

About That Ad, and Editorial

Dear Marty,

In reference to your editorial of 09-02-11, I do regret the misinterpretation of our ad in your August 5th issue. Please be assured this type of ad will not appear again [Vol. 28, No. 19, Page 3, "Putting the 'Ad' In Adverse"].

Per the Internet's Free Dictionary, an "old bag" is described as an "ill-tempered, disagreeable or unpleasant woman." One could reasonably assume that very few persons, of any age or either gender, actually enjoy the company of an "ill-tempered, disagreeable or unpleasant woman."

One could also reasonably assume there are also older men who can be described as a "curmudgeon" or an "old coot." It is not the sex or the age that is being commented upon in these descriptions, but rather the overly critical attitude of these types of persons.

The woman in the photograph is a paid professional model depicting, through her look and demeanor, a certain type of individual. This picture is not intended to portray any specific person, or to be indicative of all women past a certain age, or to represent a specific sexual orientation. Again, it is the stern and rigid attitude of such individuals that is being commented upon.

It has never been our intent to offend any individual or group through the (failed)

humor of this particular ad or this particular photograph. The overwhelming response to this ad was positive. Those customers who commented upon the ad most often described it as "fun." Additionally, it's been the most successful ad we have run in *Just Out*. Since the editorial regarding this ad has appeared, I have received an amazing number of calls and emails, all supporting the ad as it ran. However, I regret that anyone, for any reason, experienced unhappiness from viewing it. And for that reason, it will not run again.

Borrowing from your perceptive suggestions, I would be most happy to personally meet with the letter writer, especially since she states she has been a long-standing customer. With a little advance notice, I will also have for her a dozen fresh-baked cookies—in the flavor of her choice! I [also have personally responded] to her email, because I really do appreciate her particular point of view being brought to my attention.

As an individual who has had a significant weight challenge nearly all of my adult life, I am aware, on a daily basis, of real or perceived slights directed toward me and my physical appearance. At these times I remind myself of Eleanor Roosevelt's most famous saying, which came from a woman who considered herself to be, at best, homely. This saying is, of course, "No one can make you feel inferior without your consent."

Finally, Marty, thank you for addressing this issue in your editorial. Do know how much our company continues to appreciate the patronage and support of the *Just Out* readers, as well as your importance to our community.

Sincerely,

Gregg Simon
Portland Luggage Company



Alazar Manning

Big Thanks from a Young Reader

Hey Ryan and Marty,

I just want to thank you for writing a "profile" about me—it has made a difference in making people aware and giving to my campaign [Vol. 28, No. 19, p. 12, "Youth Uprising"]. Examples:

We were standing at the school bus stop, and this man walked by, stopped, and said, "I read about you in *Just Out* and I'm going to give to your campaign," and later that day we got a \$250 pledge by someone we didn't know, so I think it was him....

And we were setting up for the Muddy Boot Festival, and someone walked up to me and said, "I read about you in *Just Out*," and he gave me \$15 dollars....

And Fr. Michael [of Portland's St. Philip Neri Parish] gave me \$50 because he read about me in *Just Out*...

And we've had other people give who we don't know, but we think it's because of the article...

The best is one person said they read the article, went to my blog, asked for my address, and sent me a \$50 check—from Hawaii!!!

Thank you, thank you, THANK YOU!! ...

Right now we've raised \$4,810!! YOU really helped me!

Warmly,

Alazar Manning
Portland

For more profiles of AIDS Walk Portland 2011 participants, turn to p. 18.



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