

Get Your Toe In The Door

An Open Letter to Young Men and Young Women by J. P. McEvoy

My Dear Young Friends:

For nearly thirty years now I have been a professional writer—for newspapers, magazines, radio and motion pictures. In that time I have talked to hundreds of youngsters who thought I could advise them how to get started. Some of them wanted to break into newspaper work, some wanted to be actors or actresses, some wanted to write for radio or advertising agencies—but most of them didn't know what they wanted. In a vague way they wanted to be successful and happy and famous and have fat jobs and shining cars. Most of them had gone through eight years of elementary school which had prepared them for four years of high school which had prepared them for four years of college, which had prepared them for nothing definite.

Something to Trade for Room and Board

"Never mind what you know," I always told them. "What can you do? Can you type? Can you take dictation? Can you keep books? Can you read proof? Can you write a snappy business letter?" Needless to say, most of them couldn't do any of these things. They had spent four years in an intellectual cafeteria known as college and most of them had never been able to get beyond the desert counter. Now mind you, I don't think college is bad for a youngster. It helps some. It ruins others. But for the great majority it does nothing at all from an economic standpoint.

Half of that time could be spent to much better advantage acquiring a couple of skills which the youngster could take out into the world and trade for room and board. Typing is one of those skills. Shorthand is another. Accounting is a third. With those tucked away the youngster can keep his head above water. Meanwhile, with a little bit of concentration and planning, he can acquire all the cultural background that a Liberal Arts course would give him.

How to "Earn" Your Leisure First Whether we like it or not this is a business world. The day of the cloister and the ivory tower is gone—perhaps forever. This is an age of specialized skills. The young man or the young woman who doesn't realize this had better wake up.

Plenty of time to learn how to enjoy your leisure when you have learned how to earn it. And how do you get a job? By getting inside that front door. Believe me, it doesn't make any difference how you get in, or what you do to stay there once you do get in. There are no lowly jobs—only lowly jobholders. The main thing is to get your toe in the door.

If you can't type you have eliminated yourself from all the jobs that involve typewriting—and that's a lot of jobs, my friends. If you don't know shorthand, you have eliminated yourself from all the jobs open to stenographers and secretaries—there are many hundreds of thousands of these. Filled today to be sure, but they will be vacant tomorrow. Accounting. The world of business couldn't get along without it. If you have no skill in this you have automatically fired yourself from all these jobs too—even before you get them.

Skill Leads to Other Opportunities Now it is obvious that these skills are required in the business world—but it isn't so obvious that these skills are also required in the professional world, in artistic circle, in cultural activities, in educational fields—in fact anywhere and everywhere. And not knowing that is what throws young men and young women who are interested in business careers—but who don't realize that a knowledge of these business skills is the toe in the door that will open producers offices and studio gates—that will put them in vantage spots inside of organizations, spots in which he advantages and spy out opportunities for themselves.

I speak from experience when I tell you the Hollywood Studios, for example, are full of men and women in high places who started as stenographers and learned the business

while they earned a good living. In fact the man who was considered the genius of the motion picture industry, Irving Thalberg, started as a stenographer for Carl Laemmle. He died in his early thirties but was one of the chief executives of Metro-Goldwyn-Mayer and a millionaire many times over.

The "Three R's" of this Economic Era The youngster who doesn't know the touch type system and shorthand today is illiterate in my opinion, as his father would be if his father couldn't read or write. Typing is the modern penmanship. Shorthand is the language of business, law, of a hundred other fields.

When my own children were twelve years old I bought them typewriters with black keys they couldn't hunt and pick, but had to learn the touch system. When my boy was fifteen years old, the fact that he could type fast and accurately opened up a job as a cub reporter for him on the San Francisco Examiner. A youngster who goes into a newspaper office today without a knowledge of typewriting would be thrown right out on his ear.

A knowledge of typing, shorthand and accounting will be compulsory one of these days for they are the three R's of this economic era.

Where to Learn These Things Granted that all this is so, where, when and how should you go about learning these things? Obviously the best place to learn anything is where it is taught best.

If you want to study medicine you go to a medical school. If you want to study law you go to a law school. If you want to learn the skills that qualify you for jobs in business, go to a business school.

Concentrate on what you need. You can supply all the rest yourself later—a knowledge of literature, an appreciation of art and music—use the leisure that your business skill will earn for you acquiring these cultural pleasures—but don't scatter your energy at first.

Four Fundamentals

Learn typing and make up your mind that you really will know it. You'd be surprised how few actually good typists there are compared to the large number of inefficient and incompetent smatterers who clutter offices in boom times and employment agencies in slack times.

Learn shorthand—and be a whizz at it. Don't hold up your employer when he is dictating, don't stumble over your notes when you have to read them back.

Learn how to spell. You can learn ten new words a day—ten words usually misspelled. Learn to pronounce them at the same time. In a year you will have earned 3,650 of them, which is more than you will ever use, and about three thousand more than the average stenographer can handle.

Learn accounting. You can use it to get your toe in many doors—but even if you never use it for business, it will come in handy in your personal life. Wives should know it to help their husbands—husbands should know it to help themselves. Good management of family finances not only makes for worldly success, but for domestic happiness.

Your Best Investment is in Yourself Can you afford specialized business training? You can't afford not to have it. When you are young the best investment you can make is in yourself. One hundred dollars invested in a bond will bring you three dollars a year—unless something happens to the bond—and something usually does. But a hundred dollars invested in acquiring knowledge or skill will bring you dividends

of pleasure and profit as long as you live. Your principal will be invested in a business you control. It will be where you can watch it. Booms can't inflate it and depression can't wipe it out. Thieves can't steal it. Sharps can't snatch it. Relatives can't borrow it.

Sincerely yours, J. P. McEVoy

This letter by the world famous author was written especially for the Behnke-Walker Business College of Portland. Mr. Walker from his own experience can easily prove the soundness of Mr. McEvoy's advice. He can enumerate by the hour the names of his students who hold high positions in the business world.

Acme Venetian Blind Dealer 211 Stock Exchange Bldg., Portland

Shades Make the Home

The homes in the Tualatin Valley are the pride of the city, and a few people realize the important part played in the appearance of a home, by the window shades. One man has become absolutely identified with the shade business in Oregon and wherever shades are discussed the name ACME is invariably mentioned. Mr. Ferguson is a pioneer in the shade business, and over his years of service to home owners in the Pacific Northwest he has made thousands of friends. His suggestions are always in the best of taste, and his services cannot be duplicated elsewhere. Mr. Ferguson is an artist when it comes to cleaning shades or Venetian blinds, and it is not often this paper ventures as strong a recommendation as we are able to do in this case. We urge our readers to call Mr. Ferguson for any suggestions on this essential to the well furnished home. We are confident that his service to our friends will be such that they will be grateful for our recommendation.

Sattler Builds House In Glencullen

A large 6 room modern home with full basement and up to the minute heating system is nearly completed by Merin Sattler on SW Flower street in Glencullen. A streamlined kitchen and nook is provided and in every way this is a very attractive home. George Reavis has the painting contract and with his assistant is doing a very nice job. The exterior is white.

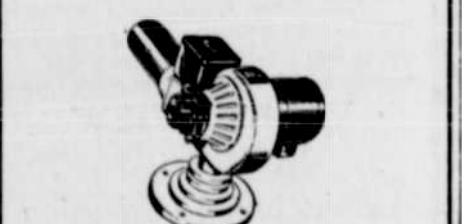
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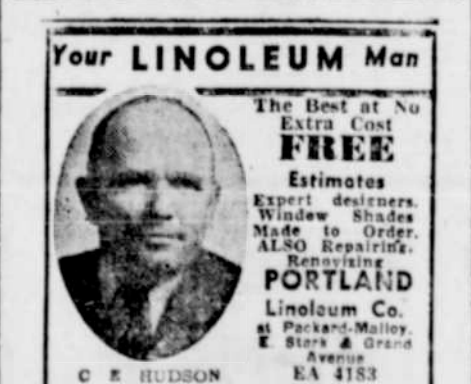
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