

The High Cost

Training can be expensive, as we learn in our cover story, "What Things Cost." Grown-up toys are pricey, too, especially when they first come out. It's hard to believe now, but VCRs cost about \$600 when they entered the marketplace. If you have patience, the big flat-screen TV will drop below \$1000 eventually. But then, some more desirable techno-crafted TV will become available—and cost too much for most consumers.

I can remember when going to a movie in a theatre cost 50 cents; ditto the price per pound of ground beef. My first house cost \$34,000—four bedrooms in Montclair, New Jersey, only a brief stroll from the commuter train to New York. You couldn't touch that house now for under \$600,000, I'll wager. Women's shoes cost a lot: Manolo Blainik thinks nothing of charging \$400 for a pair of backless, toeless strappy pumps with heels so high you can't actually walk in them. Men's pastimes tend to require a lot of green—golf, for example.

Some things that are comforting cost a lot: Spa Day of Beauty, \$350. Big, fluffy down comforters, \$350. Mashed potatoes, not so costly. Lying in a hammock snoozing on a warm day, free. However, lying in a hammock snoozing on a warm day in Aruba...

Basics such as health care and auto insurance cost plenty. Repaving the driveway is a top-dollar expense and yet not as noticeable or satisfying as new carpeting or new granite kitchen counters.

Back to training. The cost of *not* doing it is much higher than whatever it costs to do it right. The same is true of spending money on membership to a gym, and then not going regularly. The results of such investments speak for themselves.

So, perhaps what a thing costs is not as much about dollars and cents as about what pleasure, learning, or other benefit you receive from it. The cost of receiving *T+D*, for instance, works out to just a few dollars an issue. Worth the price? That's for the payer to determine.



Haidee E. Allerton
Editor

A handwritten signature in black ink that reads "Haidee Allerton".

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