Kettering, the founder of the Delco Co., talking at a lunch at Antioch College, said that he was greatly impressed with the superfluous words that were used in writing, particularly letters; that hsi practice had become to write his letters one day and cut them down the next.

Mr Morgan contributed to the conversation his experience in writing his Atlanticarticle on Antioch. It took him 20 hours to produce it, he said. He then went to work and cut it so that he believed it would save fifteen minutes of each reader's time. Supposing that 50,000 people read it (he is optimistic!) you save 750,000 minutes which equals 12500 hours or about 520 days - a calculation quite like an engineer!

Basis wrong. How are you going to calculate a reader's speed? Compare S.S. and myself, for instance. Mr. Morgan calculated that a week's work on the articles in a magazine might save a whole life time.

Interesting discussion on word 'gumption.' Kittering thinks it means analysis. Mrs. Morgan,getting up and going at it.

Digital Image, 2011. The Ida M. Tarbell Collection, 1890-1944, Allegheny College Pelletier Library.