

Editor Gould came across such non-print-shop items as a trunkful of gavels, a bucket of clay marbles, and a closet full of Indian suits, to mention only a few.

BUT, first of all, there's the *Enterprise* itself, a weekly paper founded in 1890 by Charles Mann, and published by him for 54 years. In it he recorded local happenings, wrote editorials on pertinent subjects, and offered tradesmen of the town space in which to advertise their wares.

While Editor Gould has made no effort to revolutionise the *Enterprise* with big-city practices and methods, he does have his own original ideas of what his readers want in a weekly news-sheet. His theory is that everybody likes to read about himself and his neighbour. And if there can be a speck of humour in the items, no one objects.

So one finds thoroughly readable notes as: "Stacy Pillsbury's truck is still stuck in his favourite mud-puddle," or "Charles Hall is starting his haying this week. So is Elmer Keith." Just below that we find: "The Bards had clams for supper Sunday night." At another time one learns that "Dot Keith has been picking strawberries for Ray Skelton. Ray sure

can raise the strawberries. And Dot sure can pick 'em." Later: "Eddie Belanger has a new screen door, swings both ways," and "Ev French got a haircut Tuesday afternoon."

When Editor Gould took over, the *Enterprise* had some 268 subscribers. Immediately the paper started to grow, and not a few subscriptions found their way from distant points. Commenting on this in midsummer, he said:

"Every week we print more and more papers, and we are beginning to wonder just how far we can go without taxing the weekly production figure of our press. Time is a factor, and when you have a press that will only print so fast, you have a natural allowance you must make between issues.

"We find as we look over our mailing list that our new subscribers run pretty evenly between locals and foreigners. Anybody outside a radius of about five miles is a foreigner to us, although they may be good enough people otherwise.

"From now on, people who are foreigners have to pay \$2 a year. We don't think we'll lose on this, because people who live in other places can't be very bright anyway, and they must be at least a little stupid or they wouldn't want our paper. So we figure we might

as well put the bite on them for an extra dollar, and if this helps us meet expenses we'll be pleased."

Truth in Advertising

On the theory, too, that advertisements are meant to be read, many of them are most readable. When Fred Heisterman, one of the local marketmen, had little or nothing in the way of meats to offer his customers, he didn't cease advertising. Instead he ran a series of "apt and appetising" quotations which were immediately picked up and flashed across the country by the Associated Press.

There was the soap shortage, too, which brought out what is perhaps the zenith in "truth in advertising" in the copy run by Johnnie Beddell, manager of the Booker Coal and Lumber Company.

"Oh Boy! Did We Get Stung!" was the way he headed his final soap advertisement after having boosted householders' hopes for weeks regarding a shipment on the way.

"Our man sent us a barrel of soap powder," the ad. continued. "It was warranted, guaranteed, and attested. We tried it out, and it . . . filled the shop with blue smoke, killed all the flies, and short-circuited the electricity.

"We don't know what it is, but it's soap powder all right, and we will sell it so cheap you wouldn't believe it.

"But," the ad. continued, "we also got plenty of real good, A-number-one washing powder, and we're selling it to those people who aren't silly enough to take the first kind. It lathers, it foams, it cleans—it is good stuff!"

No less truthful in its advertising copy is Bauer's Bakery, which specialised one week on turnovers, "good with a glass of cold milk to stay you until supper time."

"We're making three kinds now," the ad. announced, "Apple, Pineapple, and Jelly. The raspberry stuff we get now doesn't bake up so well."

Enterprise advertising brings results, too. This is attested by the small classified ad. which ran for two or three weeks telling of a "Pump for sale. Hand or power. 1½-ins. fittings."

Then came the answer in old-time 48-point Antique Condensed:

Sold the Pump!

Jesse and John have lots of fun with these old-fashioned type faces and the archaic cuts, one or two of which are used each week. Recently, when clean-

(continued on next page)

WHY DOES YOUR UNIFORM
LOOK SO MUCH **WHITER**
THAN MY FROCK?



IT'S PERSIL WHITE

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GIVES THE
WHITEST
WASH

THE AMAZING
OXYGEN WASHER

P286J2Z

For
well groomed
hair—
use
Gly-Sen
Hair Cream
It contains a
Dandruff Solvent



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Teeth this
Modern
Way**



The modern way to keep false teeth clean is the simplest—just put them into half a glass of warm water in which a capful of Steradent has been dissolved. This solution penetrates every crevice, removes stains and sterilises your dentures by its own harmless, active energy in 20 minutes while you dress—or you can leave them in Steradent solution overnight if you prefer it. Rinse well under the tap.

For all Dentures, including
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