

The BEAVERTON REVIEW

Published by
Review Publishing Company, Inc.
Beaverton, Oregon.

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Harry Dence, Vice-President
Verne Bright, Secretary-Treasurer

"Entered as second-class matter, December 9, 1922, at the Post Office at Beaverton, Oregon, under the act of March 3, 1879."

FRIDAY, AUGUST 12, 1927

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Subscription, \$1.50 per year. Advertising rates on application.

Clean Reading For All The Family

WHAT AND HOW TO ADVERTISE

Too often the statement is made, usually by the newspaper or magazine, that the reason the average merchant does not get more business is that he doesn't advertise. Not a word is said about what he should advertise or how. And in the mind of the average human mortal appears a dream picture of a page spread ad with the word "Sale" at the top, and this followed by announcement of "stupendous, price-defying slashings of unmatched values that never have been offered before and never will be again."

If my humble experience of thirty years of advertising writing and advertising study counts for anything I would unhesitatingly say that the newspaper statement is only half right, and that the mind picture of the average merchant is 90 per cent wrong.

I hire a clerk at a weekly wage and tell him to go to it. At the best he can only wait on one or possibly two customers at the time. He can show them the goods we have in stock; he can tell them about the quality, the fast color, the new style, the particular use they may be put to, the reason this article is better than another one and why, the comfort they will give the wearer, and the price.

He tells the customer that this item just arrived from the factory and is now being used largely by the people of Boston. He tells about this lot of shirts which by accident were water stained in transit and through a concession by the freight company are being sold at less than they are usually sold for. He tells that this vest happened to become faded in the window and was marked down to close it out.

He tells this to one, or possibly two, customers at the time, and for this I pay him a wage of somewhere between \$10 and \$30 a week.

If that clerk could tell those same things to three hundred customers at the time he would be worth far more to the store than he is now. And if he could tell it to three thousand or thirty thousand customers his value would be just that much more.

He could get on top of a soap box in the rear of the store and talk loud enough so that three hundred or three thousand could hear him. But they are not there to listen.

He could place the soap box on the street corner and tell his story, but it would not be considered ethical, and furthermore, the crowd would not be there, either.

But this \$10 or \$30 a week clerk can tell his story to three hundred or three thousand. He need only write it on paper, and the local newspaper will do the rest.

Surely he can, but will he? Will he tell that story about new prunes that are as fresh as a graduated cadet, or those hose that arrived last Tuesday in the parchment shade to match the week's style in shoes, or the new pack of sauerkraut from Berlin, Wis.? Will he tell about the three new shades of silk that were opened this week, and about that 37-piece luncheon set imported from Umbria that sells for \$14.97? Will he tell the truth about "a small assortment of sweaters that have been left since last fall and are not new any more?"

Or will he forget that he is to tell his customers that same identical tale that he tells them across the counters? Will he forget all about the human whom he meets and sells goods to, and who throws a dollar out of a pair of overalls or possibly out of a beaded purse? Will he forget that he is to talk to common men and

women about common eatables and wearables? Will he ascend to a lofty position somewhere above the clouds where he must discard common language and talk in superlatives?

What page in the local weekly is read first? If you don't know, go ask your wife and watch her when she opens the Podunk Bugle and you will find that she turns to the "local" page where the human trend of the local Main street is told in short paragraphs.

What kind of "set-up" is the easiest to read? Isn't it the one column line that your eye is accustomed to? What kind of headline is the most attractive? Isn't it the one you have learned to look for? Isn't it the "News of the Street" or "Personal Mention" or the "Local Happenings"? Are you getting it? It is the line indicating the news that the reader is interested in.

Go now to the Aid society and listen in. What are the women interested in? What are they talking about? Mrs. Jones is telling about the beautiful printed silks that they were showing at Kohn's yesterday. And Mrs. Smith is dilating about the coffee and doughnuts they are serving over at Michael's. Are they interested in the Editor's "or which they spend their money?" They are, to the steepest degree.

Oh, I know that it is not "according to Boyle." I know that the advertising "expert" will eternally disparage the fool idea of talking through the ad like you would talk over the counter. But be a game sport and take a chance. Make up your own headline and call it "Munson's Column" or "News from the Beehive," or "McDonald's Chatter," and use that heading all the time.

The next step is writing the copy. And here is where I want to tell you once and again: Scratch the word "advertising" out of your vocabulary. Forget it. Don't try to write an ad. Just tell them something and tell the truth. Add a piece of humor, be yourself. Talk common merchandise to common people. Add some information about the school social next Thursday. Mention about the subscription wanted by the Red Cross. Tell a joke about your competitor, a good, clean joke. Insert a whole-some proverb.

Of course you wouldn't, but I'll throw it in. Don't ask your newspaper man to charge you only for the merchandise item and let the other items go free. Keep it in mind that he is selling you space, and that he is carrying your message to every home of every subscriber of his paper. The message is yours, and everyone who reads it will think of your place of business when he reads it. Pay the newspaper man for carrying your talk to your prospective customers just as cheerfully as you pay your clerk for telling it over the counter.

Will advertising pay? Will it pay to tell the readers of the local paper that you have some interesting things right in the store where they can come tomorrow morning and get them?

It will pay you, providing you have the things to talk about and to sell when they come for them. And that means the best service that you can possibly figure out how to give.

—G. C. Peterson, in the Apparel Merchant Magazine.

The Napoleon of business should realize that his prospects, his customers and the rest of the world judge him and his firm by appearances as well as by Dun's.

We don't know whether it was a typographical error or not by the ship reporter who wrote that a prominent society woman was "arrested for SNUFFLING."

Millionaire "Bud" Stillman seems to have copied "Tex" Rickard's title—if you'll get just what we mean. Bud gave his bride two million dollars on their wedding day.

It is reported that Reggie Vanderbilt has spent thirty million dollars in twenty years—and yet we have never heard that he ran a newspaper—or backed a show troupe.

The girl who can rub the dust off her shoes on her stockings these days—and in a place where it doesn't show, is wasting her talent if not at present performing in a circus.

Anyhow, Commander Byrd and his flying mates, hold the "long distance flying for a bath" championship.

Many a man who never had much of a family tree of any kind has branched out for himself quite successfully.

One way to get ahead and keep ahead is to do each job as though you were going to be judged by that alone.

Our Weekly Pictorial

Grand Exalted Ruler



John F. Malley, of Boston, elected grand exalted ruler of the B. P. O. Elks after a bitter fight at a meeting of the Grand Lodge at Cincinnati, O., last week.

Northwood Guide



Miss Virginia Owens of Crawling-Rock Lake, Wis., is again the northwoods guide for fishing and hunting parties—using her earnings to pay her way through the state university where she studies law. This is her third season—and she has never been lost.

Sharkey



The hold former champion Jack Dempsey has on ring fans was reflected in the big advance sale of tickets to the Dempsey-Sharkey battle in New York, July 21—as "Jack the Giant Killer" started the "comeback" trail for another battle to regain his title which he lost to Gene Tunney last fall.

Dempsey



First Air Battleship



Three turrets and six machine gun Lewis machine guns are on the newest type bombing airplane which Uncle Sam tested most thoroughly at Mitchell Field last week. The plane is of all metal construction.

New Type of Refrigerator Car



Here is Pat Potter, driver-salesman for the Good Humor Ice Cream Co., a national concern, catering to a thirty group of customers. On a Chevrolet chassis is mounted a specially-constructed body containing a complete refrigerating unit capable of maintaining a temperature of five to ten degrees above zero. Twenty Chevrolet units are used by this firm at their Detroit, Mich., company.

Judge's Joke



STOP—GO

St. Peter (to spirit at gate)—Stop! What was your worldly occupation?
Spirit—I was a traffic cop.
St. Peter—Go.

GREEN IS RIGHT

He—How are you going to vote, my dear?
She—In my green velvet walking suit with a hat to match.

WE'VE RIDDEN THAT KIND

Jack (in fluster with one minute to catch a train)—Oh, can't you go a little faster, Billy?
Bill—Sure, but I don't want to leave the machine.

SOME OTHER TIME

She—I'm sorry to disappoint you, but I became engaged to Dick last night.
He—Well, how about next week, then?

AND ONLY AN APPETIZER

Wife—I can't find my last year's bathing suit.
Husband—Probably a moth ate it.

Racing and Radio Combined Reducing Real Sport in California



REDUCING BY RADIO

A new wrinkle in reducing has been invented in southern California—the use of up-to-date ideas. It is a combination of racing and radio evolved by Miss Pauline Stockton, Physical Director of the Los Angeles Elks Temple. Miss Stockton's pupils who long for the sly-like figure demanded by the styles of the day find the system not only effective but a keen pleasure.

In the gymnasium there has been installed the latest model of Atwater Kent Radio along-side of the mechanical racing bicycles. The young ladies desiring to reduce mount the bicycles and race for miles as they watch a mechanical chart which shows their progress and listen to inspiring music coming in over the radio speaker.

NAME YOUR PARTNER

Student (at box office)—Two tickets, please.
Ticket Seller—What date?
Student (absently)—Mary.

Accessories Trim a Smartly Simple Frock



The young woman of ten years ago never considered she was correctly dressed for the evening until she had worked her painful way into long white kid gloves. But now in the evening one's arms go gaily in half a dozen bracelets that match or harmonize with one's short necklace. The lady above is wearing a very lovely frock of peach-colored crepe satin, whose large flower of mouseline de sole emphasizes the racy tone of the fabric. The edges of the flower are picked in gold metallic thread, repeating the gold of the slippers, buckle and jewelry. The frock is in one piece with a graceful flutter of pleated drapery at the left hip and at the right shoulder; the V shaped décolletage is cut low in back. (Copyright, 1927, by Bonbrick)

EVEN UP

"I hear you've accepted Jack," said an old flame of his. "I suppose he never told you he once proposed to me."
"No," retorted Jack's new sweetie, "not exactly. He merely said he had done a lot of silly things before meeting me. But I didn't ask him what they were."

ALL THROUGH HISTORY
Samson—Do you neck?
Delilah—S-a-a-y, that's my business.
Samson—Well, let's transact

ED PURDY'S ADVICE

Don't go around with any man's wife unless you can go ten rounds with him.

SMATTER POP



WHO'S CUCKOO NOW?



BY C. M. PAYNE



SMATTER POP

