

This is a long way around the barn to put the "regional" shopping center fantasy-dream to rest; but any once-burned retail marketing manager quickly learns how many and what kind of prospective customers live within ONE mile of the new shopping center, then TWO, then THREE, and NOT 50 miles. Only a genius like Sol Polk of Chicago could get hordes to travel many a mile to shop in his jerrybuilt early-on appliance-carpet-furniture store located smack dab in the middle of a recently harvested onion farm on the northwest side of mid-America's metropolis. Remember, always, that there is only ONE Sol Polk for every THOUSAND non-Sol-Polks. Go with the demographics and psychographics and lifestyles and every other relevant bit of information you can obtain. Avoid the intensely heated air of promoters.

Don't blast off in a shopping center splurge without getting the facts. Start with a call to National Decision Systems at (619) 942-7000 for all the details of their database material, costs, etc. Ask for Michael Stansbury, President. Or write him at NDS, 539 Encinitas Blvd., Encinitas, CA 92024.

CLYDE BEDELL, RETAIL'S MOST SKILLFUL COPYWRITER, WILL BE SORELY MISSED

One evening in mid-January I received a telephone call: "This is Beedle. Remember me?" Who could not recognize that voice? It was Clyde Bedell, of course, sounding chipper at 87, despite some trips to and from the hospital. He was at the University of Colorado in Boulder, where he had moved to complete the third edition of his "Concordex," a reference guide to THE URANTIA BOOK. Friends for 45 years, we had a marvelous chat. "You must come and visit me." I promised I would when springtime came to Colorado. Forty-eight hours later I received a dreaded call from another friend of Clyde's, Ted Lanier of Austin: "I have bad news. Clyde died." Lanier has the last known copy of HOW TO WRITE ADVERTISING THAT SELLS. Bedell gave it to him. The book, a classic, is out of print. Clyde never sought to win popularity contests, so many who didn't have the opportunity to know him misunderstood him. He was a large man, physically as well as mentally. His voice, like that of M. Seklemian, could be heard 'round the world without electronic boosting. Clyde spoke very deliberately, with careful enunciation. He wrote as he spoke, with precision. One of his great contributions to improve retail advertising was his research. He wrote or supervised the writing of an ad, then personally witnessed results by visiting the store's department featuring the promotion. He was first to discover that if you didn't sell in your headline, your retail advertising ran a very great risk of failure. His masterfully conceived book gave direction, in detail. The book was a tough text, but those few who read it, re-read it, outlined it, conquered the content wrote their own tickets as the top-flight copywriters and copy chiefs in all retailing. Deservedly, Clyde Bedell was the first to be elected to the Retail Advertising Conference's Hall of Fame. That was in 1955. In recent years Richard Joel, not long retired as Head, Department of Advertising, School of Communications at the University of Tennessee, put forth considerable effort and spent hours upon hours nominating Clyde for a Hall of Fame sponsored by one of the national advertising organizations. No luck. Agency types all too often have been unaware of the talents of retail's finest. Pity.

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