of these employees are men. There were no men typists listed and only one each of the Ediphone operator

and salesman-stenographer classifications.

Employers reporting indicated a 100 per cent preference for women for all types of stenographic work. This does not mean, however, that there are no jobs available to male stenographers, because some employers did not indicate a preference, and it may reasonably be assumed that some of them would employ men.

Table XII

SEX PREFERENCE FOR STENOGRAPHERS

Positions	Male	Female
Secretaries	0	43
Shorthand Stenographers	0	12
Ediphone Operators	0	1
Typists	0	6
Sales-Stenographer	0	1
Total	0	63

Only two men have been newly employed for stenographic positions during the last year, while a total of forty-five women have been employed for work of this type. This might imply that experience has caused these employers to think that women are more efficient for this type of work, although this is not necessarily true. The above evidence indicates that perhaps boys should be hesitant about specializing in stenographic training since their chances for employment seem to be very poor. It should be pointed out, however, that the personnel director of the large firm included in the study made the comment, that a knowledge of shorthand would be a decided benefit to young men seeking employment in that firm.

There is a tentative enrollment of twenty-eight girls and one boy in second year shorthand for the coming school year. Since there was

Table XIII

NUMBER AND PER CENT OF NEWLY EMPLOYED STENOGRAPHERS

Positions	Male No.	Per Cent Turnover	Female Number	Per Cent Turnover	Total New	Per Cent Turnover
Secretaries	0	0	22	35.48	22	35.48
Shorthand Stenographer	2	66.66	17	29.30	19	31.14
Ediphone Operators	0	0	1	6.25	1	6.35
Typists	0	0	4	10.81	4	10.81
Sales-Stenographer	0	0	1	33.33	1	33.33
Total	2	16.66	45	25.56	47	25.00

a total of thirty-nine secretaries and shorthand stenographers newly employed during the last twelve months, the employment prospects for these pupils seem to be reasonably good.

It may be seen that the turnover in the secretarial and stenographic classifications is rather high, being 31.88 per cent for secretaries and 31.14 per cent for shorthand stenographers. This is almost one-third in each case. This may be due, in part at least, to the number of girls who quit their jobs to get married.

By way of explanation, it should be mentioned that many of these secretarial positions are in the offices of doctors, dentists, and lawyers. These employers were quite consistent in being willing to accept inexperienced, high school-trained girls of eighteen. In these offices, then, seem to be the best places for the girl high school graduate to try to find initial employment, if she desires secretarial work.

Table XIII^{x10} shows that the majority of employers are willing to employ people for stenographic work at eighteen, while only one was willing to employ anyone under that age. It will also be noticed that only one employer required that a new employee be over twenty-one.

Table XIV^{x10} shows that more than one-half of the employers reporting do not require experience for secretarial or shorthand stenographic

Table XIV

MINIMUM EMPLOYMENT AGE OF STENOGRAPHERS
(Male)

Positions	16	17	18	19	20	21	25	Av.
Secretaries	0	0	1	0	1	1	0	19.6
Shorthand Stenographers	0	0	2	0	0	2	0	19.5
Ediphone Operators								
Typists	0	0	1	0	0	1	0	19.5
Sales Stenographers	0	0	0	0	1	0	0	20
Total								19.5

(Female)

Positions	16	17	18	19	20	21	25	Av.
Secretaries	0	0	23	5	2	8	1	18.8
Shorthand Stenographer	0	0	9	2	3	1	0	18.7
Ediphone Operators	0	0	5	0	0	1	0	18.0
Typists	0	0	5	0	0	1	0	18.5
Sales-Stenographer	0	1	0	0	0	0	0	17
Total	0	1	38	7	5	10	1	18.8

The above table should be read as follows: One employer reported that he would employ male secretaries at 18.

employees. Only one employer requires experience of a typist, and no experience requirement is shown for Ediphone operators or salesman-stenographers. It is significant that the majority of employers checked high school training as being sufficient for secretarial and shorthand stenographic positions. Several checked business college as being the least they would accept and a few checked college. All employers checked high school for the other classifications. The above data seem to imply that the services of the high school-trained employees have been at least fairly satisfactory and that post high school training for this type of employment is, in most cases, unnecessary.

Table XV

EXPERIENCE AND EDUCATION REQUIREMENTS FOR STENOGRAPHERS

Positions	Experience Required		Grade	H. S.	Education Required	
	No	Yes			Business College	College
Secretaries	23	20		33	11	2
Shorthand Stenographers	9	4	1	11	3	1
Ediphone Operators	1	0		1		
Typists	4	1		5		
Sales-Stenographer	2	0		3		
Total	39	25	1	53	14	3

CHAPTER IV

CLERICAL POSITIONS AND OFFICE MACHINES

Clerical Positions

The business firms of Ponca City which are included in this study employ clerks of nine different classifications, besides those workers which are classified as general clerks. Not one of the nine specific classifications is very important from the standpoint of numbers engaged in that work. Together, however, the people employed in these jobs make up a good sized group. With general clerks added in there is a total of 240 people doing clerical work for the firms reporting. This number makes up 16.85 per cent or approximately one-sixth of the workers included in the study. As may be seen in table XV the number of general clerks far exceeds any other classification of clerks; in fact, there are more general clerks than all other clerks combined. General clerks were listed

Table XVI

CLERKS EMPLOYED

Positions	Male	Female	Total
Billing Clerks	5	6	11
File Clerks	0	15	15
Entry Clerks	0	1	1
Mail Clerks	5	0	5
Shipping Clerks	3	1	4
Stock Clerks	18	0	18
Time Clerks	3	0	3
Order Clerks	1	0	1
Traffic Clerks	20	0	20
General Clerks	114	48	162
Total	169	71	240

by a large number of firms, but only a few firms listed other clerks.

All of the traffic clerks, all of the mail clerks, and most of the file clerks are employed by one firm. Nearly three-fourths of the clerks are

men. All of the traffic, order, stock, time, and mail clerks are men, while all file and entry clerks are women.

As has been previously stated, it would be unwise to set up special courses for these special clerical positions, but in planning the course of study for the general clerical course, the duties of these different kinds of clerical positions should be taken into account. As might be expected, the sex preference shown in table XVI is rather closely in line with the sex division in the employment of clerks, with the exception of the billing clerks. Although the preference shown is entirely for

Table XVII
SEX PREFERENCE FOR CLERKS

Positions	Male	Female
Billing Clerks	0	1
File Clerks	0	3
Entry Clerks	0	1
Mail Clerks	1	0
Shipping Clerks	3	0
Stock Clerks	4	0
Time Clerks	2	0
Order Clerks	1	0
Traffic Clerks	1	0
General Clerks	18	11
Total	30	16

women, there are almost as many men as women employed as billing clerks. For all clerical positions, the preference is 65.21 per cent or almost two-thirds for men and 34.79 per cent or roughly, one-third for women.

There were 36 people newly employed last year for clerical positions, which represents a turnover of 15.80 per cent or nearly one-sixth. Of this number twenty-seven were men and 11 were women. Since the male turnover is 15.96 per cent and the female turnover is 15.49 per cent, there is not enough difference to be significant. The fact that these per-

percentages of turnover are smaller than in some of the other classifications, indicates that the employment in clerical positions is somewhat above average in stability.

Table XVIII
NUMBER AND PER CENT OF NEWLY EMPLOYED CLERKS

Positions	Male New	Per Cent Turnover	Female New	Per Cent Turnover	Total New	Per Cent Turnover
Billing Clerks	1	20.00	1	16.66	2	18.11
File Clerks	0	0.00	1	6.66	1	6.66
Entry Clerks	0	0.00	0	0.00	0	0.00
Mail Clerks	1	20.00	0	0.00	1	20.00
Shipping Clerks	1	33.33	1	100.00	2	50.00
Stock Clerks	6	33.33	0	0.00	6	33.33
Time Clerks	0	0.00	0	0.00	0	0.00
Order Clerks	1	100.00	0	0.00	1	100.00
Traffic Clerks	2	10.00	0	0.00	2	10.00
General Clerks	15	13.15	8	16.66	23	14.19
Total	27	15.96	11	15.49	38	15.80

Table XVIII shows that two employers are willing to employ boys at sixteen for clerical work while one employer gave thirty as the minimum age that would be accepted. Two-thirds of the employers reporting are willing to hire boys at eighteen or under. Only one employer is willing to employ a female clerk under eighteen, but including this one, nearly two-thirds will accept female clerks at eighteen.

The data show that a large majority of the employers reporting do not require experience for clerical positions. As may be seen in table XIX, only one-third of the employers require experience of general clerks and the only other experience requirement was for entry clerk. Since there is only one entry clerk included in the survey this requirement is not significant. It may also be noted that, with the exception of two employers who checked business college training as being the least they would accept, high school training was sufficient. It is significant

Table XIX

MINIMUM EMPLOYMENT AGE FOR CLERKS
(Male)

Position	16	17	18	19	20	21	22	25	30
Billing clerks			1			1			
File Clerks			1						
Entry Clerks			1						
Mail Clerks			1						
Shipping Clerks	1		1			1			
Stock Clerks		1	5			1			
Time Clerks			1			1			
Order Clerks			1						
Traffic Clerks			1						
General Clerks	1	2	10		3	5		1	1
Total	2	3	23		3	9		1	1

(Female)

Billing Clerks			2						
File Clerks			3						
Entry Clerks			1			1			
Mail Clerks									
Shipping Clerks				1					
Stock Clerks									
Time Clerks									
Order Clerks	1								
Traffic Clerks									
General Clerks			11		1	3	1	3	
Total	1		17	1	1	4	1	3	

The above table should be read as follows: one employer reported he would employ male billing clerks at 18.

Table XX

EXPERIENCE AND EDUCATION REQUIREMENTS FOR CLERKS

Positions	Experience Required			Education Required		
	No	Yes	Grade	H. S.	Bus. College	College
Billing Clerks	2			2		
File Clerks	4			3		
Entry Clerks		1		1		
Mail Clerks	1			2		
Shipping Clerks	3			2		
Stock Clerks	7			6		
Time Clerks	2			2		
Order Clerks	1			1		
Traffic Clerks	1			1		
General Clerks	24	12	1	31	2	
Total	45	13	1	51	2	

that although only two required more than high school, only one employer was willing to accept less.

In view of the above evidence it would seem that in the clerical field is a good opportunity for the young high school graduate to find initial employment and thus to get some work experience. The fact that so few employers require more than high school training might imply that the duties are simple enough that very little training is necessary, or it might imply that the high school-trained worker has been very satisfactory for this type of work. Since only one was willing to accept less than a high school education, it appears that the latter implication is more likely to be true.

Miscellaneous

There are a number of workers who would not be classified in any of the major groups used in this report. Some of the duties of these employees are quite closely related to the clerical classification.

The data show that there are twenty-seven cashiers employed, fourteen of which are men and the other thirteen are women. Six of the women have been hired during the last twelve months. There are four collectors, all of which are men. One has been recently employed. It may be seen in table XX that all telephone operators are women and that the turnover for this type of work is high. Only one employer checked a sex preference for machine operators. The largest employer of machine operators uses both men and women for this work. It should be explained, perhaps, that these machine operators are employees who devote virtually their entire time to the operation of such office machines as comptometers, duplicating machines, etc.

Only one employer is willing to employ a cashier under eighteen.

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Table XXI

EMPLOYED, NEWLY EMPLOYED, AND SEX PREFERENCE FOR

MISCELLANEOUS EMPLOYERS

Positions	Now Employed			Prefer			Now Employed			Per Cent Total Turnover
	M	F	T	M	F	T	M	F	T	
Cashiers		6	6	2	7	9	14	13	27	22.22
Collectors	1		1	3		3	4		4	25.
Telephone Operators	14	14			4	4		65	65	21.53
Traffic Manager				1		1	1		1	0
Machine Operators		4	4	1		1	7	50	57	7.01
Receptionists					1	1	1	2	3	0
Credit Manager				1		1	1		1	0
Total	1	24	25	8	12	20	28	130	158	15.82

No one checked less than twenty-one as a minimum age for collectors.

Eighteen and nineteen were the ages checked for telephone operators.

Twenty-five was the minimum age given for both credit managers and traffic managers. All employers reporting set eighteen as a minimum age for machine operators and receptionists.

Five of nineteen employers require experience of cashiers, and one of four does of collectors. Experience is required of both credit and traffic managers. No employer reporting requires experience of telephone operators, receptionists, or machine operators.

Business college training was checked twice as the least that would be accepted of cashiers; with this exception, all employers checked high school for all of these positions as being sufficient.

In view of the above evidence there appear to be employment possibilities for the graduates in all of these positions except the two types of managerial positions and the collecting positions.

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Table XIII
OFFICE MACHINES

<u>Typewriters</u>		<u>Bookkeeping Machines</u>	
<u>Make</u>	<u>Number</u>	<u>Make</u>	<u>Number</u>
Underwood	475	Burroughs	27
Royal	59	Sundstrand	1
Remington	47	Others	<u>1</u>
L. C. Smith	13	Total	29
Others	<u>32</u>		
Total	626		
<u>Adding Machines</u>		<u>Duplicating Machines</u>	
<u>Make</u>	<u>Number</u>	<u>Make</u>	<u>Number</u>
Burroughs	255	Mimeograph	13
Sundstrand	74	Ditto	6
Victor	11	Others	<u>10</u>
Allen	11	Total	29
Rem.-Rand	8		
Others	<u>24</u>		
Total	383		
<u>Calculators</u>		<u>Billing Machines</u>	
<u>Make</u>	<u>Number</u>	<u>Make</u>	<u>Number</u>
Priden	76	Hoon Hopkins	14
Marchant	40	Burroughs	1
Monroe	29	Standard	<u>1</u>
Comptometers	27	Total	16
Burroughs	13		
Others	<u>1</u>		
Total	186		
<u>Addressing Machines</u>		<u>Stenographic Machines</u>	
<u>Make</u>	<u>Number</u>	<u>Make</u>	<u>Number</u>
Addressograph	11	Ediphone	26
Total	11	Total	26
		Other Machines	4
		Total	4

Table XXII A
MACHINE OPERATORS

Machine	Male	Female	Total
Typewriters	526	392	918
Adding Machine	668	384	1052
Calculator	406	224	630
Bookkeeping Machines	29	37	66
Duplicating Machine	16	24	40
Billing Machine	2	14	16
Stenographic Machines	1	30	31
Addressing Machine	10	13	23

Note: The word "operators," as used in this table does not mean full time users of these machines, but rather the numbers of people who need to know how to operate them.

OFFICE MACHINES

Typewriters. Of the 626 typewriters used in the business firms included in this study, 75.87 per cent or roughly 3/4ths of them were Underwoods. The next most commonly used machine was Royal, with 9.42 per cent or approximately 1/10th. The third most commonly used machine was Remington, with 7.50 per cent or roughly 1/12th. The remaining 7.21 per cent were divided among six different brands of machines. It should be pointed out that 300 of the Underwood machines are used by the one large firm, which uses that brand almost exclusively.

This evidence would seem to indicate that the business education department of the senior high school should use some of each of the three leading brands in training students.

The number of machines that were of the noiseless type was so small that it is doubtful if their use for training purposes could be justified.

Bookkeeping Machines. Of twenty-nine bookkeeping machines in use in the firms included in this study, twenty-seven were Burroughs.

This evidence would indicate that if, and when, the school is

financially able to purchase a bookkeeping machine for instructional purposes, it should be a Burroughs.

Addressing Machines. Since only eleven addressing machines were listed as being used by the firms contacted, it is doubtful if it would be wise for the high school to attempt to give training in the operation of such machines.

Duplicating Machines. Stencil duplicators and gelatin type duplicators are the two types found to be in most common use in the firms contacted. Since Mimeograph is the most commonly used stencil duplicator and Ditto the most commonly used gelatin duplicator, it would seem that the school should offer training in the use of these two machines.

Adding Machines. Of the 383 adding machines enumerated in this study 66.57 per cent were Burroughs, and 19.32 per cent or approximately 1/5 were Sundstrands. There were 8 or more machines of each of the following brands: Victor, Allen, and Remington-Rand. The remainder was divided among eight different brands.

Since both full-keyboard machines and ten-key machines are in common use it would seem advisable to give training on both types of machines. It perhaps should be pointed out that among the grocery stores contacted, the Burroughs was by far the predominating machine. In other businesses there was more division.

Calculators. There were only five brands of calculators found in use in the firms contacted. These firms use a total of 185 machines which are divided as follows:

Machine	Per Cent	Machine	Per Cent
Friden	40.88	Comptometer	14.51
Marchant	21.50	Burroughs	6.98
Monroe	15.59		

It should be pointed out that the firm which is the largest employer, is the only firm using Friden calculators, however, that business is changing to Friden from Monroe and Marchant, more and more as time goes on. This same firm is also the only user of Comptometers. In the other firms contacted, the Monroe is by far the most commonly used machine. In view of this evidence it would seem advisable to give training on all five of these machines with the possible exceptions of the Marchant and the Burroughs. However, since the high school already has a Burroughs it would perhaps be wise to continue to give training in its use.

Billing Machines. A total of sixteen billing machines were found to be in use by three firms. Part of these machines were combination billing and bookkeeping machines. All of these machines with the exception of one, were Burroughs or Moon-Hopkins. This use is not sufficient to justify the purchase of such a machine for instructional purposes, since the cost is large.

Voice Writing Machines. Only two firms contacted use voice writing machines. Both use Ediphones. One firm uses one machine and the other firm uses 100 dictating units and twenty-five transcribing units.

In view of the fact that the one firm employs quite a number of people for transcribing work, the high school should offer training in the use of the Ediphone transcribing unit.

Other Machines. No other machines were listed a sufficiently large number of times to justify their purchase for training purposes.

Machine Operators. Employers signified that 526 men and 392 women or a total of 918 employees need to know how to operate a typewriter. These numbers represent 61.44 per cent or nearly five-eighths of all the men, and 69.08 per cent or almost seven-tenths of all the women employees included in this survey.

The data show that 668 men and 384 women need to know how to operate an adding machine. This means that 78.03 per cent or almost four-fifths of the male employees and 67.60 per cent or almost seven-tenths of all the female employees included in the study need to know how to operate this type of machine.

Employers indicated that 406 male and 224 female employees need to know how to operate calculating machines. Thus, according to these data, 47.42 per cent or nearly one-half of the men and 29.43 per cent or roughly three-tenths of the women in the study need to know how to operate calculators.

The one large employer indicated that all of their office employees need to know how to operate these three types of machines. The comment was made that not all of these employees use all three types in their work but that they should know how so that they could fill in for extra work, and so that they would be transferable into positions where they would operate them.

In view of the above evidence it would seem advisable for any person who expects to work in a business occupation to learn to operate a typewriter and adding machine. The evidence also indicates that most people who plan to do office work should acquire some knowledge of the operation of calculating machines.

CHAPTER V

SELLING POSITIONS

Relatively few pupils have studied selling in the Ponca City Senior High School, yet there are more people engaged in this type of work in the firms included in this survey than in any other single classification.

The selling positions included in the study are of two types; retail selling and wholesale selling. No specialty salesmen were included.

As is shown in Table XXIII, employers listed 320 male retail salesmen, and, in addition, two combination salesmen-bookkeepers, and one combination salesman-stenographer were listed. This total of 323 men make up 35.92 per cent of the men included in the survey. Excluding the 355 male office workers employed by the one large firm, these 323 retail salesmen make up 64.47 per cent or more than five-eighths of all the male workers employed by the other 191 firms.

TABLE XXIII

SALESPeOPLE EMPLOYED

Position	Male	Female	Total
Retail Salesmen	320	120	440
Whole. Salesmen	17	0	17
Sales-Bookkeepers	2	2	4
Sales-Steno.	1	3	4
Sales Manager	2	0	2
Total	342	125	467

Table XXIII shows a total of 467 people engaged in selling occupations. It is true that the salesmen-bookkeepers and the salesmen-stenographers were counted in a previous chapter as bookkeepers and stenographers, but since enough of their time is spent in doing selling work

to cause their employers to list them in these combination classifications, the selling portion of their duties should not be overlooked, hence they are being counted here as salespeople. The above number represents 32.09 per cent or nearly one-third of all the people included in this survey. The 125 salesladies make up 22 per cent of the women included in the study. Thus it may be seen that the percentage of women who do selling is not so large as the percentage of men who do this type of work. It is interesting to note that the men engaged in retail selling outnumber the women eight to three. No women are engaged in wholesale selling, while seventeen men are listed as doing this type of work.

As is shown in Table XXIV, seventy employers indicated a male preference for retail selling, while eleven employers indicated a female preference. Many employers indicated that both men and women were needed in their businesses, and in those cases no preference was counted.

Table XXIV
SEX PREFERENCE FOR SALESPeOPLE

Position	Male	Female
Retail Salesmen	70	11
Whole. Salesmen	7	0
Sales-Bookkeepers	3	0
Sales-Stenographer	0	1
Sales Manager	1	0
Total	81	12

In several cases the comment was added by the employer that the sex preference that he had given was because of the nature of his business. For wholesale selling and for the combination salesman-bookkeepers the preference was all for men. The only employer indicating a preference for the sales-stenographer combination prefers a woman.

Table XXV shows the turnover in the retail selling positions to

be quite large. The 107 newly employed men in this field represent an unusual annual turnover of 33.42 per cent and the 35 newly employed women represent an annual turnover of 29.16 per cent. The average turnover for both men and women is 32.22 per cent. This is much larger than the turnover in the other major employment classifications used in this study. The employment of wholesale salesmen is even less stable, since 12 or over two-thirds of the 17 men now employed have worked in their present jobs less than one year. Although the turnover in the combination positions is large, the number of people employed in these positions

TABLE XXV

NUMBER AND PER CENT OF NEWLY EMPLOYED SALESPeOPLE						
Position	Per Cent		Per Cent		Tot. Per Cent	
	Male	Turnover	Female	Turnover	New	Turnover
Retail Salesmen	107	33.42	35	29.16	142	32.22
Wholesale Salesmen	12	70.58	0	0.00	12	70.58
Salesmen-Bookkeepers	2	100.00	1	50.00	3	75.00
Salesmen-Stenographers	0	0.00	1	33.33	1	25.00
Sales Managers	0	0.00	0	0.00	0	0.00
Total	121		37		158	33.83

is too small for the turnover to be of very much importance. Table XXVI shows 21 employers are willing to accept boys under eighteen for retail sales work, while one set thirty-five as a minimum age. Counting the 21 who will employ boys under eighteen, there is a total of 42 employers who will hire boys at eighteen for retail selling work. This number represents 53.16 per cent of the employers reporting. Only two employers indicated that they will employ young men under twenty-one for wholesale selling.

Table XXVI also shows only four employers reported a willingness to hire girls under eighteen for sales work, while 15 set eighteen as the minimum age. Counting the four who will hire girls at 16 and 17 there is a total of 19 or 76 per cent of the employers reporting who

will accept eighteen-year-old girls for sales positions. Only one employer set a number over 21 as the minimum age acceptable. In view of

TABLE XXVI

MINIMUM EMPLOYMENT AGE FOR SALESPeOPLE

	<u>Male</u>								
Age	16	17	18	19	20	21	22	25	35
Retail Salesmen	11	10	21	3	9	17	1	6	1
Wholesale Salesmen	1				1	5		2	
Salesmen-Bookkeepers		1			2	2			
Salesmen-Stenographers					1				
Sales Managers								1	
Total	12	11	21	3	13	24	1	9	1
	<u>Female</u>								
Age	16	17	18	19	20	21	22	25	35
Retail Salesmen	1	1	14	1	1	2		1	
Wholesale Salesmen									
Salesmen-Bookkeepers		1	1		1				
Salesmen-Stenographers		1							
Sales Managers									
Total	1	3	15	1	2	2		1	

(Note: The above table should be read as follows: 11 employers will hire male retail salesmen at 16, 10 employers will hire male retail salesmen at 17, etc.)

this evidence, the employment opportunities in sales work for girls under eighteen are few. Boys at this age are not handicapped so much by the age factor.

It may be seen in Table XXVII that only 26 out of 93 of the employers reporting, require experience on the part of retail salespeople. This means that 72.04 per cent of the employers do not require experience for this type of work. Only 2 employers out of 8 or 25 per cent require experience for wholesale selling. All employers reporting require experience in the sales manager and the salesman-bookkeeper classifications, but the two who reported on the salesman-stenographer

classifications do not require experience. This means that for all types of sales work included in this study, only 35 out of 110, or 31.81 per cent, less than one-third, require experience.

TABLE XXVII
EXPERIENCE AND EDUCATION REQUIREMENTS FOR SALESPeOPLE

Position	Experience Required		Education Required			
	No	Yes	Grade	H.S.	Bs. College	College
Retail Salesmen	67	26	22	68	1	1
Wholesale Salesmen	6	2	2	5		1
Salesmen-Bookkeepers		5		5		
Salesmen-Stenographers	2			3		
Sales Managers		2		1		
Total	75	35	24	81	1	2

(Note: Numbers mean employers reporting)

This evidence indicates that so far as the experience factor is concerned, the beginner will probably meet with less difficulty in securing an initial position in this field than in most classes of business employment.

Table XXVII also shows that a total of 108 employers checked a minimum education requirement. Of this 108, 24 or 22.22 per cent checked grade school as being sufficient. It may be assumed that they would also accept high school training. Then with the 81 who checked high school, there is a total of 105 out of 108 employers who will accept high school training. Of the 3 who require more than a high school education, one requires business college training, and two require college training. Since only 3 out of 108 or 2.77 per cent of the employers reporting, require more than high school training, the graduate will find himself handicapped hardly at all on this point when seeking a sales position.

The fact that such a large percentage of employers do not require experience might imply that they consider selling work so simple that inexperienced people can do this work satisfactorily, or it might imply that in their opinion there is little to be learned on the job. Since 22 employers out of 90 require no more than a grade school education, the first of the two implications pointed out no doubt represents the opinion of some. The fact that the other 68 of the 90 employers reporting on retail selling listed high school training as being sufficient might indicate that high school trained people have done very satisfactory work in that classification. This implication may be the result of the fact the high school has had a distributive education program in operation for several years.

In view of the evidence in this chapter concerning the opportunities in retail selling in Ponca City and also in view of the fact that but relatively few students study retail selling in the Ponca City High School, it would seem wise for more students to take this training, since the opportunities for employment in this field are numerous and the requirements for beginners are not so high as to exclude the high school graduate.

MISCELLANEOUS EMPLOYEES

Two other classifications of workers, delivery boys and messengers, appear on the questionnaire. One of these, delivery boys, at least is somewhat closely related to the field of selling since most of the employees in this classification are engaged in delivering the articles that the salespeople have sold.

As is shown in Table XXVIII and as might be expected, all of the employees in both of these classifications are males. In keeping with

this, all sex preference shown is for male employees, and all new employees are males.

Table XXVIII

EMPLOYED, NEWLY EMPLOYED, AND SEX PREFERENCE FOR MISCELLANEOUS EMPLOYEES

Position	Now Employed			Prefer			Now Employed		
	M	F	T	M	F	T	M	F	T
Delivery Boys	18		18	12		12	25		25
Messengers	4		4	3		3	6		6
Total	22		22	15		15	31		31

It may be noted that 18 of the 25 delivery boys now employed, have been newly employed. By newly employed is meant, employed within the last 12 months. This represents an annual turnover of 72 per cent. Four of the six messengers now working have been hired within the last year. This represents a turnover of 66.66 per cent or two-thirds.

Table XXIX shows the minimum ages at which these two classes of employees will be hired. It is interesting to note that the range for delivery boys, is from 16 to 30, however, only one employer listed a minimum age above 21.

Table XXIX

MINIMUM EMPLOYMENT AGE FOR MISCELLANEOUS EMPLOYEES
(Male)

Position	16	17	18	19	20	21	30
Delivery Boys	3	3	2		1	2	1
Messengers	1		1				
Total	4	3	3		1	2	1

Note: The above table should be read as follows: 3 employers indicated that they would employ delivery boys at 16.

Counting the 6 who are willing to employ boys under 18, there is a total of 8 out of 12 or 66.66 per cent who will hire boys at 18 for delivery work. The two minimum ages given, once each, for messengers were 16 and 18. Thus there is a total of 10 out of 14 or five-sevenths of the employers reporting are willing to accept boys at 18 for these two types of work.

Table XXX shows that no employer requires experience of

Table XXX

EXPERIENCE AND EDUCATION REQUIREMENTS FOR MISCELLANEOUS EMPLOYEES

Position	Experience Required		Education Required		
	No	Yes	Grade	H. S.	Business College
					College
Delivery Boys	12		8	5	
Messengers	2			2	
Total	14		8	7	

Note: Numbers in the above table mean employers reporting.

either delivery boys or messengers. This table also shows that 8 of the 15 employers reporting, signified that a grade school education was sufficient, and that no employer requires more than a high school education. Thus a majority of these jobs are open to the high school graduate of 18.

CHAPTER VI

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

This study attempts to determine the following: to what extent local employers will employ store and office workers as young as the average high school graduate, the number of new workers employed during the last 12 months, the educational level demanded by employers of the different classifications of workers, the per cent of employers who require experience, and the sex preference for the different classifications of employees. The study also attempts to determine the importance of giving training in the use of office machines.

A questionnaire was used to secure the data. Students of the high school took the questionnaires to the businesses and assisted in filling them out.

The following is a list of the important findings of the study.

1. Of the 293 firms contacted, 101 had no employees outside the owner and his immediate family.
2. Of the 192 firms with employees, 140 employed from 1 to 4 people each, and 52 employed 5 or more each.
3. These 192 firms employed 1424 people in office and sales positions, 856 of which were men and 568 women.
4. Only 9 employers, or 5.23 per cent of those reporting, would hire girls under eighteen, while 40 employers, or 17.77 per cent would employ boys under eighteen.
5. Of the employers reporting, 112 or approximately one-half were willing to accept male employees at eighteen or under while 108, or more than five-eighths of them were willing to employ female workers at eighteen or under.

6. The per cent of employees in all positions included in the study who were hired during the last 12 months is, 23.59 for the men and 22.18 for the women.

7. For all positions included, 166 or 55.66 per cent of the employers reporting a sex preference, preferred males and 134, or 44.34 per cent preferred females.

8. Only 120 or 34.58 per cent of the employers indicated that they required experience.

9. Of 342 employers, 35 reported that a grade school education was acceptable, 259 signified that high school training is the least that they would accept, 35 indicated that business college training was required, and 13 signified that a college education was required.

10. By using the following data: (1) the percentage of employers who would hire people at eighteen, (2) the per cent of employers who required no more than high school training, and (3) the number of workers employed during the past year, an estimate of the number of positions that would be open annually to inexperienced high school graduates of eighteen may be made. By this method of estimation, it may be concluded that a total of 96 jobs will be open to these graduates. Of these positions 55 will be open to boys and 41 will be open to girls.

11. Record keeping work was done by 277, or 32.35 per cent, nearly one-third of the men, and by 71 or 12.5 per cent, only one-eighth of the women included in the study.

12. Some type of clerical work was done by 169 or 19.74 per cent of the men and by 71 or 12.50 per cent of the women.

13. Stenographic work was done by only 12 or only 1.40 per cent of the men, and by 176 or 30.98 per cent more than three-tenths of the

women.

14. Sales work was done by 337 or 39.36 per cent of the men and by 120 or 21.12 per cent of the women.

15. On the basis of the number of people hired during the last 12 months, there are greater employment opportunities in the felling field to both men and women than in any other type of business occupation.

16. The 293 firms contacted use 1309 office machines of 11 different types.

17. Typewriters, adding machines, and calculators, in the order named, are the 3 types of office machines in most common use in the firms contacted.

18. In the firms included in this survey, 918 workers need to know how to operate a typewriter; 1052 need a knowledge of how to use an adding machine; and 630 need to know how to use a calculator.

Conclusions

Hesitancy on the part of employers in classifying office workers and the comments made by numerous employers to the effect that employees performed some duties which are in another classification, indicates a need for further study. An analysis should be made of the duties performed by the people listed in the various classifications.

The data secured by this study seem to indicate that vocational business education should occupy the important place in the educational program of the Ponca City High School that it does. The distribution of employees in the different classifications does indicate, however, that through the guidance program, some adjustment should be made in the numbers training for the different types of work.

Entirely too few boys and girls study selling. Since the number

of men who do selling work exceeds the number of men who do record keeping and clerical work, the number of boys who study salesmanship should exceed the number of boys who study bookkeeping and clerical practice. Also since the number of men who do selling work far exceeds the number of women who do sales work, the number of boys should exceed the number of girls who study salesmanship.

Because of the large number of people who were listed in the bookkeeper-stenographer classifications and because of the comments by employers that many bookkeepers have some stenographic duties it seems reasonable to conclude that students who plan to become bookkeepers should also take some stenographic training, that is, they should at least learn to operate a typewriter with a reasonable degree of speed and accuracy. Especially is this conclusion warranted, since the largest employer in the community indicated that all office workers need some knowledge of the operation of a typewriter.

Since there are so many firms with only one, two, or three employees, it is highly probable that many of the people who were listed as secretaries or stenographers, also had some record keeping duties. Especially is this true in the offices of doctors, dentists, and lawyers, since most of the offices of these types have only one office employee. Then it might be concluded that stenographic majors should also get some training in record keeping.

In view of the large number of employers who require experience on the part of new employees for stenographic and record keeping positions, it is evident that the boy or girl who seeks employment in either of these classifications upon graduation from high school will be definitely handicapped because of his or her lack of work experience.

In view of the facts that there were more men than women employed in business occupations, that more employers reporting preferred men than preferred women, and that more men than women have been employed by the firms included in this survey during the past year, it seems safe to conclude that the sex preference shown was entirely for females for stenographic work. Only a few boys should specialize in this type of work.

It is assumed that some of the people now studying business subjects will, at some time in the future become owners and operators of small businesses. This assumption is based upon the fact that there were so many businesses included in the study which were operated by the owners and their families. In light of the above evidence it seems reasonable to conclude that high school business education students should receive some instruction in business management.

The fact that such a large number of people need to know how to operate a typewriter, adding machine, and calculator, according to the reports of employers, seems to be ample evidence upon which to base the conclusion that most people who plan to work at some business occupation should learn to operate these three types of business machines.

Recommendations

It is recommended that the high school establish a cooperative office practice program in which students during their senior year are placed in down-town offices for a part of each school day to secure work experience.

One year of bookkeeping should be included in the stenographic curriculum, and at least one year of typewriting should be included in the bookkeeping curriculum.

Underwood, Royal, and Remington, in the order named, are in more common use than the other brands of typewriters. It is therefore recommended that some of each of these three brands of machines be used by the business education department of the high school for instructional purposes.

Because of the small number of employers who will employ young people, especially girls, under eighteen, it is recommended that students, who plan to seek employment upon being graduated from high school, should be discouraged from attempting to complete or terminate their training sooner than the normal time in order to go to work unless they will have reached eighteen by the time of their proposed job seeking.

It is recommended that more students, especially boys, be encouraged to study selling.

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DEPARTMENT OF BUSINESS EDUCATION

SENIOR HIGH SCHOOL

S. B. SEATON
ETHEL BROCK

J. E. SILVERTHORN, HEAD

FAIRAH CRUZAN
DELLA CREAMER

PONCA CITY, OKLAHOMA

In order that the training program of the business education department of the Senior High School may be kept in line with the needs of the local business people, we are making a study of the job opportunities in this city.

Within a day or two a student of this department will call with a short questionnaire which will take but a few minutes of your time, and the names of individual firms will not be used in the report.

Your cooperation in filling out the questionnaire will be most helpful and will certainly be appreciated.

Sincerely yours,

J. E. Silverthorn, Head
Business Education Dept.

BUSINESS OCCUPATIONAL OPPORTUNITY SURVEY
Ponca City, Oklahoma 1941

Kind of business you are engaged in (as wholesale, retail) _____

and line (as hardware, etc.) _____

INSTRUCTIONS: You are asked to answer some questions concerning the different positions you have in your business. Note the sample column already filled in. "M" at the head of the column means male and "F" means female. Employee's position is determined by majority of duties performed during the day.

Position	Minimum age employees will be hired		Number new employees hired during last 12 mo.		Do you prefer male or female workers? Mark with X		Number you now have employed		Is experience required of a beginner? Check with X		EDUCATIONAL REQUIREMENTS			
	M	F	M	F	M	F	M	F	No	Yes	1	2	3	4
Sample	17	18	2	3	X		11	12	X			X		
Accountants														
Bookkeepers														
Bookkeeper-Steno.														
Cashiers														
Bill Clerks														
File Clerks														
Entry Clerks														
General Clerks														
Mail Clerks														
Shipping Clerks														
Stock Clerks														
Time Clerks														
Sales-Bookkeeper														
Collectors														
Delivery Boys														
Office Boys														
Messengers														
Retail Salesmen														
Whol. Salesmen														
Secretaries														
Hand. Steno.														
Dicta. Operator														
Di. Operator														
El. Operator														
Typists														
Sales-Steno.														
Order Clerks														
List Others														

OFFICE MACHINES

TYPEWRITERS: How many employees need to know how to operate this type of machine? _____ male _____ female

Machines used _____

No. _____ Make _____

ADDING MACHINES: How many employees need to know how to operate this type of machine? _____ male _____ female

Machines used _____

No. _____ Make _____

BOOKKEEPING MACHINES: How many employees need to know how to operate this type of machine? _____ male _____ female

Machines used _____

No. _____ Make _____

CALCULATORS: How many employees need to know how to operate this type of machine? _____ male _____ female

Machines used _____

No. _____ Make _____

ADDRESSING MACHINES: How many employees need to know how to operate this type of machine? _____ male _____ female

Machines used _____

No. _____ Make _____

DICTAPHONE OR EDIPHONE: How many employees need to know how to operate this type of machine? _____ male _____ female

Machines used _____

No. _____ Make _____

DUPLICATING MACHINES: How many employees need to know how to operate this type of machine? _____ male _____ female

Machines used _____

No. _____ Make _____

OTHER MACHINES USED

No. _____ Type _____ Make _____ Operators _____

Wenonah Tidwell--Typist