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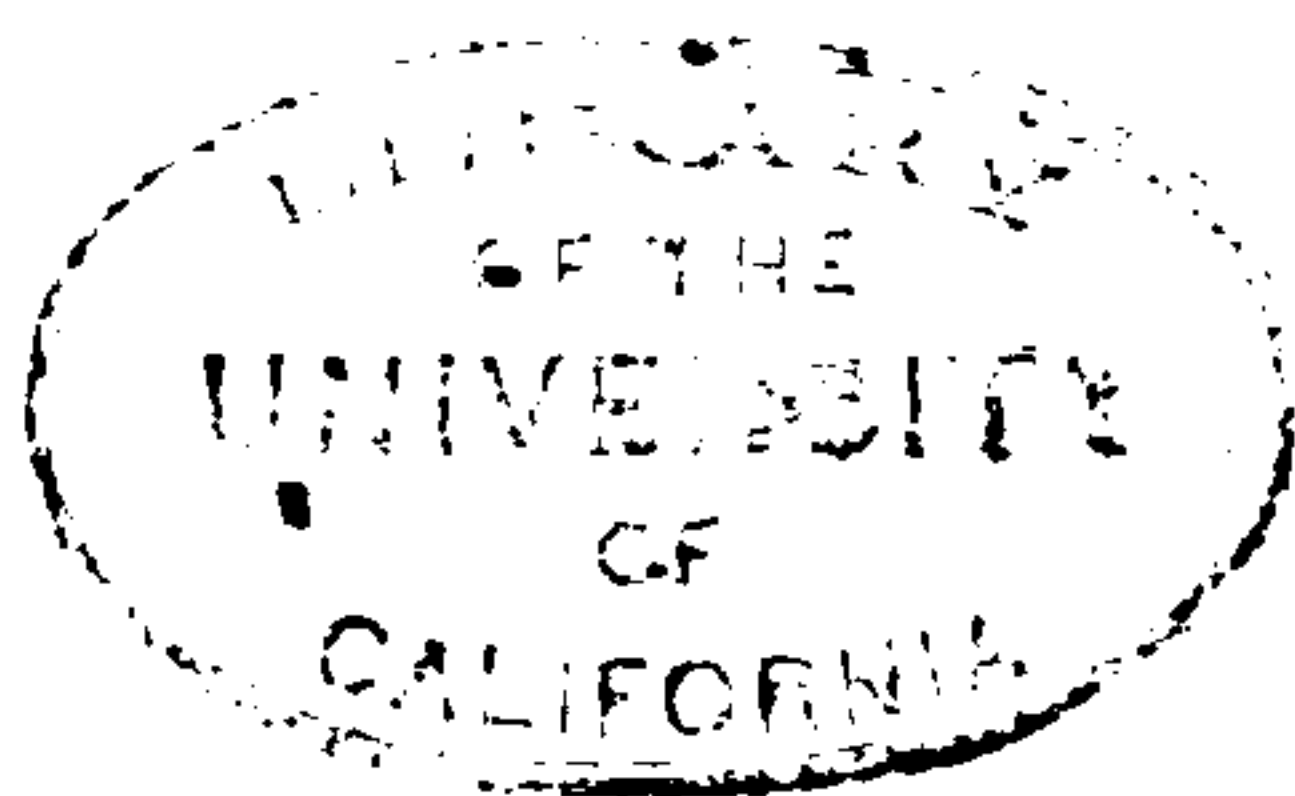
How to Advertise a Retail Store

INCLUDING
MAIL ORDER ADVERTISING
AND GENERAL ADVERTISING

A COMPLETE AND COMPREHENSIVE MANUAL
FOR PROMOTING PUBLICITY

BY
A. E. EDGAR, MERCHANT

*Illustrated with over five hundred original newspaper
advertisements*



SECOND EDITION

THE OUTING PRESS

DEPOSIT, N. Y.

1909

HF5821
.E3

SPRECKELS

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Deposit, N. Y.



Very truly yours,
A. E. EDGAR



189697

PREFACE

•

The writer is convinced that no apology is necessary for presenting a new book on advertising.

He has done his best to make the present volume of practical use to both the small and the large advertiser, the novice and the expert.

He considers it but fair that he should acknowledge the fact that the trade and advertising papers of America have been of great assistance to him in preparing this volume. Where extracts have been reprinted from these, due credit has been given. In most cases, however, single ideas have been taken and incorporated with others, and these of course it is impossible to trace to the original source.

An apology is due those advertisers whose advertisements and advertising methods have been adversely criticised. In these cases the individual has to suffer for the common good. It was found necessary to use examples to illustrate the different ideas and it was decided that actual advertisements were more valuable for this purpose than specially prepared models. The advertisements selected for this purpose were clipped from newspapers published in all parts of the United States and Canada. Some of these examples were prepared by the merchant in the country store, while others were prepared by the highest salaried advertising men in the world.

The writer asks that the faults of the book be not magnified and that the book be judged as a whole rather than any part of it be selected for criticism.

A. E. EDGAR,
23 Sandwich St. East.,
Windsor, Ont.

December 7, 1907.

ADVERTISEMENTS never quit work on holidays.—*Fame.*

The modern store lives on new ideas, new ways, new methods.—*Dry Goods Economist.*

Spurt advertising, like a short-winded race horse, never wins the race.—*Age of Steel.*

Spasmodic advertising, even when made on a large scale, is disappointing.—*Dry Goods Chronicle.*

Advertisements that pay make money easier than any other way known to sell goods.—*Profitable Advertising.*

We have never advised anybody to spend one penny on advertising, save in the manner of investment.—*Brains.*

Every advertiser must hoe his own row in his own way, but the experience of others will reveal many short cuts.—*Advertising Experience.*

Artistic advertising may be admired for its beauty, but the kind that is full of ideas is the kind that secures results.—*Advertisers' Guide.*

The most successful advertiser is not the man who spends the most money, but the man who spends his money in the best way.—*Printers' Ink.*

It is not the amount of money you spend in advertising, but it is the amount of advertising you buy for your money that tells.—*The Ad-Writer.*

CONTENTS

PART I

NEWSPAPER ADVERTISING

CHAPTER	PAGE
I A FEW WORDS ABOUT ADVERTISING	3
II THE DUMMY OR LAYOUT OF AN ADVERTISEMENT	5
III HOW MUCH SPACE TO USE	10
IV FIRM NAME AND ADDRESS	14
V THE HEADLINE OR CATCH-PHRASE	20
VI ILLUSTRATIONS	26
VII THE INTRODUCTION OR ARGUMENT	30
VIII THE DESCRIPTION OF THE ARTICLE ADVERTISED	37
IX PRICES	42
X DISPLAY	47
XI PUFFS, READING NOTICES, WANT ADVERTISEMENTS, ETC.	51
XII CLASSES OF BUYERS	56
XIII TIMELINESS IN ADVERTISING	60
XIV THE "TALKING POINTS" OF THE ARTICLE ADVERTISED	68

PART II

SUPPLEMENTARY AIDS TO NEWSPAPER ADVERTISING

XV STORE PAPERS	77
XVI BOOKLETS, LEAFLETS, FOLDERS, ETC.	85
XVII CIRCULARS, ADVERTISING LETTERS, MAILING CARDS, ETC.	93
XVIII A FOLLOW-UP CAMPAIGN FOR THE RETAILER	98
XIX CALENDARS, BLOTTERS, PICTURE CARDS, ETC.	102
XX ADVERTISING NOVELTIES	104
XXI PACKAGE INSERTS AND ENVELOPE ENCLOSURES	109
XXII DODGERS AND HANDBILLS	112
XXIII WINDOW ADVERTISING	116
XXIV OUTDOOR ADVERTISING	125
XXV ADVERTISING AT COUNTRY FAIRS	127
XXVI OPENING A NEW STORE	129
XXVII SPRING AND FALL OPENINGS	135

PART III

SCHEMES AND SELLING PLANS

XXVIII LITTLE SELLING HELPS	145
XXIX GUESSING AND VOTING CONTESTS	151
XXX DRAWING CONTESTS	155
XXXI SCHEMES THAT HAVE BROUGHT BUSINESS	158
XXXII SCHEMES TO ATTRACT BOYS AND GIRLS	187
XXXIII THE GREATEST SCHEME OF ALL—PREMIUMS	196

PART IV

SALES ADVERTISING

CHAPTER		PAGE
XXXIV	ADVERTISING SPECIAL SALES	203
XXXV	THE SPECIAL SALE	205
XXXVI	CLEARANCE SALES	211
XXXVII	LEADERS AND BARGAINS	223
XXXVIII	NOVEL SALES PLANS	226

PART V

ADVERTISING OF SPECIFIC LINES

XXXIX	BANKS AND TRUST COMPANIES	261
XL	CARPETS, RUGS, ETC.	266
XLI	CIGARS AND TOBACCO	269
XLII	MEN'S AND BOYS' CLOTHING	272
XLIII	WOMEN'S CLOTHING	277
XLIV	COAL	283
XLV	DEPARTMENT STORES	286
XLVI	DRUG STORES	313
XLVII	FURNITURE	315
XLVIII	GAS AND ELECTRICITY	319
XLIX	HARDWARE, PAINTS, ETC.	322
L	HABERDASHERY	325
LI	HATS AND CAPS	330
LII	JEWELRY, PRECIOUS STONES, ETC.	333
LIII	LAUNDRIES	336
LIV	MILLINERY	340
LV	MUSIC AND MUSICAL INSTRUMENTS	342
LVI	REAL ESTATE	345
LVII	SHOES	348
LVIII	THINGS TO EAT	352
LIX	TRUNKS AND BAGS	356

PART VI

MAIL ORDER ADVERTISING

LX	MAIL ORDER ADVERTISING	361
LXI	THE BIG CATALOGUE HOUSES	363
LXII	A RETAILER'S MAIL ORDER DEPARTMENT	367

PART VII

GENERAL ADVERTISING

LXIII	THE GENERAL ADVERTISER	379
LXIV	THE GENERAL ADVERTISER'S CAMPAIGN	384
LXV	THE VALUE OF AN INQUIRY AND THE FOLLOW-UP SYSTEM	388
LXVI	THE VALUE OF A TRADE MARK OR TRADE NAME	393

CONTENTS

xiii

PART VIII

TECHNICAL

CHAPTER	PAGE
LXVII POINTS ABOUT TYPES	399
LXVIII BORDERS AND ORNAMENTS	411
LXIX SOMETHING ABOUT CUTS	414
LXX PRACTICAL HINTS ON "HOW TO PREPARE COPY"	418
LXXI HOW TO READ AND MARK PROOF	429
LXXII THE GRAMMATICAL USE OF WORDS AND SENTENCES	435
LXXIII MISCELLANEOUS INFORMATION	443
LXXIV TECHNICAL TERMS	448

PART IX

MISCELLANEOUS

LXXV ADVERTISING THE NEIGHBORHOOD STORE	455
LXXVI AN ADVERTISING CAMPAIGN	458
LXXVII WHAT SHALL A BUSINESS MAN READ	462
LXXVIII HEADLINES AND CATCH-PHRASES	471
LXXIX INTRODUCTIONS AND STORE LOCALS	474
TOPICAL INDEX	489
TOPICAL INDEX OF ADVERTISEMENTS REPRODUCED	498
INDEX OF ADVERTISEMENTS REPRODUCED	501

Part One

NEWSPAPER ADVERTISING



CHAPTER I

A FEW WORDS ABOUT ADVERTISING

ADVERTISING is not, as some suppose, a modern art. It was practiced by the ancients of Egypt and Babylon as far back as there are records of the customs of these peoples. It is true that the style of advertisements has materially changed since that time, and the modes of gaining publicity have been enlarged, but the aim of the advertisement has always been the same, and will always be the same—to disseminate information.

With the retail merchant it is information of what he has for sale. Every merchant should keep that aim in view, first, last and all the time.

The progress of advertising in our own day has been so great that the amount of money invested in publicity is greater perhaps than that invested in any other single commodity.

Advertising is so broad a subject that it is seemingly impossible to decide where it begins and where it ends. Every action of a merchant, or of his employees, advertises the firm. How long the effect of the action goes on before it ceases operations merely offers food for speculation.

So it is with a merchant's printed publicity, which we are now to deal with. It is known in many cases that years and years after an advertisement was printed that sales were made from it.

The three objects involved in advertising are worthy of close attention; first, to familiarize the public with the name of the firm or individual; second, to acquaint them with the class, quality and style of goods; third, to make sales.

The local retailer must learn the difference between advertisements adapted to the general advertiser, and those suited to his own business.

There are principles in advertising that must be recognized and appreciated before success can be expected. A good advertisement is a good salesman. It takes the subject in hand, and presents it to a large audience, explaining the merits of the article to many people over a given territory.

One of the foremost advertisers in New York has said, that "the art of advertising is merely presenting attractively the absolute truth concerning goods to be sold." When the proposition is carefully thought out, its aptness will be fully realized. What should be sought in the use of any medium of advertising is the relating of facts concerning that which the merchant has for sale.

There is no luck nor chance in advertising. It is a straightforward business proposition from beginning to end. Advertising is a legitimate, reasonable means of gaining an end. The advertisement that appeals most is that which is planned with the greatest intelligence, contains the greatest volume of honest intention, and speaks in frank, unequivocal words about reliable goods, and about the painstaking methods of those who are handling the business, and presents in the best way logical arguments for the purchase of the goods from the merchant in question.

There are many ways of advertising, but newspaper advertising is the best and most efficient for the retailer. He can talk to its readers, daily or weekly, and if his speech is intelligent, convincing and attractive, it is sure to amply repay him for what it costs.

The following quotation entitled "Ideals," gives a very good description of what an advertisement should be.

“Ideals are seldom reached in any line of work. Their chief value lies in the trend they give to what is accomplished. The ideal advertisement is short, yet comprehensive. It grasps the essentials, and in a simple manner lays them before the reader. It does not take up his time; it does not omit features that would specially interest him, features which he should have before he decides to buy. It does not exaggerate. It does not weave senseless words into a cloak to throw around the article advertised, but rather with a few bold strokes it uncovers it to show its beauty and worth. It inspires confidence. It seems true and good, but not too good to be true. It leaves a little unsaid, for the customer to learn when he comes to buy. It takes proper classification and leaves something to say the next time. It talks of quality first, then the price. It usually quotes the price. It is the work of a salesman holding up the goods for the best view, telling its merits simply, giving the price. If it talks to a person who has no need for it, it makes so good an impression that this person will regard it only as a type of the other things in the store which he does want, whether they are advertised or not. It will leave with him an impression that when he wants such an article, that is the one to buy, and that is the place to buy it.”

It sometimes happens that dealers advertise their competitors more than they do their own goods. It is not a prudent method of advertising to so advertise as to attract attention to a competitor's merchandise rather than to one's own lines. The retailer should have an eye single to his own needs and wants, and free himself from drawing odious comparisons between his goods and those of his competitor. He can push the good qualities of his goods to the front so as to make them appear the best in the market, without allusion to what his competitor has, or is doing.

Every reference to a competitor advertises that competitor more than it does the goods intended to be advertised. The retailer wishes to advertise himself and his own goods, not his competitors and their wares.

There are subjects to be most religiously avoided in advertisements. Sometimes circumstances will tempt a man to introduce into his announcements matter that sober thought ought to convince him would be better untouched.

Everything that borders on controversy, especially of that kind where people take sides with any degree of warmth, should be kept out of advertisements. Political and religious issues should be particularly avoided, as people are usually touchy on these subjects. Even harmless allusions may be wrongly interpreted to the disadvantage of the advertiser.

Prejudice is a nasty thing to arouse, and a very difficult thing to dissipate. Let the advertiser be original, catchy and interesting, but by all means let him steer clear of sarcasm, innuendo, venom, and all that kind of thing.

We all make mistakes, and the man who never does anything foolish is to be regarded with suspicion, as either too good for this planet or as an arrant hypocrite. In advertising there is abundant opportunity for a man to discover how absolutely he can violate every principle of common sense.

A smart advertisement is not always a good one. The man who writes advertisements merely to set people talking or to show how clever he is, misses his mark. An advertisement should sell goods, and when it fails on this one point it is not worth the paper it is printed on.

An advertisement may be as sharp as a steel trap, but if it is not built to catch it is a waste of thought. Combine smartness with effectiveness and an advertisement will serve its purpose well. Advertisements should be as smart and clever as possible, but they should not merely be blank cartridges with only flash and report.

Successful advertising is not that which is done by fits and starts; neither is it that which is prepared because the space has been purchased and must be used. Space filling is not advertising. There should be something to advertise before the merchant sits down to write an advertisement.

The merchant who spends too much time in producing a real literary gem is as apt to miss the mark as the one who grabs up a piece of wrapping paper and rapidly scribbles



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Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.

Continue

*Fair usage policy applies



the component parts of an advertisement will be taken up separately and discussed at length.

As a usual thing, the retail merchant has a yearly contract with his newspapers for a certain number of inches in each issue. In that case he must construct his advertisement to fit his space.

We will presume, then, that a shoe dealer uses ten inches of space in his weekly paper, and wishes to write an advertisement to fit that space. In nearly all cases the ten inches will be used to cover two columns in width, making the advertisement five inches deep.

The first thing he does is to make a dummy, showing the exact size of the advertisement as it is to appear in the paper. This is done by ruling off a space $4\frac{1}{2}$ inches wide by 5 deep.

Newspaper columns vary from $2\frac{1}{8}$ to $2\frac{1}{4}$ inches in width. In all cases a rule should be used, so that the advertiser can make his dummy exact.

Having ruled off his dummy he proceeds to indicate where the firm name is to appear. The name and address is the most important feature of an advertisement. If this is omitted, the advertisement is practically valueless, although it is stated on good authority, that when, through an oversight of some one, the name plate of a large department store was omitted in a New York daily, the style of the advertising done by this firm was so well known to the public that a large crowd responded to the advertisement. This is probably the only case on record where an advertisement has not suffered through an oversight of this kind.

Whether the name and address should appear at the top or bottom of the advertisement is a debatable question. Some experts maintain that the top position only should be used by retailers, while others, equally as expert, prefer the bottom of the advertisement.

Custom seems to have favored the bottom position for the name and address for advertisements of this size, so the merchant in question follows in custom's footsteps and places it there.

The space allotted to the name and address should not be too large, as it is then a waste of valuable space; at the same time it should have sufficient space to make it prominent.

A distinctive name-plate, to be used in all announcements, can be procured for a small sum, and its distinctive features, in contrast with ordinary type, will make it stand out well, while occupying considerably less space than is usually devoted to the names set in type.

When illustrations are used in an advertisement their position should be the next thing to decide. Type matter can be compressed into small space, but an illustration cannot. The necessary space then must be marked off in the position it is to occupy. In this case, an illustration of a lady's shoe is used. As it faces toward the left it is placed on the right-hand side. It is always better to have illustrations facing the reading matter of an advertisement than away from it.

After the space is marked off on the dummy for the name and address, and for what illustrations are to be used, it shows just how much space there is for the reading matter. The advertiser should govern himself accordingly. It is far better to drop out a point or two, and take it up in a future advertisement than to try to get in all the good points of an article, and by doing so crowd the advertisement.

The head-line comes next. Here is where a great many merchants fail in making an attractive advertisement. A head-line should be full of meaning. It should convey some definite thought to the reader of the advertisement.

Of course the real function of the head-line is to be a catch-phrase—to catch the eye. It should not be lengthy. Three or four words are better than eight or more. But it should also mean something and should convey that meaning at a glance.

"Faultless Fitting Fall Footwear" has been chosen as a fitting head-line, suitable to the object of the advertisement, and as having a message for the public complete in itself.

The head-line is usually written or printed on the dummy, showing just how much space it is to occupy.

After the head-line follows the introduction or argument of an advertisement. The introduction should be made as meaty with argument, or "reason why," as it is possible.

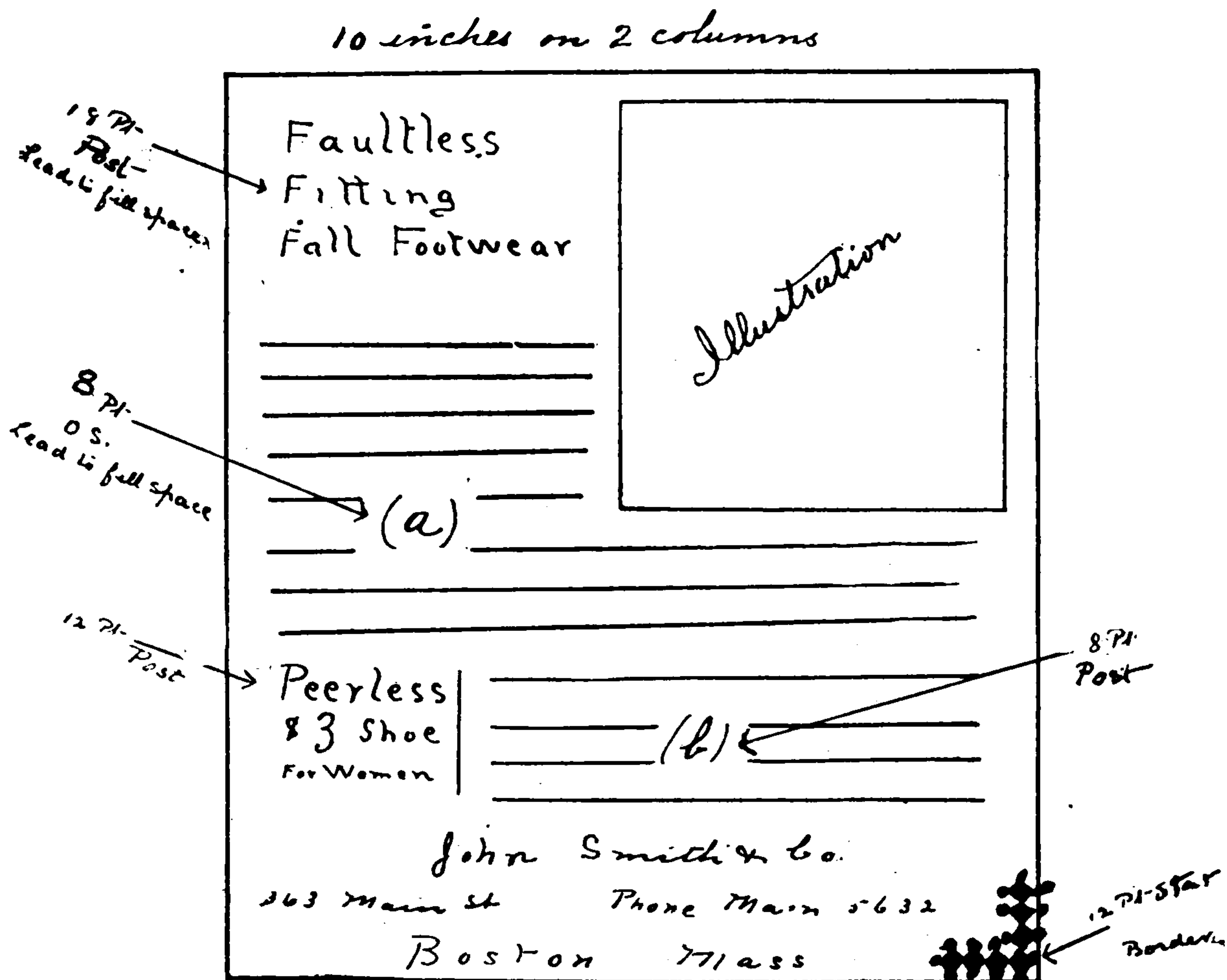
It should be so convincing that the reader will become persuaded of its truthfulness, and so impressed that he will remember it. As "fit" is the keynote of the advertisement, the following introduction will serve. It will harmonize with the head-line very nicely:

"If a woman's shoes look well her feet will look well, but a handsome foot counts for nothing in an ill-fitting shoe. It's the fit of a shoe that produces foot beauty and comfort.

"In our fall selections of Peerless shoes every size and width possible to procure are shown in all the new styles. It's so easy to get a proper fitting shoe at our store, because our expert salesmen have such a large number of different sizes and widths to draw from."

As this portion of an advertisement is generally too lengthy to write on the dummy, without crowding and making it illegible to the compositor, it is usually written on a separate sheet of paper.

Whenever the introduction or description, or any other portion of an advertisement is written on a separate sheet of paper, it should be numbered, either with letters



LAYOUT FOR ADVERTISEMENT

Reduced from $4\frac{1}{2} \times 5$ Inches

or figures, and the space it is to occupy correspondingly marked on the dummy. In this case the introduction is lettered "(a)" and the space on the dummy is marked to correspond.

Descriptions of merchandise should never be made too general. The more particulars that are given the better, providing they are in favor of the article being described. In the advertisement under construction the merchant is endeavoring to paint a word picture of the line known as "Peerless Brand." He cannot, in this case, go into particulars as he would if he was advertising a particular shoe. But he does particularize by telling how the shoes are made, the materials used and then compares them with other lines of shoes at a higher price. Here is what he says:

"Goodyear welts and hand-turned soles.

"All leathers—Vici Kid, Patent Kid, Gun Metal Calf, Velours Calf, etc.

"Fifteen different snappy styles.

"As stylish as any \$3.50 shoe."

This description is indicated on the dummy by "(b)," and is so marked on the separate sheet on which it is written.

Now comes the price. An advertisement without a price is lacking in one of its most convincing features. It is not necessary that the price be a reduced one to be published. It is not even necessary that it be a low price. It is just as necessary to print the price in an advertisement of \$5 or \$7 shoes, as it is of a \$2 shoe. If the shoe is worth \$7 it is right to tell the public that it is a \$7 shoe and worth it.

If automobile manufacturers are not afraid to advertise their \$6,000 and \$8,000 "autos" in the face of automobiles advertised for \$1,000 and much less, the retail merchant need not be afraid to advertise his prices.

It is not necessary that the price be printed in type a foot high. Prices should be given a little more prominence than the balance of type matter, and usually when appearing in the text should be printed in black-face type.

In this case the merchant, for the purpose of attracting attention to the "Peerless" line has displayed it together with the name of the brand. An examination of the dummy will show how this has been done.

A good, bold border will help to make an advertisement stand prominently out from the surrounding matter. The border singles out an advertisement as an entire and separate advertisement.

A judicious use of white space will also give prominence. Rules and ornaments have no place in a small advertisement, except occasionally where the rule is used as a box, to separate or make prominent some particular portion of the advertisement.

The dummy is for the guidance of the printer in setting up the advertisement. It serves the same purpose with him in constructing the advertisement as the plans of an architect do for the contractor or builder in constructing a house. It is necessary, then, that care should be taken in laying out the plan. It must be feasible. A printer cannot squeeze a hundred words into a space where there is only room for fifty.

When the merchant has gained an idea of type styles and sizes, he can indicate just the size and style to be used. Unless his knowledge warrants this, it is far better to leave it to the discretion of the printer. In another chapter, the study of type styles and sizes will be taken up thoroughly.

When a merchant sees a good catchy advertisement, he should clip it for future use. By attaching an advertisement of this kind to his copy, and giving the printer instructions to follow its make-up, he will get a good catchy advertisement for his own business. It is not always possible, however, for the printer to reproduce exactly every advertisement that may be thus clipped, because, sometimes the equipment of his office is meager, but he will do the best he can.

Every mark, every word on copy and dummy are supposed to mean something, and the printer will try to interpret it and place it in type. It is absolutely necessary, then,

that no marks, signs, symbols or words that are not intended to mean something in the finished advertisements should be there.

A study of the dummy reproduced with this chapter and a comparison of the advertisement set up from it will help any merchant to understand some of the difficulties he has had in making his advertisements appear to advantage.

There is one thing the merchant must understand, and that is that it is impossible for

Faultless Fitting Fall Footwear

If a woman's shoes look well her feet will look well, but a handsome foot counts for nothing in an ill-fitting shoe. It's the fit of a shoe that produces foot beauty and comfort.

In our Fall selections of *Peerless Shoes* every size and width possible to procure are shown in all the new styles. It's so easy to get a proper fitting shoe at our store because our expert salesmen have such a large number of different sizes and widths to draw from.

**Peerless
\$3 Shoe
for Women**

Goodyear Welts and Hand Turned Soles.
All Leathers—Vici Kid—Patent Kid—Gun
Metal Calf—Velours Calf, etc.
15 Different Snappy Styles.
As stylish as any \$3.50 shoe.



JOHN SMITH & CO.

363 Main Street

PHONE MAIN 5632

Boston, Mass.

a printer to set up an attractive advertisement at a moment's notice. He should get his copy into the hands of the printer early if he expects attractive advertisements.

A merchant who rushes off an advertisement to the office at the eleventh hour will never have satisfactory display. His advertisements will never be above criticism. They will and must show hurried composition. Not only has the printer to get this advertisement into type in a hurried manner, but it is nine chances in ten that the merchant prepares the advertisement in a hurry also. Good copy requires considerable time in preparation. Every point should be taken up separately. Then it should be seen that all harmonize. Advertising copy that is prepared in a hurry and set up in a hurry, usually looks it, and even the readers of the newspapers can recognize it.

While persistent revision of "copy" is beneficial to the beginner, there is a point at

which he should cease to tinker with words and put his whole story onto paper as quickly as possible, depending upon his earnestness and enthusiasm to carry weight rather than upon a nicety in language. Too persistent revision is almost always fatal to the effect of a fresh, sincerely written advertisement, and should be practiced only until a certain readiness of writing is acquired. The great French author, Flaubert, was in the habit of chalking sentences from his work upon a large blackboard, sitting and regarding them for a day at a time, studying ways of substituting words to make his meaning more colorful. Some of his manuscripts were revised continually for more than five years, and it is said that several pages in "Madame Bovary" became so interlined, criss-crossed and hen-tracked with alterations that the great stylist eventually forgot how to read them himself. This story is usually told in connection with that of John Stuart Mills, who revised a chapter in his "Principles of Political Economy" until it became so intricate that he forgot what it meant! Such extreme methods are not needed in advertisement writing, however, for advertisements are written for the moment, for readers who cannot take time to untangle intricacies and who do not read advertisements for their beauties of style.

In another part of this volume will be found a chapter on proof-reading showing this advertisement as it went back to the printer for revision.

CHAPTER III

HOW MUCH SPACE TO USE

HOW much space should a retail merchant use to get the best paying results? That is the question that presents itself to every merchant. Sometimes he does not fully realize the import of the question, and frequently misinterprets it entirely. Some imagine the question should be, "How little space can I use and not lose anything by it?" or, "How little space can I use and still keep my name before the public?" or, "How much space can I afford to buy?" etc.

Every merchant must answer the question of how much space to use for himself. No one can do it for him. Conditions are so varied that no set rules can be made to cover all cases. Even an expert advertiser could not determine the answer for him without a full knowledge of those conditions, and even then not until he had experimented a while. In some towns a ten-inch space will pay a merchant largely, in others twenty inches would barely bring the same results. In other localities the retailer would find a five-inch advertisement bring him in good results, and that a ten-inch advertisement did not increase his profits sufficiently to pay for the increased cost of the space. If a merchant found by experience that he could double his business by doubling the amount of space he was using it would be poor economy for him to cut down the space to half for the purpose of saving a few dollars on first cost.

The question of how much space to use can only be answered by constant experiment. Small spaces may pay better this year, while next year conditions may be so changed that it would be necessary to double the space to bring about the same results.

When the merchant has decided just how much space he will use, he thinks the whole question of advertising has been settled. All he has to do is to write a business card to fit the space and change it once or twice a year, or whenever the spirit moves him.

Nathaniel C. Fowler, Jr., in his ponderous volume, entitled "Fowler's Publicity," says:

"Too much advertising wastes money.

"Too little advertising wastes money.

"Too much matter in too little space wastes advertising.

"Too little matter in too much space is extravagance.

"Too much space is better than too little space, and just enough space is best."

But, after all, it is not so much the amount of space used that brings results as the way the space is used. Take two advertisers under the same local conditions, and one uses ten inches of space while another uses twenty inches. The former always gets good results, while the latter meets with only indifferent success. It isn't the amount of space, then, but the way the space is used. It is the cold type set into burning words that count.

Where a retailer is so situated that he has only the weekly papers to advertise in, it is usually an easy matter to decide upon what space will be used, and in what papers. Usually, however, where there are two or more weekly papers circulating in the territory from which the merchant may expect to draw trade he should use both or all. In the better ones his space should be larger, but he should make extra efforts to make the small space in the poorer paper attractive.

The way some merchants use space in these country papers is simply appalling to a retailer, who has to pay dollars per inch in a city daily paper, instead of cents, as it is in these weeklies. It is no trouble whatever to find a ten-inch space containing the following:

“TOO BUSY TO WRITE ADS.”

THIS SPACE IS RESERVED
FOR
JOHN SMITH & CO.

No. 1.

or to see advertisements similar to that of John Smith & Co., shown as Exhibit No. 1.

Another form of this willful waste is to be found in “Watch this space next week.”

This is certainly a misuse of space, because it is not advertising at all. But, then, there is a large amount of space misused where there is a semblance of an advertisement, and one perhaps that the merchant thinks is good advertising, because it is keeping his name

before the public. This “keeping the name before the public” idea is one of the biggest mistakes in advertising—for this reason: Where a merchant uses space for that purpose it will be found in every case that he is known to every possible customer around. He does not need to keep his name before the public because they are not likely to forget him. But he should in that case try to create a demand for something that the public are not buying every day, and thus increase his trade. The advertisement of Blank & Blank, shown as Exhibit No. 2, is newly clipped from a country weekly and reproduced as it appeared word for word.

FOR BARGAINS IN
Summer Goods

Summer has come at last and you should dress as comfortably as possible. We have a nice line of Summer Goods—all to be sold at a big reduction.

SEE OUR LINE OF SHOES FOR
MEN, WOMEN AND CHILDREN

We want all the business you can bring to us, for which we will pay the highest price.

BLANK & BLANK

No. 2.

is supposed to be doing that, there is no information given to the reader at all. If the advertisement had read as shown in Exhibit No. 3 it would have meant the same thing.

There is one other way in which space is misused, and that is when it is used as a catalogue of the different lines carried. Note the way it is usually done in Exhibit No. 4.

This is a favorite style of advertisement with many country general storekeepers. They seem to pride themselves upon the large variety of lines they carry. The writer remembers having seen a two-column advertisement, with no more introduction than in No. 3, and then a catalogue of the different lines laid out in two parallel leaning columns. Not contented, however, to mention each line once, the merchant had it mentioned five times, no doubt thinking that repetition is impressive. Just think of an advertisement composed of a dozen or more different items displayed like this:

SLIPPERS AND RUBBERS,
SLIPPERS AND RUBBERS,
SLIPPERS AND RUBBERS,
SLIPPERS AND RUBBERS,
SLIPPERS AND RUBBERS,

BOOTS AND SHOES.
BOOTS AND SHOES.
BOOTS AND SHOES.
BOOTS AND SHOES.
BOOTS AND SHOES.

Very impressive, isn't it?

It isn't only the country merchants who are wasting their space in this way. There are very many instances just as glaring to be found in city dailies. Any space is wasted

Great Reductions
≡ In Shoes ≡
FOR
MEN, WOMEN
AND CHILDREN
BLANK & BLANK

No. 3.

Fall, 1906
Our Fall stocks have arrived. They are larger and more select than ever. Call and see our offerings in
Boots and Shoes
Dry Goods
Groceries
Crockery
Glassware
Hardware
Furniture
Hats and Caps
Etc., Etc., Etc.

No. 4.

that does not produce sales, directly or indirectly, and what is more, it is wasted unless it produces the maximum number of sales. Weak copy of any sort wastes space.

Take the Lyon-McKinney-Smith Co. advertisement as an example. Here we have an advertisement that is particularly striking in display. Typographically it is about perfect, but the copy is very weak. It merely says what the country dealer says in his advertisement, viz.: "Immense stock of Furniture, Carpets, Draperies, etc., at prices that will surprise you. We cater to your trade, etc." The only value there is in the advertisement is given to it by the position the firm holds in Los Angeles. Such an advertisement from an unknown firm is absolutely worthless.

Some merchants are still of the opinion that they are wasting their money by using space in country weeklies. But then they are the ones who say advertising doesn't pay, so their opinion is practically valueless. The country weekly covers a field that cannot be covered as easily or as cheaply by any other medium.

The country weeklies of to-day are either better for advertising purposes or decidedly worse than ever before. Where the publisher has advanced with the times, and publishes an up-to-date paper, the merchant will find good results from advertisements inserted in it. But where the daily paper has crowded a weak weekly in a certain field, causing it to grow weaker and weaker, it should be used merely as a last chance, when there is really none better to use.



THIS PAGE IS LOCKED TO FREE MEMBERS

Purchase full membership to immediately unlock this page

Get Smart

Over 2,000 years of
human knowledge in
797,885 volumes

Instant access
\$8.99/month

Continue

*Fair usage policy applies



interesting page of the paper has advantage over his competitor whose advertisement does not. Likewise, the merchant whose advertisement appears at the top of the page has an advantage over him whose advertisement appears at the bottom. The merchant should never take "run of paper." In some cases the cost is less, but it usually pays less.

The merchant has his own store. He pays rent for it. He pays more rent than his competitor on the side street for the purpose of being where the most people do their trading. Everyone knows just where to find his store. If he was moving around every three months from one store to another the people would never know where to look for him. It is just the same with position in a newspaper. The merchant rents it. He pays more to have it in a certain place. He can be found there at all times. The public turn to that space every time to see what he has to say—that is, if what he says is interesting.

Advertising costs money. It is an expense, only in the same sense as salaries of salesmen are expenses. Modern merchants are beginning to speak now of advertising investments, instead of advertising expenses. Let it be an expense, but not an expense that can be tampered with at will.

An appropriation should be laid out each season, according to past experience. It may be two or it may be five per cent. of the season's turnover, calculated, of course, from last season's record. Some experts say "Spend as much on your advertising as you do on rent." In most cases we are inclined to think this might be the proper portion for advertising expenses. The exceptions may be said to prove the rule, for there are sure to be exceptions to this.

For instance, the merchant who is just outside of the shopping district has less expense for rent, but he will have to spend more on advertising if he wants to do as much business as he would if he was in the heart of that district.

A new store will find it necessary to spend a larger percentage in making itself acquainted than the old store does in keeping itself to the fore. And the old store that has new opposition will have to increase its advertising appropriation to enable it to hold its own.

CHAPTER IV

FIRM NAME AND ADDRESS

MANY advertisements are spoiled by the manner in which the firm's name is displayed. Many a merchant is so fond of seeing his name in print that he runs it in twice in the same advertisement—once at the top and once at the bottom. In fact, the writer remembers seeing an advertisement that had the merchant's name mentioned just twenty-three times. Every time it was printed it was displayed in bold-faced type, too. This was not only a great waste of advertising space, but it was not in good taste. One's name does not look nearly so pretty to other people as it does to one's self.

The object of printing the firm name in an advertisement is to let the public know who is offering the articles described at the prices quoted. It is not necessary then to have it occupy half the space of the whole advertisement.

It is unnecessary for the firm name to appear twice in the same advertisement unless it is a full column in length, or nearly so, in which case it may be advisable to have it appear at both top and bottom. The only reason for this is to be found in the way the paper is held when reading. It is sometimes folded across the middle, in which case it would cause the reader some trouble to locate the firm name if it did not appear at both top and bottom.

When the firm name does appear twice in this manner, it is unnecessary that it be displayed largely. It should appear just large enough to show at a glance whose advertisement it is.

Readers who find interest in an advertisement want to digest the offerings the merchant is giving as quickly as possible. If they find anything they want or that arouses their curiosity, rely upon it, they will soon discover who the advertiser is.

In full-page advertisements some advertisers think it necessary to repeat the name occasionally throughout the advertisement. Strawbridge & Clothier of Philadelphia have a very neat way of doing this. They have dividing rules made with the name of the firm appearing within a rule box. This is small and takes up but little more room

Lazarus

than a rule would ordinarily occupy. The firm name is displayed modestly at both top and bottom of their page advertisements, taking up but little of their valuable space.

Opinions differ as to whether the firm name should appear at the top or bottom of the retail advertisement. There is considerable to be said in favor of either position. Some experts have laid down the following rule: "Manufacturers and wholesalers should place their names at the bottom of their announcements; retail advertisers should place their names at the top." They base this rule on the usage of the greatest advertisers



in the world—the department stores of the metropolitan cities and the large advertising manufacturers who are creating a demand for their wares through the use of newspaper space.

The reason given by the department store advertising men for using the top position for the firm name is that people get used to trading at a certain store, and when they get their paper the first thing they want to do is to turn to the advertisement of their favorite store. As it is natural to look at the top of the paper first, they place the firm name there

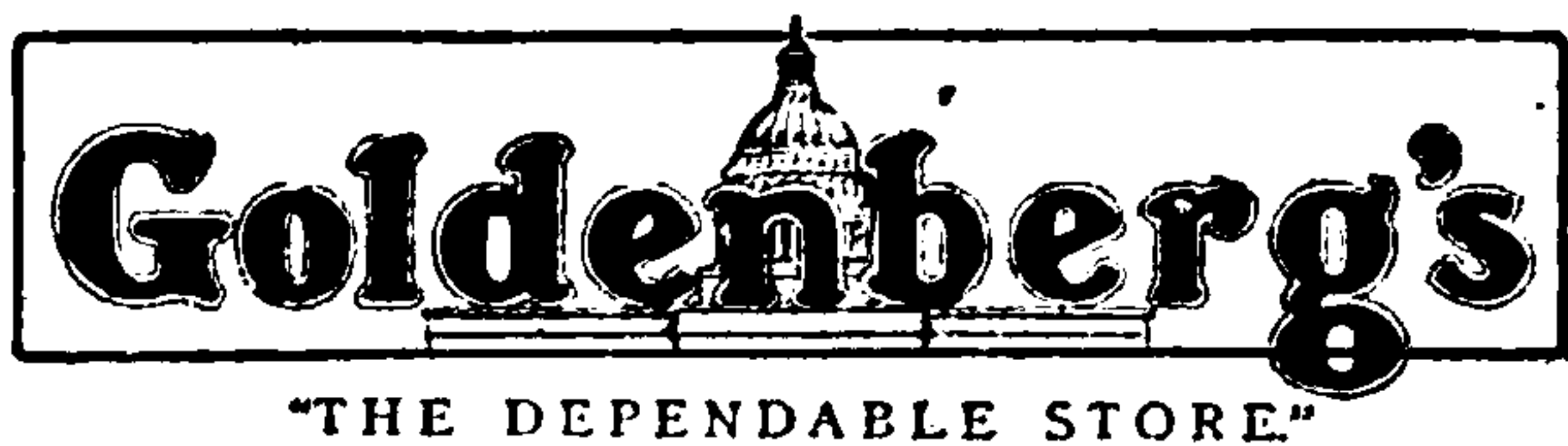
BRENT'S

710-718 SOUTH MAIN STREET. NEAR SEVENTH

to help the reader find what he or she is looking for with the least possible trouble and delay.

This reasoning is good, and department store advertisers are in nearly all cases following this rule. They find it pays, or they would make a change. But, because the rule works out rightly in department store advertising, it does not necessarily follow that it is right for the exclusive retailer. Where the department stores use whole and half-page spaces the exclusive retailer uses from five to ten or twenty inches.

In a small advertisement the firm name should always appear at the bottom. Here is a good and sufficient reason why: The headline should be the most prominent portion of the advertisement and should appear at the top of the advertisement. If the firm name



Lissner's will not be undersold—money refunded on any article, as chased here. If same is offered elsewhere the same day at a less price.

should be printed above that and in display type, too, where would the display come in? There would be no contrast, and contrast is the fundamental principle of display. One would offset the other and, properly speaking, there would be no display.



Custom, of course, plays an important part in every rule that we follow. It is the rule of custom to place the name at the bottom of small advertisements, and the man who follows custom cannot go very far astray.



There is one rule to which the advertising retailer should adhere and seldom deviate from it. When a top position is selected the top position should only be used. When the bottom position is chosen the firm's name should always appear there. It is hardly wise



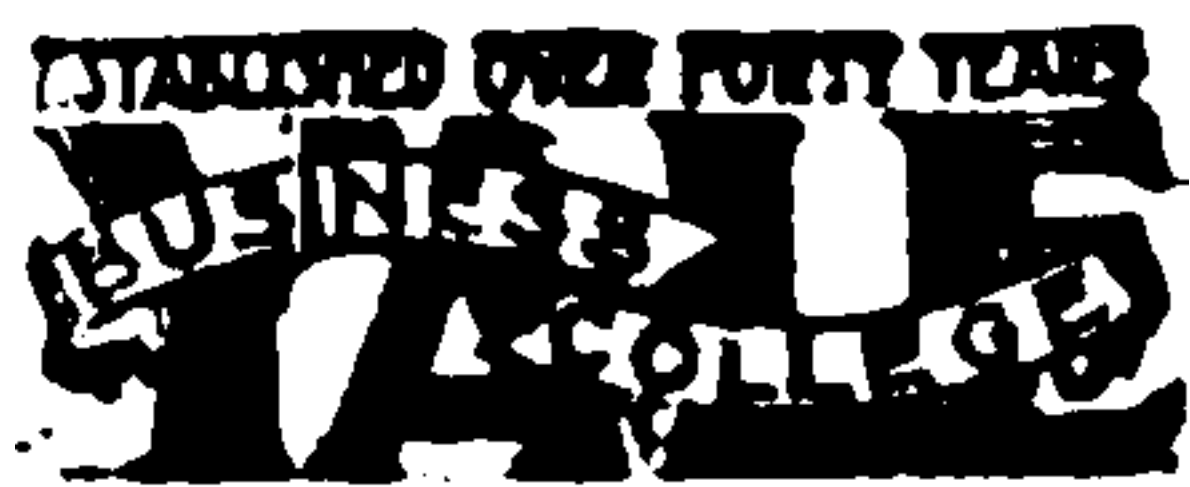
to keep changing positions, because people get used to a certain way of seeing things and do not like change, and it is sure to lead to confusion in some minds. It is something like the changing of store fronts. The merchant who has a mania for change will paint



his store front a different color each time it is done. This leads to confusion to many persons, who recognize the store from the color it is painted.

If a merchant should change the position of his sign every few days people would think he was crazy. There is no more necessity for changing the position of the nameplate in an advertisement than there is for changing the position of the sign over the door.

Every merchant should have a name-cut made for use in his advertising. There is no way in which a reader accustomed to seeing a distinctive name-plate can locate an advertisement quicker than by the name-plate. When different size spaces are used, plates of corresponding size should be ordered at the same time, viz: Single column, double



column, and one for full-page advertisements. The double-column size may answer for full-page advertisements if it is a good legible one. Name-plates should be so designed that they do not occupy too much space. They should be distinctive and by all means plain enough for a child to read. One of the greatest mistakes an advertiser can make



is in choosing a design for a name-plate because it looks pretty. Beauty is an essential, but legibility is of far more importance.

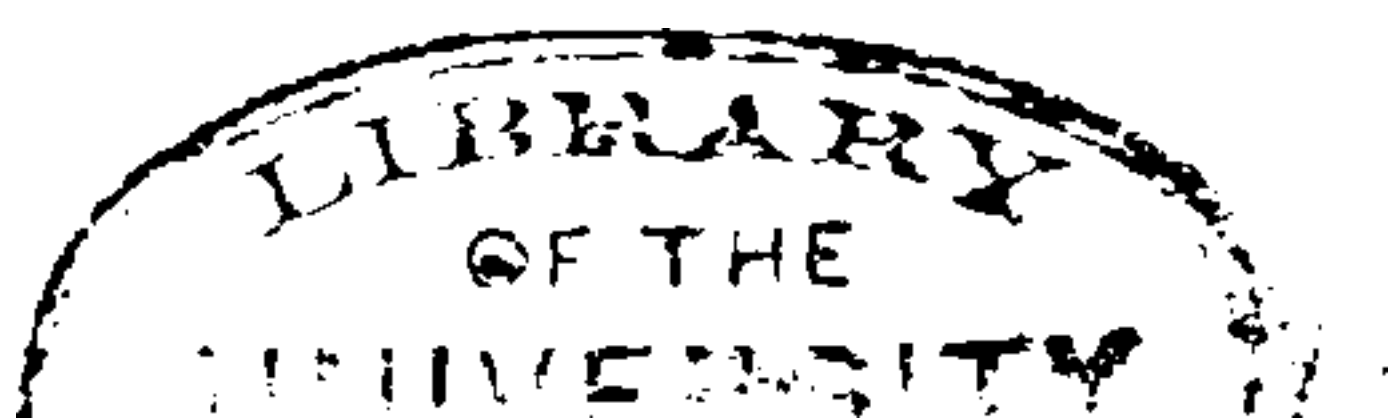
A good way to use a name-plate is after the manner of a trade mark. It should be used in all newspaper advertisements, on stationery and circulars. It should be pro-



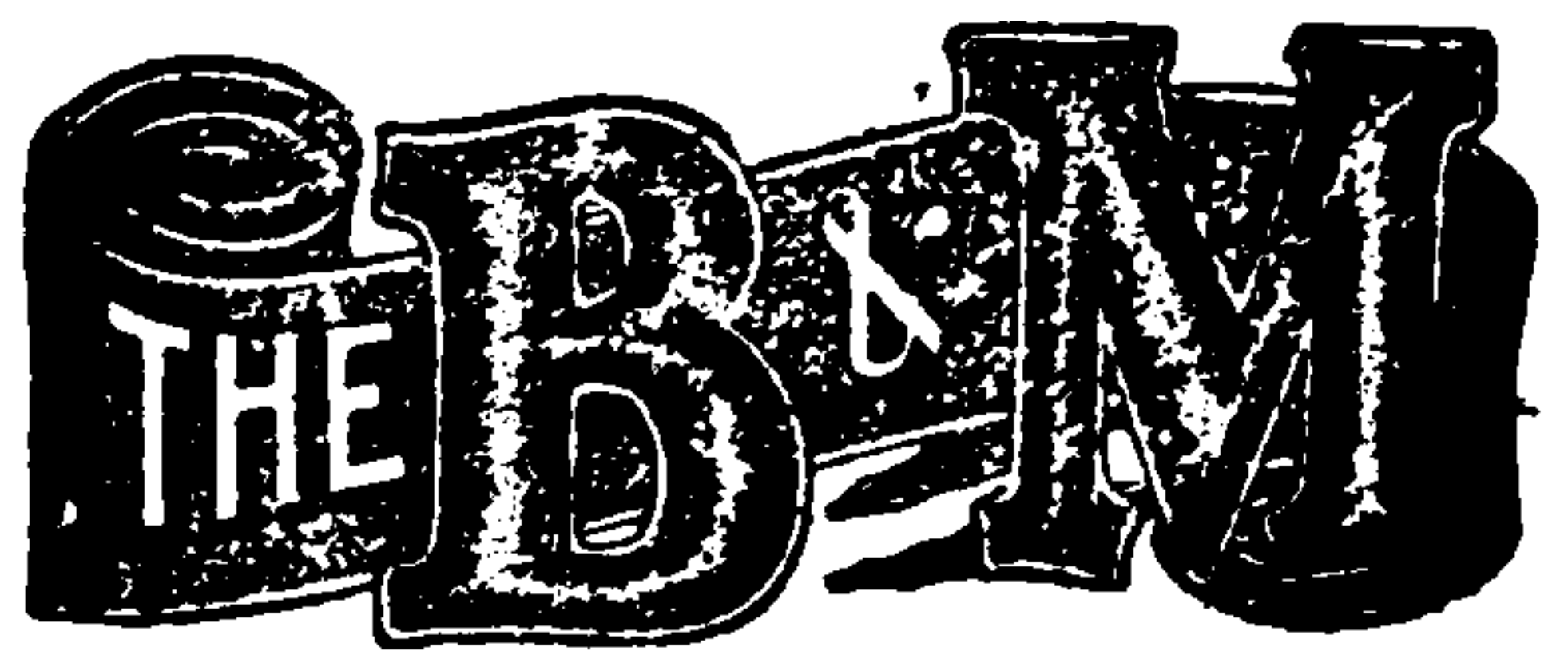
duced in an enlarged form and used on the wrapping paper. It should be painted on the street signs, appear in street cars and, in fact, everywhere where advertising in any shape is used by the firm. Its distinctiveness then becomes a valuable asset to the retailer and aids in distinguishing his advertisements from others.



It often happens that retailers advertising in local papers leave off their address, thinking, no doubt, that the name is sufficient. This is a mistake. A business firm may have a local acquaintance, and the people within a given range of trade may know where



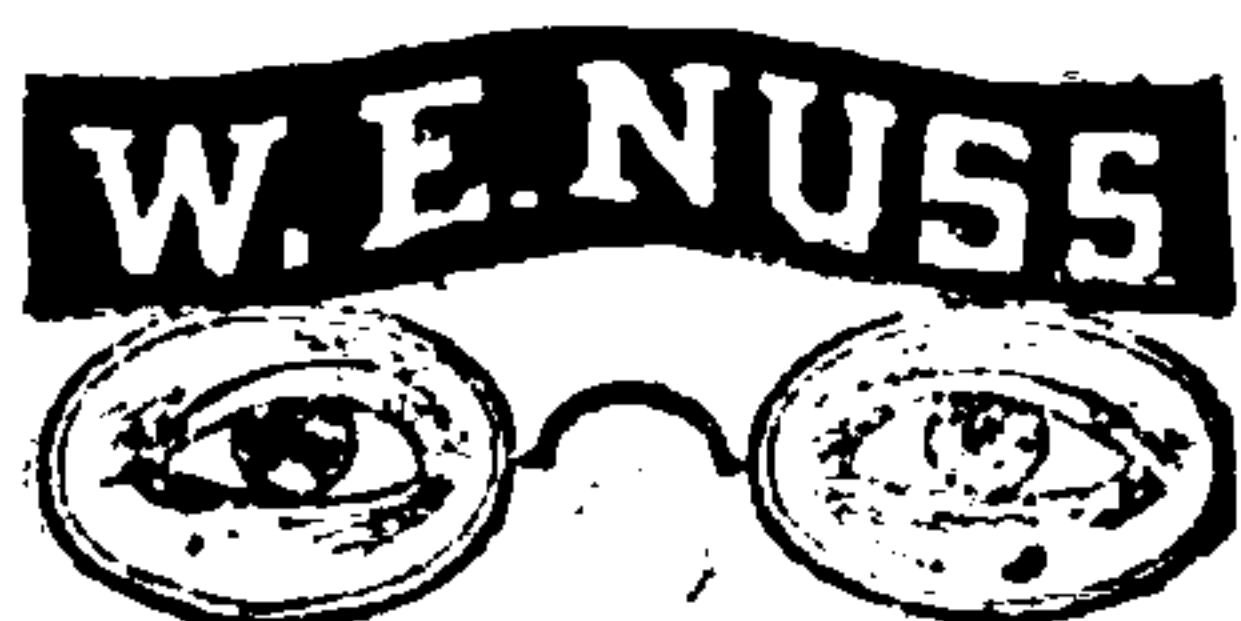
to go to take advantage of the firm's offerings, but it should not be forgotten that one object of publicity is to widen one's range of trade, and introduce the firm to persons that hitherto knew nothing about them. Even the local papers of small villages and towns get into the hands of strangers and visitors.



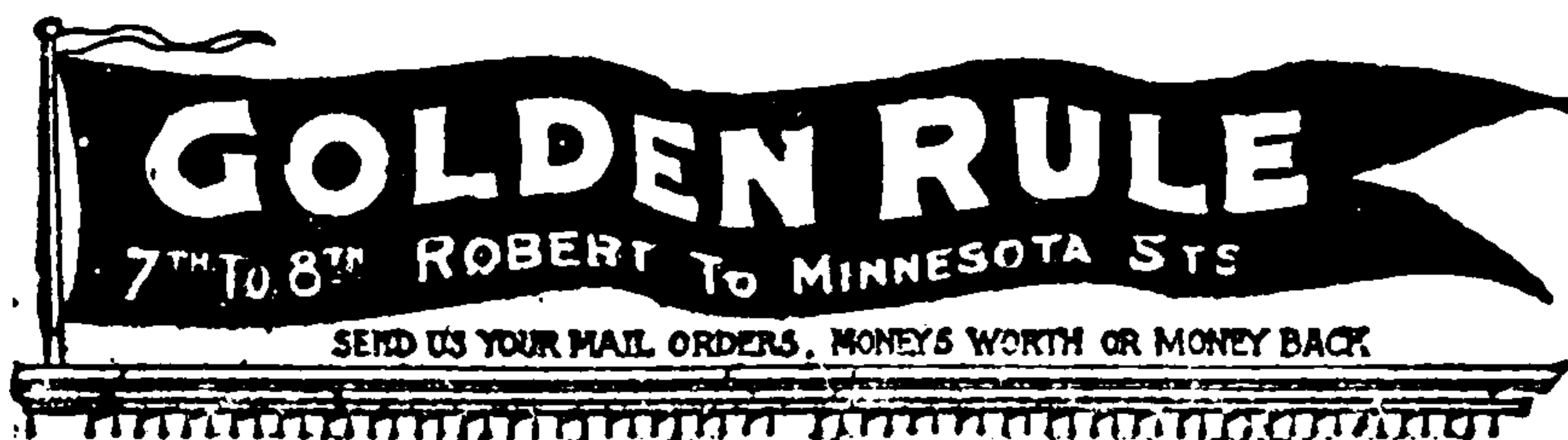
If an advertiser is doing business in a very small town where there are but few stores, and they are all bunched together, the name of the town should appear in all his announcements; but if he is doing business in a larger town or city, the street address should also appear.



A business house may have grown old in a community, and on that account may conclude that they are too well known to even advertise; it may consider the name of the firm sufficient when advertising is done and the address is omitted. This theory of being too well known to print location might work, provided old customers would live



always, or never move away, but when the fact is taken into consideration that the old and familiar faces are gradually disappearing and younger generations taking their places, the importance of keeping the firm and location before the eyes of the people through continuous publicity is at once apparent. New faces are replacing the old, and an adver-



tiser should so present his advertisements that the reader could take advantage of his offerings with the least possible trouble.

Even the large department stores in some cases have fallen into this error. Of course, almost every resident of a city can tell where the big stores are to be found, they could go



to them blindfolded. But there are always thousands and thousands of strangers coming and going, and they must ask strangers where to find such and such a store. This is a distasteful thing for some sensitive ones to do, and, perhaps, the larger stores are the losers by neglecting this simple thing.

Few advertisers appreciate the immense value of repetition in advertising. By repetition we do not mean that form of advertising one sees in the English papers, of a word or sentence repeated a dozen or more times, but we have a theory that an advertiser should repeat some phrase or sentence, that will in time become indissolubly associated with his name or the particular article he sells.

Everybody remembers "Sunny Jim," but everyone does not remember what he advertised. None can forget, however, that "Royal Baking Powder is Absolutely Pure," or that "Children Cry for Castoria." By the continual repetition of these phrases they have become household words.

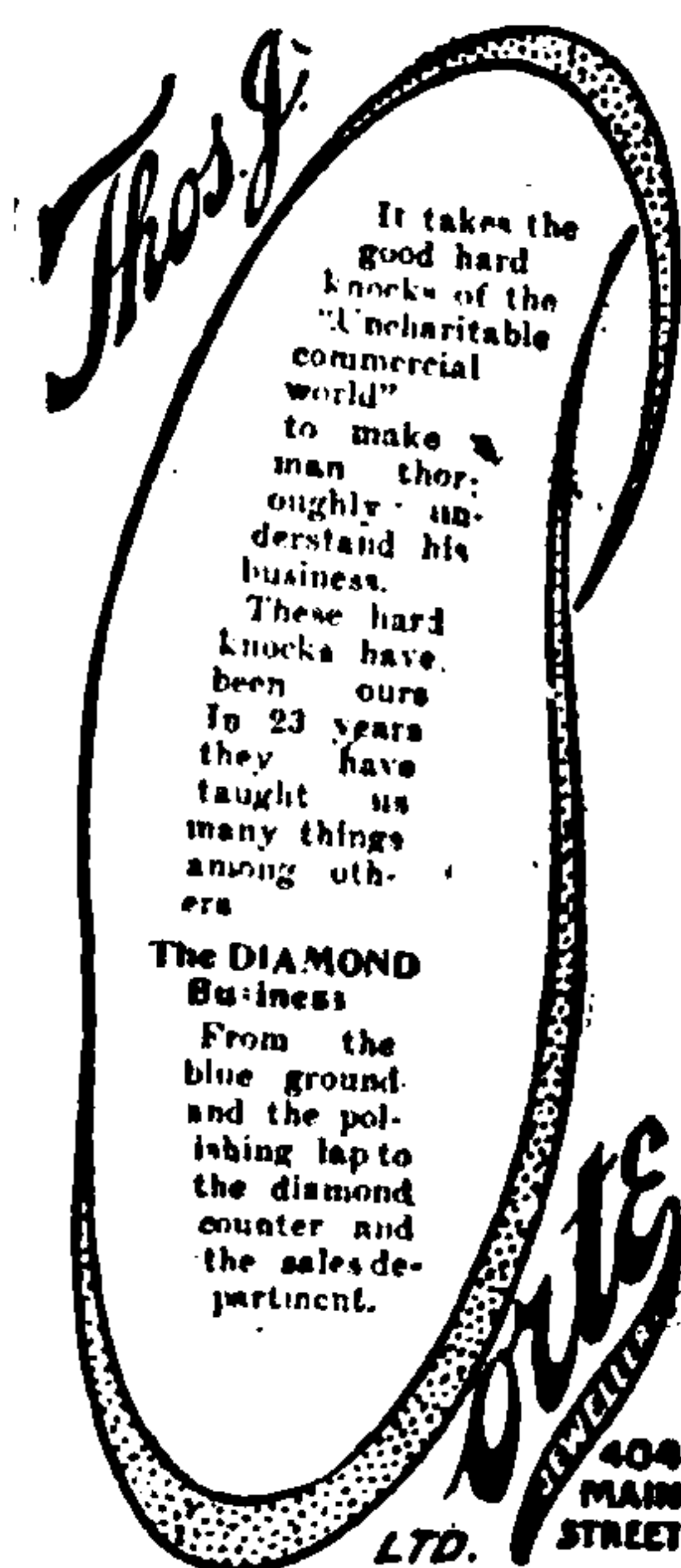
If a retailer in some city should choose the following phrase: "Blank's is the store of quality," and use it continuously, the idea would soon become so fixed in the minds of the readers that they would at last accept it as a demonstrated truth. The advertiser shouldn't stop to reason, or prove it, for if he does his authority is gone. There is no surer way of planting an idea in the popular mind than by simple affirmation. Dogmatism may not be popular to-day in theology, but there cannot be too much of it used in puffing one's goods, provided always the same is done in good taste and with a dash of style. All great ideas in the past have been spread

through continual and positive affirmation. Millions of orientals blindly sum up their belief in the simple assertion, "There is but one God, and Mohammed is his Prophet."

It is well, therefore, for the advertiser to originate a motto or phrase for continual use in connection with his business. It should be short and crisp; it should have a definite meaning, and it should be absolutely true. If a motto of this kind is used it should appear in every advertisement, it should appear on every piece of printing used by the firm, everywhere, in fact, where it can be seen, and in time the store may become better known through the store motto than by the firm name.

The name-plates which are reproduced with this chapter show how attractive these name-plates can be made. They show how distinctly they will stand out from a page of type. Some of these reproduced are good, some are very good, some are not as good and ought to be better. Look them over and you can easily pick out the best of them, remembering always that legibility should be given first place in any design of this character. If you have to study over the plate, or spell out a name, you may set it down as certain that others will have to do the same. If the design is so intricate that it requires study to decipher it like a puzzle, it may be called a bad design for a name-plate.

The name-plate used by Thos. J. Porte, Ltd., is not a good one although it is very attractive. It makes the advertisement stand out prominently upon a printed page. It



The Young Man and His Clothes

Can we please the young man?
Certainly we can—no question about it.

Young men are particular.

We know that styles must be right fit, perfect and all the little kinks must be looked after.

The fabrics are young mens fabrics, especially selected for their Suits and are in bright and fashionable patterns and durable in order to secure satisfactory wear.

Serges, Scotch Mixtures, Cammeres, etc

Suits for young men, 15 to 19 years of age

\$7.50, 10, 12, \$15

"Get familiar with our guarantee"

Neck and Shoulders above all competitors.

OAK HALL

Canada's Best Clothiers.
17, Sandwich St. E.

TRADE MARK
REG.

W. J. Smith



cannot be missed no matter how many advertisements surround it—but it is a failure from the standpoint of legibility. The writer puzzled over it many times before he recognized the large “P.”

The name-plate of Oak Hall is not so bad, for it is readable, but it is a great space-waster. Such a name-plate used in a large daily would cost its user thousands of dollars per annum. The object of this illustration is obvious when one reads, “Neck and Shoulder above All Competitors.” At the same time it is a poor attempt at illustrating the phrase.

CHAPTER V

THE HEADLINE OR CATCH PHRASE

THE headline is the most important feature of any advertisement. It is usually used as an eye-catcher, and should be strong enough to rivet attention to the advertisement.

It should be set in display type sufficiently large to attract attention. This display line should be set in larger type than any other line in the advertisement. It should be made the central eye-attracting point of the advertisement. Even when large illustrations are used to both illustrate and attract the eye the headline should be the special feature of the advertisement. If it is not forceful it is apt to be passed over with but a casual glance.

Rogers, Peet & Company, New York City, use a series of small advertisements, set without a headline, that are apparently very successful in attracting attention. In lieu

of a headline they use small outline cuts to attract the eye. These cuts are of the cartoon order and are only partly comic. They are original with the firm and continue to attract considerable attention. The space used is usually four or five inches, single column, with occasional double column advertisements, set single column, thus preserving their identity. They use no display lines whatever, depending entirely upon the style of the advertisement to catch the attention of the reader. That they are successful in this, cannot be denied, for the firm have used this style of advertisement for many years and are satisfied with results obtained by their use.

In this way the headline as an eye-catcher and attention-riveter could be and has been

in this case dispensed with without nullifying the power of the advertisement. Nevertheless, it could not be denied that a short and forceful headline would add to the value of these advertisements.

A writer in *Printer's Ink* some time ago, said that, “the whole duty of a headline is to be a catch-line—to catch the reader's eye by echoing one of his thoughts.” To fit a person's thoughts with an echo is a process much simpler than it seems. “Do You Intend to Build This Spring?” is a headline that fits a mood, and it can be depended upon to interest the man who is thinking of building a house. Placed in the newspaper it will find each reader who has any thought of building, interest him, and secure a reading of the advertisement. When a man is thinking or planning along a certain line he will



Business suits.
For ex-custom tailor men who want fine quality and individuality our higher price mixture suits hit the mark.
Every pattern confined to us. Silk and serge linings—many half-lined.
\$28 to \$35.

ROGERS, PEET & COMPANY.

Three Broadway Store.

258 at 137 1/2 st. 1260 at 32nd st.



Bathing suits.
Patterns as different as possible from the ordinary sort.
All worsteds.
All fast colors; guaranteed.
“Swimming” and “bathing” styles.
\$3 to \$5.

Bathing belts, white, 50 cents.

ROGERS, PEET & COMPANY.

Three Broadway Store.

258 opposite City Hall 1260 opposite Union Square 1260 opposite Grand Square



THIS PAGE IS LOCKED TO FREE MEMBERS

Purchase full membership to immediately unlock this page

DELVE INTO FANTASY, MAGIC, MYTHOLOGY & FOLKLORE

Forgotten Books'
Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.

Continue

*Fair usage policy applies



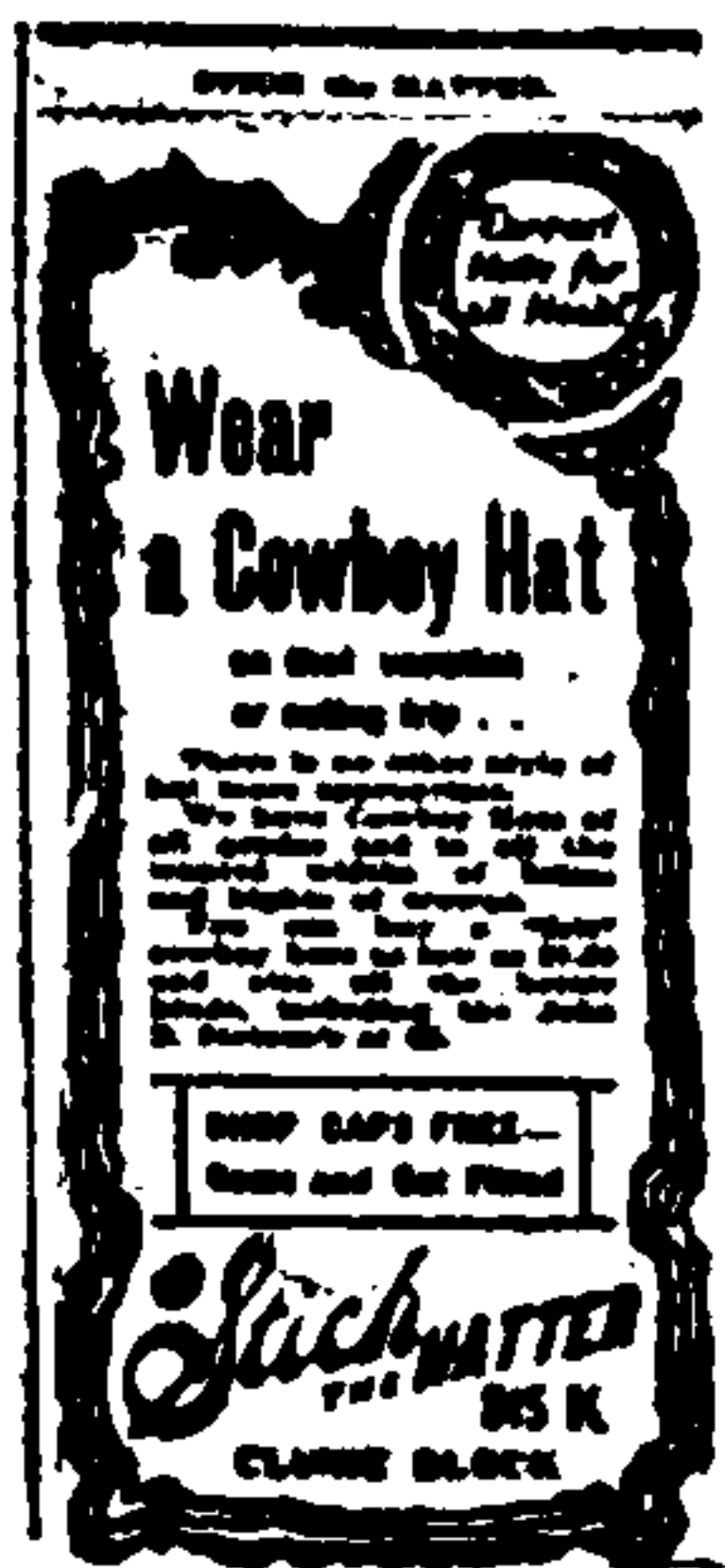
is likely to reach more readers than the one who says simply, "Overcoats." This style of headline has made business, good business. All will remember the phrase, "Let the Gold Dust Twins do your work." That is a good headline because of its direct command.



In the advertisement of the Pittsburgh Bank the command, "Place Your Money in Safe Hands," is made stronger by the further assurance that "it will earn four per cent. interest."

Pick up any ancient copy of a magazine and look over the advertising pages and you will find headlines of all kinds, some good, some bad, some indifferent—mostly indifferent. Pick up a recent copy and the headlines will stand out from each page as prominently as modern brains and science can force them to. These headlines are a good study for the retail advertiser. From them he should be able to glean a great deal of information. He can easily recognize those that appeal to him and those that don't, and a comparative study of the two classes should teach him just the kind he ought to use to get good results.

"Wear a Cowboy Hat" is another illustration of a headline wherein the direct command is predominant. "Wear a Cowboy Hat on that Vacation or Outing Trip" is a sensible command and one that many of the readers of that advertisement would be likely to follow.



"You Want a Hat To-day" and "Deposit Here" are both good strong headlines. The peculiar display of the Buffalo Loan, Trust and Safe Deposit Company advertisement shows how strongly two words can be made to stand out from the body of even so small an advertisement.

Headlines should be as short as possible. The fewer words used the better. It should contain the gist of the whole advertisement when it is practical to crowd it into a few words. The most important thought should be there at any rate.

PEERLESS \$3.50 SHOES FIT AND WEAR.

is a headline that will convey a thought to most readers' minds. The reader may have had an experience with these shoes that was not entirely satisfactory. It may have been that he had a pair of shoes from the firm advertising these shoes that were not satisfactory. He needs a new pair, and seeing this positive assertion decides that he will give the shoe

man another trial. If the shoes are as the advertisement states, good ones, which have style and wear in them, the man's trade is retained. A positive assertion then is a good headline.

One authority has asserted: "The business of the headline is to convince the reader at sight that the advertisement concerns him, and if the advertisement is what the headline promises, it will do it's work."

Blind and mysterious headlines have seen their day and have gone

with the medical advertisements of a decade or more ago, that were disguised as reading notices under misleading headings.



we aim to encourage bank accounts with us by giving our patrons the most efficient and prompt service possible

deposit here

our especially convenient location is appreciated by busy people

Buffalo Loan, Trust & Safe Deposit Co.

"We may be Crazy—

But we ain't no fools."

is a headline used by a firm in California, and shows to what lengths some advertisers will go for the purpose of being original. The headline does not show what the advertisement is about. There is no clue to the kind of goods sold—nothing to connect it with any kind of business. This kind of advertising is more harmful than otherwise to the firm using it.

**If you're Willing to Pay \$5 Extra to
Get "Trusted" for a \$15 Suit, Don't
Come to Blach's for Clothes.**

Blach is here trying to take a fall out of the credit stores, but is merely calling attention to them. It may be true that stores giving credit charge more for their goods even when they advertise that they do not. But there are a lot of men who are willing to pay more if they can have their own time to pay in, and this slap in the face will only advertise the instalment stores more thoroughly than ever.

500 MEN WANTED
To buy Peerless Safety Razors.
These Razors are the Latest, etc., etc.

This is a modern example of a sensational headline. It is a blind or misleading headline, and as such should be avoided. It will never sell razors and it will never bring the five hundred men wanted to that store.

There is another kind of headline that is sensational and misleading in character, and much more repugnant to the finer sensibilities of the reader. That is the seare-crow headlines, such as, "Instant Death," or, "Horrible Accident," etc. Some advertisers are fond of these disgusting exhibitions of poor taste, but fortunately as they become educated in the gentle art of advertising, they abandon their ill-timed humor. The Cunningham advertisement reproduced here is a sample of this senseless style of advertising.

The merchant who tries to be funny in his advertisements is sure to make a fool of himself, sooner or later. He may think a thing very laughable, but the public is fickle-minded and often fail to remember the perpetrators of some of the funny things told in advertising.

The retail advertiser should avoid the use of too many adjectives, and choose only those that are full of meaning.

Just note this attempt at effectiveness:

Our Grand and Intelligently Selected Stock
is Superbly and Enormously Large.

Such a screed as this conveys no meaning to the reader, except that the advertiser is feeble minded. It is too general a statement anyway to be impressive. "Largest Stock in Town," "Best Goods at Lowest Prices," and such phrases are worthless as headlines.

Let the retailer put lots of ginger and snap into his headline. Let him season it with common sense. Let him boil it down. Then serve it attractively in a suitable dress of type and it will catch the reader's eyes from the midst of dozens of other advertisements commonplace in construction and display.

DEATH!!

Of De Vault Stock Sale!!!
THE WIND-UP! THE WIND-UP!!
To-Day and To-Morrow!

Slaughter of Odds and Ends
Slaughter of Odds and Ends
Slaughter of Odds and Ends
Slaughter of Odds and Ends

DON'T MISS IT!!

A Dime Buys a Dollar's Worth
In This Last Scramble for Odds and Ends!
Come! and Tell Your Neighbors and Friends to Come!

Lot 1—Marilyn Mixture Moccasins and Children's Straps, beautiful array every style; \$1.75, \$1.50 and \$1.25 values, but moccasins only and all styles, to-day's slaughter. **67c**

Lot 2—Bugsy Wig, Quality Shoes, DeVault's off leather, long wear; \$2.00, \$1.50 and \$1.25 Shoes; guaranteed service and 100 styles, to-day's slaughter. **68c**

Lot 3—Moccasins showing Women's \$2.50, \$2.00 and \$1.75 elegant Oxford and Sargo Slippers, a mass of beautiful, from Kansas, Tennessee, Iowa, Ohio, Idaho, California, fresh Madrid 1000 numbers; to-day's slaughter. **69c**

Lot 4—Women's Summer Women's \$4.00, \$2.50, \$2.00 fancy highest quality Oxfords, pretty, high Cuban, slippers, Lanes, new tan models of the Anna Hansen line, to-day's slaughter. **\$1.35**

10 gross mixed 10c and 15c To-day's—moccasins, liquid or combination, or 14 down pairs lace in to-day's slaughter. **4c**

Lot 5—Women's soft House Slippers, place and strap, 75 cents, to-day's slaughter. **47c**

Lot 6—Lanes Purday, Women's \$2.00, \$1.50, \$1.00 and 75c Straps, patent leather, vamps, glased and in downy moccasins, two and three straps, so's and forms, in to-day's slaughter. **68c**

Lot 7—DeVault's \$2.50, \$2.00 and \$2.50 Oxfords and Slippers, a song gets lot of elegant styles in soft vamps, guaranteed service and secured wear. Pick one a year for a song, in to-day's slaughter. **\$1.05**

Lot 8—Odds and ends, new Men's \$2.00 and \$4.00 Shoes and Oxfords, DeVault's most superb models, in all leather, guaranteed service. If you find you can't wear help in to-day's slaughter at **\$2.55**

CUNNINGHAM'S-918 Main

ALWAYS YOUR MONEYS WORTH

Any firm could say that! BUT would it carry conviction to those who heard it! ... We Doubt it ...

SO many claim now-a-days that they sell Watches and Jewellery at Lower Prices than anyone else, that one gets sceptical. The only way to get at the truth is to judge by results. Now we, while claiming to give "always your money's worth," do so, and are backed up by thousands of satisfied customers, in fact, by so many that we simply cannot carry on our business satisfactorily in our present—by no means small—establishment. We have taken possession of the whole of the large building at the corner of Collins and Swanston Streets, and are now in the thick of extensive alterations, on the completion of which we will occupy the finest Jewellery Store in Australia. We will add to our present store two more shops adjoining our present one and three more round the corner in Collins Street. Now we want to occupy the New Store with everything New, and in order to do so we are offering some remarkable bargains. To-day we will mention one line of reliable key-wind watches, which we offer at prices that can never be offered again. Every watch guaranteed, and every one protected free on receipt of remittance. Write us for particulars of other lines. We gladly answer enquiries and send catalogues.

Our Right Store: Melbourne, Sydney, Brisbane, Perth, Auckland, Wellington, Christchurch, Dunedin.

Stewart Dawson & Co.
91 & 99 SWANSTON ST. MELBOURNE

40 Years ago we noted the Sign on the door never faded during that long period and in just as brightly as then.

Item	Price
Gent's Silver Hunting Case, Bifocal...	£1 15 0
Gent's Silver Crystal Front Case, Bifocal...	£1 10 0
Gent's Silver Hunting Case, Bifocal...	£1 0 0
Gent's Silver Crystal Front Case, Bifocal...	£1 0 0
Gent's Silver Hunting Case, Bifocal...	£1 0 0
Gent's Silver Crystal Front Case, Bifocal...	£1 0 0
Ladies' Silver Hunting Case, Bifocal...	£1 0 0
Ladies' Silver Crystal Front Case, Bifocal...	£1 0 0
Ladies' Silver Hunting Case, Bifocal...	£1 0 0
Ladies' Silver Crystal Front Case, Bifocal...	£1 0 0
Ladies' Silver Hunting Case, Bifocal...	£1 0 0
Ladies' Silver Crystal Front Case, Bifocal...	£1 0 0
Ladies' Silver Hunting Case, Bifocal...	£1 0 0
Ladies' Silver Crystal Front Case, Bifocal...	£1 0 0
Ladies' Silver Hunting Case, Bifocal...	£1 0 0
Ladies' Silver Crystal Front Case, Bifocal...	£1 0 0

Avoid the use of meaningless phrases. Make the headline tell some part of the story of the advertisement so that the reader will have something to remember. As the title of a book should give the public some idea of its contents, so the title, or headline, or catch-phrase of an advertisement should indicate the character of the advertisement. Illustrated headlines are not usually very common nor very good. That used by Stewart Dawson & Co., Melbourne, Australia, is very good. It is full of meaning. As a store motto it should prove even more useful than as a headline.

We also reproduce a page of illustrated

Are You Intending to Buy Furniture This Spring?

Say "Yes" to this inquiry and you owe it to yourself to come to this store this week before this semi-annual Sale closes. Here is a twice-a-year opportunity to make big interest on your money by buying NOW when the actual saving on handsome and well-made Furniture is from 20% to 50%. Why wait a few weeks and pay the regular prices when this price saving opportunity is knocking at your door. To buy now is to benefit, to wait is to waste.



Only 5.40

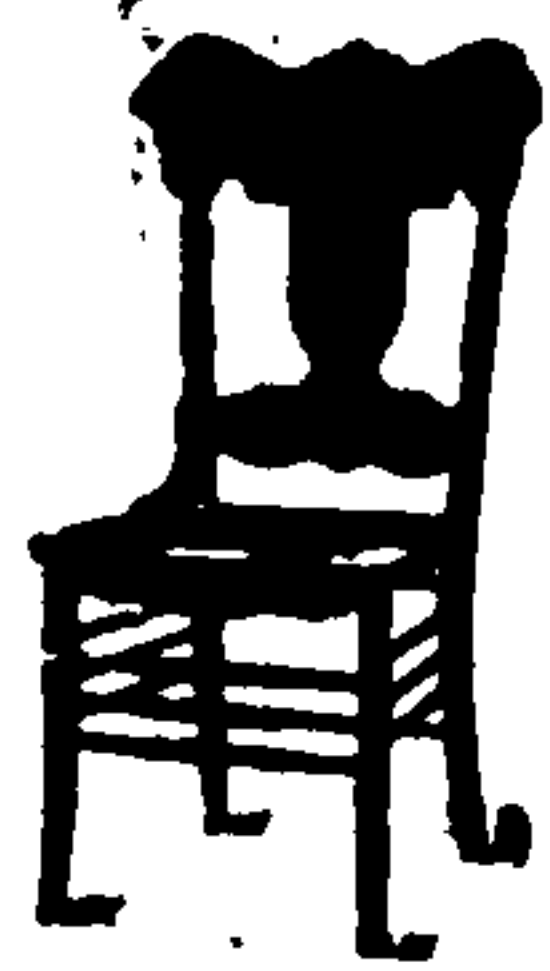
For this elegant Parlor Table in golden quartered oak. Piano polish finish. Verge of the fancy shaped 24x24 top. French legs, shaped under shell. Never retained for less than \$5.50.

Odd Divans and Totes in Real Mahogany

Reduced from
Mahogany Tote ... \$11.00 to \$8.50
Mahogany Tote ... \$11.00 to \$8.50
Mahogany Tote ... \$11.00 to \$8.50
Mahogany Tote ... \$11.00 to \$8.50

Fine Quartered Oak Chamber Suits

Reduced from
Quartered Oak Suits ... \$25.00 to \$18.00
Quartered Oak Suits ... \$25.00 to \$18.00
Quartered Oak Suits ... \$25.00 to \$18.00
Quartered Oak Suits ... \$25.00 to \$18.00
Quartered Oak Suits ... \$25.00 to \$18.00
Quartered Oak Suits ... \$25.00 to \$18.00
Quartered Oak Suits ... \$25.00 to \$18.00



Only \$1.55

For this golden quartered oak Dining Chair. Elegantly carved top and back. Flat bar back, post and front round fancy turned. Hand made cane seat. Brass arms. Sells for \$1.75 each.

Fancy Bureaus of Quality

Reduced from
Bird's-eye Maple ... \$25.00 to \$18.00
Bird's-eye Maple ... \$25.00 to \$18.00
Bird's-eye Maple ... \$25.00 to \$18.00
Bird's-eye Maple ... \$25.00 to \$18.00
Bird's-eye Maple ... \$25.00 to \$18.00
Bird's-eye Maple ... \$25.00 to \$18.00
Bird's-eye Maple ... \$25.00 to \$18.00

STICKLEY-BRANDT FURNITURE

When you think of FURNITURE think of -STICKLEY'S-

STICKLEY-BRANDT FURNITURE

"The Nebraska"

1113-1115 Main Street,
KANSAS CITY MO.

Just Like Finding Money



If You Come Here
For Your

**Christmas
Choosing**

Suspenders
Handkerchiefs
Gloves
Smoking Jackets
Bath Robes

Neckwear
Night Shirts
Seal Plush Caps
Mufflers
Fancy Vests
Suit Cases, etc.

headlines. These were all clipped from page advertisements, and while not very bad are not very good either. That illustrating the "June Bride Sale" is perhaps the best of the lot.

The headline of The Nebraska, Kansas City, advertisement, "Just Like Finding Money" is not at all bad. It being one

There's No Use Talking—They're All Here.



Which One Do You Like?

YOU CAN HAVE THE PAIR
YOU MOST FANCY FOR \$4.

The "Just Wright"—that's the name. And they are just right. You'll say so yourself when you've worn a pair.

Further—it's the longest value for your money on the Shoe Market today—that's what we are told.

And \$4 isn't much to get a really good Low Quarter. Very likely you've often paid as much as \$6 and \$7 for a pair that you won't like a bit better than the Just Wright.

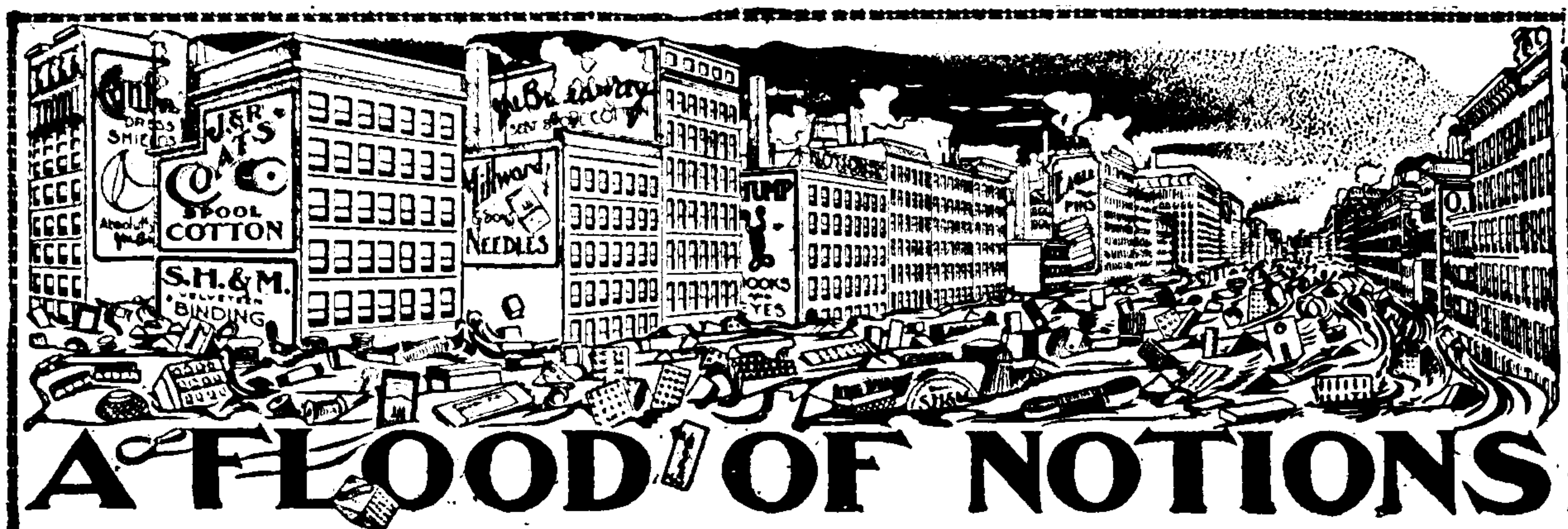
If you are open for conviction, have a try-on. The styles are here for your selection, and it isn't our fault if you don't find out all about the Just Wright Shoe.

Bullock Shoe Co.

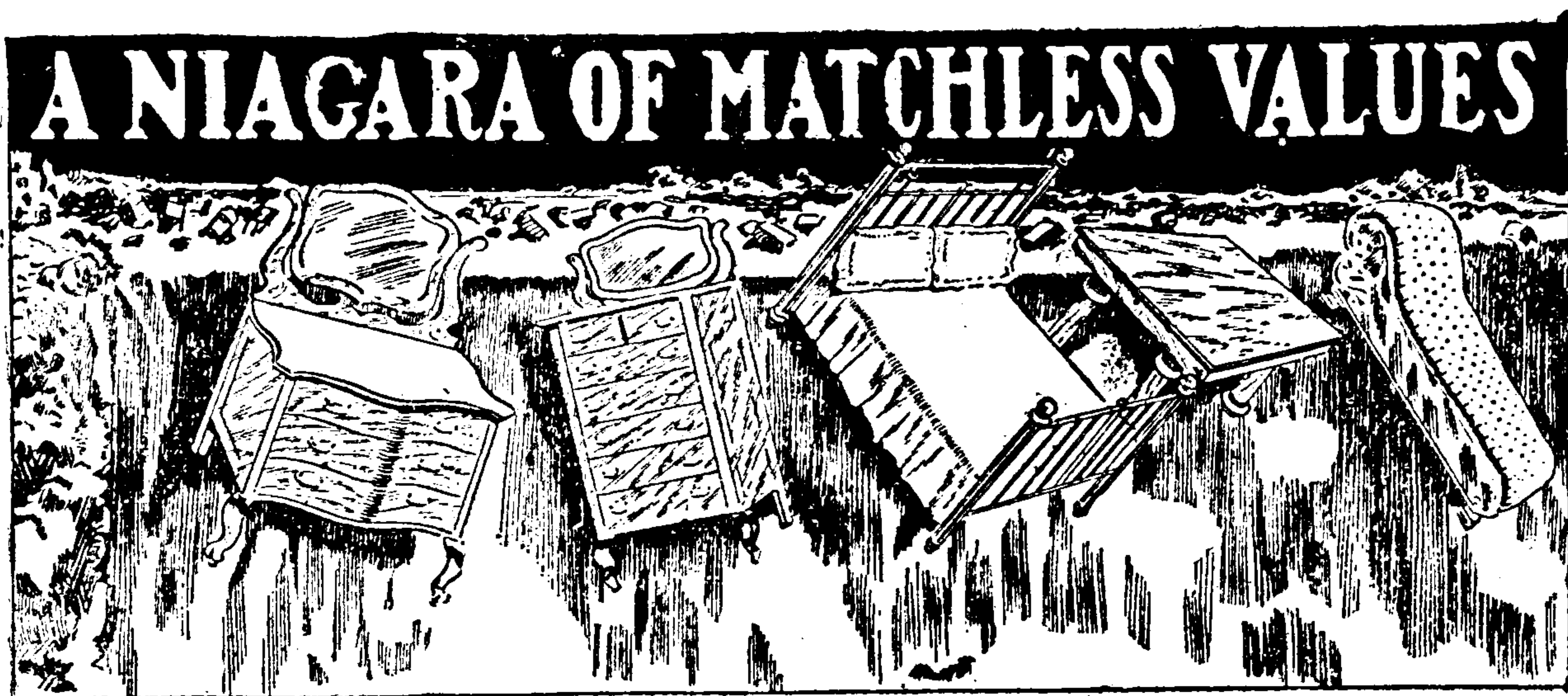
JUNE BRIDE SALE



PULLING TOGETHER:



A NIAGARA OF MATCHLESS VALUES



of the popular sayings of the day makes it easily understood. But this is a case of fitting the headline to a cut which usually is disastrous to good advertising. The advertisement as a whole is a poor one.

The advertisement of the Stickley-Brandt Furniture Company gives us a very good headline. "Are You Intending to Buy Furniture This Spring?" requires an answer, and there can be but little doubt that every reader of that headline answered it "yes" or "no," as the circumstances demanded. Those who answered it affirmatively would read the whole advertisement closely to see whether the offerings interested them.

In the Marshall & Ball advertisement there is no headline used. The cut, the price and the name-plate are all used conjointly to attract attention to the advertisement. If this firm had dropped the top name-plate and displayed the words:

1000 Pairs Manufacturers' Sample Shoes reduced to \$2.85

the advertisement would have been a more powerful puller. As it stands there is nothing about this advertisement to show that it is other than an ordinary shoe advertisement, if we exclude the one line "Special Price, \$2.85."

"Which One do You Like?" is not a bad headline used in connection with the illustration shown in Bullock Shoe Company's advertisement. The use of white space as here shown is very good. Such a use of white space is by no means waste. In fact it is about the best possible kind of investment. It contrasts the type matter and throws it out from the page in such a manner that no one could help seeing it. This advertisement is reduced from six inches by three columns.



MARSHALL & BALL

Announce the sale of One Thousand pairs of Manufacturers' Sample Shoes, made to sell at \$4, \$5, \$6 and \$7,

SPECIAL PRICE, 2.85

These shoes were made by the J. S. Turner Shoe Co., one of the oldest and best makers of Men's High Grade Shoes in the country. The public has come to recognize the fact that a Marshall & Ball Shoe Sale is an event worth long awaiting. This is by far the most remarkable offer we have ever made.

All leathers. All sizes. All perfect.

On sale tomorrow at 8 A. M.

MARSHALL & BALL

809 to 813 BROAD STREET, NEWARK, N. J.

CHAPTER VI

ILLUSTRATIONS

IT is not our intention in this chapter to explain the processes by which each kind of engraving is done. We are going to pass over the technical side of the question altogether and deal merely with the effects that illustrations have on the value of the advertisement.

The force of a good cut in an advertisement is its power to centralize the general idea of the composition. It is to the advertisement what the bud of the rose is to the flower. The bud, gradually unfolding, brings to view the fullness of the flower, with all its variations and adaptations. So with the picture in the advertisement—it first attracts

the mind, which, in its study, gradually expands along the outlined ideas until the product in the whole extent of its meaning opens up in full bloom and significance.

Some advertisers seem to have an idea that a picture in an advertisement is nothing more than a little embellishment added to it, and by reason of that fact catches the eye of the reader. A good forceful illustration will catch the eye of the reader because the mind is ever glad of a change. It usually rests first upon the most attractive spot on a printed page. For that reason alone it pays the advertiser to illustrate his advertisements.

These eye-catching advertisements must be pleasant and may be partly humorous. They must never offend the good tastes of the reader, nor hurt the feelings of the most sensitive. In the Millard advertisement, here shown, the illustration is used purely for the purpose of attracting attention to the advertisement. It serves its purpose well, for the picture is pleasant and attractive.

As an eye-catcher, pure and simple, an illustration is not a very good investment. A good typographical display of types and rules will do the same thing at less expense. If a picture cannot be made to bring into united conception the prominent features of an advertisement, it might better, in most cases, be omitted.

The picture in an advertisement may help to strengthen the impression one gets from the headline upon first sight, but unless it is capable of impressing the thought the advertiser wishes to convey it is little better than an eye-catcher, and is occupying space that might better be given over to type matter or white space.

Many advertisements are spoiled by poor and inapt illustrations. Anyone critically inclined will be side-tracked on seeing a "jack-knife"

cut of a shoe, or an abortive attempt at illustrating a hat shape. An engraving is apt to be misleading, unless designed very carefully, and in this way damage may result instead of good.

When comic or suggestive cuts, other than those that illustrate the goods, are used, greater caution still must be exercised in their selection, as an incongruity may result that will prove disastrous to the purpose of the advertisement. In most cases good, catchy advertisements, cleverly worded and attractively displayed, without illustrations of any form will be found quite as effective, and frequently they may be made to convey the thought of the advertiser more clearly to the mind of the reader.

Not long ago a jeweler used a cut, representing a bushel basket of diamonds overturned, and showing the diamonds strewn around, much as potatoes would be if someone had upset a basket of them. The advertiser stated in flaring headline, "We Buy Them That Way." Now, what thought did he mean to convey to the public? The public would know that he was deliberately lying if he meant he bought diamonds by the bushel, for they know that they are not marketed in that manner. But one conclusion can be drawn from this advertisement, and that is that he meant to be humorous. It was a poor and ill-advised attempt at humor at that.



Perfect \$2.00 Shoemaking

My \$2.00 "Helen" Shoes for women are perfection in \$2.00 shoemaking. The new styles in both "Helen" boots and oxfords now on my shelves are as near to the most stylish \$3.50 shoe models as ingenuity and skill can make them.

The button boots, for instance, have that low, rakish, mannish top pattern that you usually have to pay \$3.50 for. Every little detail in "Helen" shoemaking is correct and in accord with new ideas. That is why so many women wear "Helen" shoes.

\$2.00

Millard,
Broadway. Troy



THIS PAGE IS LOCKED TO FREE MEMBERS

Purchase full membership to immediately unlock this page

Get Smart

Over 2,000 years of
human knowledge in
797,885 volumes

Instant access
\$8.99/month

Continue

*Fair usage policy applies





Paint man is brother to paper hanger. We have paint man's brushes and paper hanger's tools. Paper hanger's tools please paper hanger. They're right. They do work just as paper hanger wants them to. Are you a paper-hanger? Come and see us.

The Lawrence Paint Co.
115 Court St.,
Binghamton, N. Y.



advertisement impaired in its effectiveness by a half-tone illustration, showing up without any sign of detail at all.

Good outline and silhouette cuts are much the better for newspaper work. Good black and white cuts will attract as much attention—or more—than poor half-tones. Better the cut should be lacking in artistic details than have its whole effect spoiled in the printing.

Cuts are so cheap now that there is no excuse for any merchant using old-fashioned ones. Just think of a merchant advertising 1907 styles, and showing a cut of styles in vogue ten or fifteen years ago. The result is simply ludicrous; it is also harmful to the advertiser.

The clever use of the small cut in the Lawrence Paint Co. advertisement shows how attractive a cut is in an advertisement. It proves conclusively that cuts are sure to attract attention. This



Paint man says: "Good glass is like good looks. It takes a hard blow to spoil it." Poor glass costs more than good glass. Breaks so easy. We want to sell you good glass. Next time glass breaks—see us. If for new house, see us. We want to talk Sherwin-Williams Paint to you, too.

The Lawrence Paint Co.
115 Court St.,
Binghamton, N. Y.



little cut of a painter, half humorous as it is, tells us at once that the advertisement is about paint. If we are interested we will read the advertisement.

The full page reproduction shows three different types of cuts. The strong black and white illustrations used by C. A. Weed & Co. shows up strongly in contrast with the gray effect made by the type matter. The "stipple" effect in the illustrations in the Washer Bros. and Ben Selling advertisements have all the good appearances of half-tone reproductions without any of the half-tone's defects. The outline illustrations used by John Wanamaker have just enough detail added to make them pleasing to the eye. The combination of border and cut in both the Washer Bros. and Wanamaker advertisements are very pleasing and effective.

CHAPTER VII

THE INTRODUCTION OR ARGUMENT

ADVERTISEMENTS should never be prepared in a hurry. It is advisable for the merchant to have a stated time for the preparing and planning of his advertisements. Ideas will come at all times throughout the day, and should be jotted down in a notebook reserved for the recording of advertising ideas. Many good ideas are lost through thoughtlessness in this matter. At times the merchant will find a book of this kind a positive necessity, for he cannot always think of the best things for the occasion just when he wants to.

The word "advertise" has a most felicitous and suggestive origin and meaning. It means literally "to turn to." It means "to direct attention to—to attract attention." An advertisement that will do this is sure to sell goods.

There is little new under the sun, in advertising or in anything else. It is difficult to find anything new to talk about, and still more difficult to say what you have to say in a way that will not be a replica of somebody else's thoughts.



Our Custom Department is just recovering from the extreme rush of the earlier part of the Spring business and we can now make very reasonable deliveries. We solicit an inspection and desire to say that we have just replenished our stock of woolsens.

We have a remarkable suit case to offer you at

\$5.00

It is good substantial, lighter a case that is a marvel of strength and wearing qualities, and with more style and finish than you would expect at the price. It would sell at most stores for \$7.00.

C. A. Weed & Co.
"Clothes of Quality"



Clothes Satisfaction

At

A Satisfactory Store

A MAN can buy clothes almost any place at "any old price," but *clothes satisfaction* is to be found at few places—and *Washers* is one of the few—there's a reason.

You'll always find here a high standard of quality; you're never tempted by price-inducements to speculate on something cheap. Today, tomorrow—Always the Same—that makes trading easy and satisfactory.

A Summer Suit at \$18.50

Handsome dark blue serge Coat and Trousers. Double breasted sack with broad shoulders and wide fronts—quarter lined with fine alpaca. The quality makes it a splendid value.

Century Building

WASHER
BROTHERS.

Main and Eighth



To the observant mind, to the man of clear intellect, facts speak much more eloquently than words.

It is not the claims I make that give my clothing its perfection of detail and consequent favor among critical dressers—it is not my words, but the facts that underlie my words.

I have risen to my present pre-eminence—have achieved success—not by argument, but by effort.

The ordinary clothier, however, who does not dictate the various materials that shall be used in the garments he sells, must depend more upon the glib tongues of his salesmen and the smooth statements of his advertising, than upon his own efforts toward betterment of construction. My salesmen delight in showing my stock.

SPRING SUITS \$15 to \$35.

TOPCOATS \$15 to \$30.

LARGEST STOCK OF BOYS' CLOTHING in the city.

BEN SELLING LEADING CLOTHIER

McNamara's Store

Store Closes at 6:30 o'clock

McNamara's Store



It's the Talk of Men Everywhere-- The Summer WHITE SALE Of Men's Furnishings

It would be the very worst policy to allow ourselves to be fooled as to the comparative values of the merchandise that we present to the intelligent men of New York on this important occasion.

WE KNOW that it is extraordinary. We have investigated most thoroughly. Else we would make no such claims for it. There would be no need to investigate now, for the splendid public response of yesterday has told us what men think of it, themselves. Here is the gist of the news, over again:

Men's White Cheviot Shirts at \$1

Remarkable shirts to secure at this price. Made of excellent woven cheviot, now so popular with the young men who wear white negligee shirts. Cuffs detached; plain negligees. Sizes 14½ to 18½. Match street sale.

Men's White Cheviot Pajamas at \$1

Finished with buttons and buttonholes; military collar. Good quality of cheviot, and well finished throughout. \$1 each. Match street sale.

Linen-Bosom Unlaundered Shirts. 45c

Men's Unlaundered Shirts, made of good weight over perfect-fitting models. Three-ply linen bosoms, reinforced back and front, open back, continuous facing at all openings. Collar-button shield and court loop, two lengths of sleeves—31 and 33 inches. Sizes 34 to 47½, at 45c each. Match street sale.

Men's Handsome Summer Shirts. 70c

Of fancy striped madras, printed madras and percale, in a wide variety of designs and colorings. \$1 kind, and some worth \$1.50. Plain negligee style, with detachable cuffs. Match street sale.

Men's Collars at 50c a Half-dozen

Collars that will fit, launder, and wear as well as most collars costing double. All the proper and correct styles. Sold in half-dozen lots only—at 50c for 36. All sizes from 14 to 18 inches. In the following shapes:

Wings—14½, 15, 16, 17, 18 inches in height.
Standard—14½ and 16½ in.
Loop-Point—14½, 15, 16½ in.
New Style in Tuxedo—14½, 15½, 16½ and 17½ in.
Old Style Tuxedo—14½, 15½, 16½ in. Match street sale.

Men's Cuffs at 75c a Half-dozen

Cuffs same quality as collars. Wearing quality same as those you are paying double for. Sold in half-dozen lots only. Straight button styles, with round and square corners; single tab Bak, with round or square corners. Sizes 20 to 21½ inches. Prices 75c a half-dozen. Match street sale.

Men's Cambric and Muslin Nightshirts at 50c Each

The shirts are the wide, roomy kinds with long bodies. Cambric, with muslin neck; muslin, with collar; plain and neat trimming. Sizes 34 to 47 in. Match street sale.

JOHN WANAMAKER,

Formerly A. T. Stewart & Co., Broadway, Fourth Ave., 9th and 10th sts.

Originality after all is far from what most people imagine it to be. The man who can evolve from his own brain a constant string of novel and startling truths is as rare to-day as in the days of Solomon. The capacity of saying things in a new and effective way is what is generally considered originality, and after you sift it all down this proves to be the faculty of using common every-day sense in expressing one's self.

Every word in every sentence should mean something. All unnecessary phrases and words should be omitted, for everything in a sentence requires attention to understand it, and the more attention is diluted, so to speak, the less will remain for that part of the sentence which is supposed to put forth the strongest points. Short, meaty sentences should be used. Long sentences are apt to be confusing to many minds.

In writing advertisements the vital part will be found to rest in the introduction or argument. The headline may catch the eye, but if the introduction following does not

contain some concise statement, a reason why, the reader is apt to think the advertisement dull and not worth reading through.

In this advertisement of the Siegel, Cooper Co. the introduction is short but business-like. It tells not only what is advertised but it states also, in an indirect manner, the fact that the fur-trimmed coats being offered are in great demand, sell well, and therefore must be worthy.

If a merchant is advertising men's working shoes, and as a headline uses the words, "Men's Worthy Working Shoes," it is bound to attract attention when properly displayed. Workingmen will be eager to read further. Suppose, then, the merchant goes on to say, in the old, stereotyped way, "Our stock of these goods was never so complete as now; come and see them and be convinced." How many men will be influenced to read further after that? But suppose the merchant comes out boldly and says, "the wearing kind—those that will hold together in wet or dry weather—the kind you can depend upon all the time—you have no use for any other kind." If you were a workingman, do you not think that

an argument after that fashion would lead you to think that the merchant had a good shoe, and one that he was sure was good? You would be induced to try a pair to see if the statements were really truthful.

As a general thing the public will not accept a business man's word that a certain thing is so if there can be any doubt about it. It is always best, then, to tell the reason why a thing is so. No possible room for doubt should be left to form in the reader's mind. In writing advertisements reasons should be given for facts, and the advertisements will be much more convincing because the facts are given.

In the argument of the Badger Furniture Company it is stated that the Whitney go-cart is several seasons ahead of other makes, but they do not rest there. They continue to give reasons why it is ahead of others. This is a good argument although a trifle long. This advertisement is reduced from eight inches in length by two columns in width and the type was sufficiently large to be readable in the original.

Advertising is not an exact science. It never will be an exact science. It is an art, like literature, or painting, or music. Exact science allows no personal equation, and is subject to hard and fast rules, while in the arts the personal note is everything. Advertising will never be subject to hard and fast rules, for the best advertiser will be he who projects the most individuality into his work, and at the same time understands his fellow

NO CONNECTION WITH ANY OTHER STORES
THE DISCOUNT CITY IN ITSELF

SIEGEL COOPER CO.

SIXTH AVE. NEW YORK CITY

Headquarters for Fur-Trimmed Coats

We introduced these splendid garments of our own manufacture last year and they met with immediate success. This year we have been unable to keep up with the demand, but to-day we will again show a splendid selection, as follows:

No. 1—Body lining of Russian Marmoset collar and cuffs of Persian Lamb. Price	\$65
No. 2—Body lining of Mink collar and cuffs to match of Mink. Price	\$55
No. 3—Body lining of Coyote collar and cuffs Natural Seal. Price	\$45
No. 4—Body lining Mink collar and cuffs Mink. Price	\$55
No. 5—Body lining of Russian Squirrel collar and cuffs French Seal	\$55

(The coat illustrated is No. 1.)

These coats are made of an extremely fine quality of Black Kersey. Fit and style equal to the most exclusive fur lined coats at much higher prices elsewhere.

These garments are made under our own supervision by expert tailors and fur workers. We would advise an early selection, as there will be no duplicates.

Fur-Trimmed Breakcoats.

This coat has been one of the most popular garments for cold weather ever introduced by us. The collar and edges are trimmed with Spanish Mink and the body and sleeves are lined with the celebrated guaranteed Seal's Seal Skin. A up model coat for automobiling, travelling and general wear.

Price **\$23.50**

Full Dress & Tuxedo Coats and Vests.

Fabrics that will appeal to the most fastidious dresser. Style and workmanship per excellence.

THE LABEL OF THE MAKERS TELLS THE REST

Price **\$20 and \$25**

STORE OPEN EVENINGS.

men—a faculty that cannot be reduced to rules or elements, according to the requirements of an exact science.

There are many principles in advertising that are of a general nature, and these gathered together may be called rules, but those that will always apply, absolutely and arbitrarily, would be found to be few indeed. To be always truthful is a hard and fast rule, but there are times when dishonest advertising seems to be successful. When persisted in, dishonest advertising will be found to be unstable and unprofitable. One false statement may lead to losses little dreamed of. It is hard to believe a man whom we know has told one lie. We are afraid to believe him.

Don't swerve from the truth. Don't waste space, time and money in trying to make the public believe that an article worth only fifty cents is really worth a dollar, and that you are selling it at half price. It may be good value at fifty cents, but it is folly to put a fictitious value upon it to emphasize its cheapness.

Many men, many minds. The same advertisement will not sell a thing to all possible buyers. What attracts one man may have no attraction for another—all the more reason for thought in every advertisement, and a different argument every time an advertisement appears.

Don't be funny in your advertisements. Here is an example of how not to do it that recently appeared in a large advertisement:

Badger's Sunday News

Take the Baby with You Next Sunday

Your Baby in Our Gocart

We are the only people here who sell the celebrated Whitney Gocart. This little vehicle has more than half a century of experience back of it, but it is several seasons ahead of other makes, many of its best features being patented.

It has patent nut locks, enabling the wheels to be taken off, oiled and snapped back into place instantly—without using a wrench. It has dustproof caps to keep the dust out and the oil in. It has an extra broad tread—this is, it is wide between the wheels. This makes it run true and straight, relieving you of the necessity of constantly watching it to keep it on the walk. This also prevents it from upsetting.

This year's patterns have been reduced in size fully one-third, and in price more than that. Besides reclining they fold up, and when folded they do not occupy half the space the others do. The designs are all graceful and attractive, and have that air of distinction which so well comports with a good-looking baby.

This beautiful Gocart has handsome panels and cushions, with closely woven seat body. The back and dash both recline, besides which it folds up into small compass. It has enameled, nickel-finished, handles and all the other Whitney improvements. \$12.00

This folding street car Gocart.....\$8.00

A similar pattern with perforated wood back.....\$1.75

Folding and reclining Gocart, with panels and cushions. It is small and compact.....\$7.00

English Carriages, in black enamel and leather.....\$40.00

Carriages with road seats, upward from.....\$20.00

Badger Furniture Company

PETTICOATS

What about petticoats—as pretty as silk, and not a thread of silk in them, is what we say about as pretty a line of petticoats as any bald-headed man would like to look at.

The last nine words of that argument kills the whole advertisement. No respectable woman but would consider that a direct insult. Bald-headed men might laugh over it, but then they would not buy a petticoat for the purpose of having it to look at. The women are the buyers of these articles, and the advertisement should be directed to them. The argument should be framed to appeal to them. Not one woman would be influenced to buy from that advertisement, and many would be afraid to enter the store and inquire for them, for fear the salesman might be as familiar with her as the ad-writer was.

There should be no necessity for a statement like this:

“When you want reliable footwear buy them of a firm that is reliable. We do business on business principles and treat our customers square.”

If a merchant does not do business on business principles and treat his customers squarely he will very soon find that he has no customers.

Here's another example of an advertisement that appears very frequently under different guises:

"When you want clothing be sure to get our prices."

Why not describe a line or two, and quote the prices? It would be more business-like. Here's another:

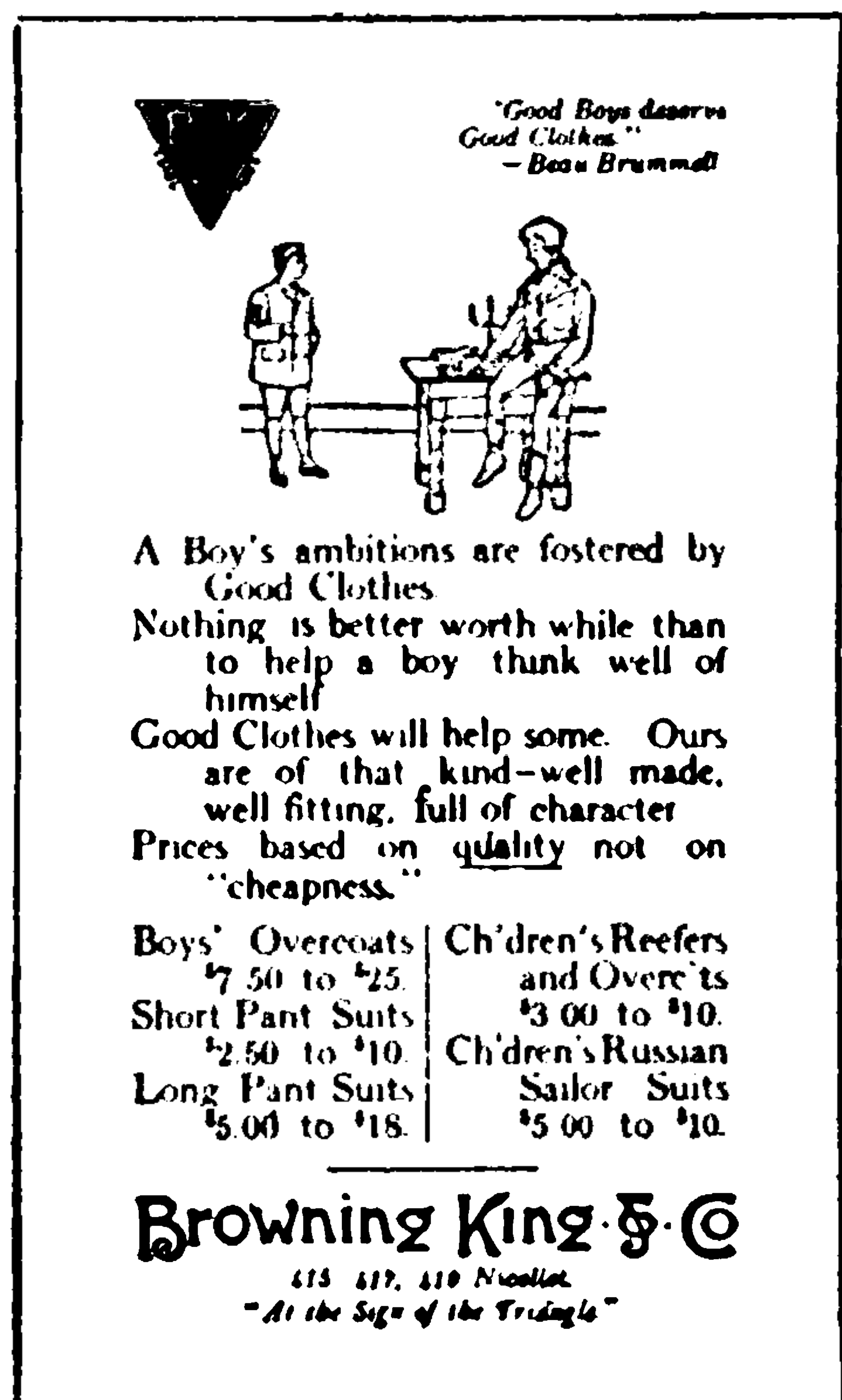
"We sell Brown's hats—
We need say no more."

Why need there be nothing more said? Are Brown's hats so well known that no reader of the advertisement could be given any further information? Are Brown's hats all the same style? Are there never any new styles in Brown's hats? Granted that every reader of the advertisement had heard of Brown's hats, don't you think it would have been using valuable space to better advantage if the advertiser had tried to induce someone to buy an extra hat?

People will read the striking, stirring, nervy, pithy, attractive advertisements first, and leave the prosy ones out altogether. They will no more read a prosy advertisement than they will read a prosy book.

Attractiveness and pointedness are absolutely indispensable in advertising.

In the advertisement of Browning, King & Co. we have a fair sample of an advertisement that is most likely to be read. It is true, there is no headline to center attraction, but the sentences and paragraphs



"Good Boys deserve Good Clothes."
— Beau Brummell

A Boy's ambitions are fostered by Good Clothes. Nothing is better worth while than to help a boy think well of himself. Good Clothes will help some. Ours are of that kind—well made, well fitting, full of character. Prices based on quality not on "cheapness."

Boys' Overcoats	Children's Reefers and Overcoats
\$7.50 to \$25.	\$3.00 to \$10.
Short Pant Suits	Children's Russian Sailor Suits
\$2.50 to \$10.	\$5.00 to \$10.
Long Pant Suits	
\$5.00 to \$18.	

Browning King & Co.
415 417, 419 Nicollet.
"At the Sign of the Triangle"



Ye maidens who skim the ball room floor and trip the light fantastic toe

Come unto us for your slippers. We have all the newest creations.

The Brelsford Shoe Co.
419 Austin Avenue.

are broken and look interesting. Did you ever pick up a story book to wile away a minute or two? If you did, you have very likely paused at a passage in the book that contained a number of short paragraphs, indicating a conversation. You have perhaps read these short paragraphs, and when they ended and a long prosy one appeared you turned the page over to see if there were not more pithy parts to the book. It is the same with readers of advertisements. They skip over the long prosy ones and nibble at the short and interesting looking ones.

In the Brelsford Shoe Co. advertisement here shown there is nothing to make a person want to go there for slippers or shoes. There is no price given at which the slippers mentioned can be purchased. There is no idea given of what the "newest creations" may be. Such statements have become so hackneyed that they convey no meaning to the reader. They are looked on as being merely a matter of form. There are no arguments given why "the maidens who skim the ballroom floor and trip the light fantastic toe" should "turn down" the stores where they usually buy to try the footwear of The Brelsford Shoe Co. This advertisement is artistic, it is pleasing to the eye, but it is not likely to sell many slippers.

The merchant should use all his brain power in evolving new ideas for his arguments. He should always be aggressive. He shouldn't wait until some other merchant comes out with a brand new idea and then steal it, and cook it over for his own. It is always

well to adopt ideas and adapt them to his own use, but he is likely to run short on some of them. With ideas of his own, the retailer is ready for any emergency.

Remember, that one advertisement won't make prosperity. Nor will persistent use of space in the paper make business. It isn't the use of space that counts in the effort at business building. It isn't the large claims with hopes that results may follow. It isn't bombast or assurance or talk that does the business. All of these have their places in advertising, but the one thing that is essential is honest business purpose.

In the Strange & Skinner advertisement we have a style of argument that is only too common among a certain class of advertisers. When they cannot talk intelligently about their own goods they belittle those of their competitors. This does not pay at any time. A competitor should never be mentioned in a merchant's advertising. It is not dignified. It is not sensible. It is childlike. It is idiotic.

Thinking people will say: "That firm is being hard hit by some competitor," or, "Some firm is cutting into their business pretty deeply or they wouldn't advertise like that." Readers of newspapers are pretty keen to note these things. They are quick to find a motive for every move a merchant makes. It is not advisable then for a merchant to leave loop-holes of this character in his advertisements.

If Strange & Skinner had taken one particular shoe and written an advertisement around it, made it appear of extraordinary value, in both quality and style, they would have got more returns from their advertising expenditure.

The introductions in the Browning, King & Co. advertisements on page 36 are all good. They are all reasonable and readable. They are argumentative and business-like.

These advertisements are good and no doubt were business bringers for Browning, King & Co. Note the trademark and the quotation from "Beau Brummel." These are a feature of all of this firm's advertisements. The outline cuts are used merely as eye-catchers and are representations of that famous "beau" whom they quote so freely.

An effort to give the people what they want and an effort to tell why they want it, why it will wear or satisfy, why it is superior to that made or furnished in the past, why it is cheaper at the present prices than some articles that are sold for less should be the advertiser's sole aim. All these are points that will give the advertisement that tone which will gain the confidence of the people, the quality which will make it appeal to the sense of economy or high value, the worth that will make it profitable to the man who has paid for and promoted the advertisement.

The advertiser who knows when to talk, what to say, and how to shape his ideas is not the one who is uncertain about the value his advertisement is going to be to him.

Every store has some goods that no other store has. Perhaps the goods are of higher quality, or of a more reliable make, or bought at a lower price, and are consequently being sold at a lower price. Whatever the superior points, whether of store or of goods, these should be exploited. The facts should be honestly stated, and reasons for the facts given as concisely as possible. Let the public know about these things. You may know it, but if you don't tell it no one else will.

The argument should be set in Roman type—that is, the ordinary style of newspaper type. It should be larger, of course, for the eight-point type, which is usually used in a newspaper's reading columns is not large enough to be attractive. A large open



There are plenty of other dealers who sell Three-Fifty Shoes, but they don't sell "Our Kind."

Every one of them wishes he did—Why!

Although \$3.50 Shoes are as plentiful as birds in the air, in unlikeliness they are wonderful. Some are worth \$3.50, some of them are worth just about \$2.75.

Our Kind
Are Worth More Than They Cost

Any man can PROVE that to himself by using his eyes and by asking men who wear them.

There is no other shoe sold for this price that can compare with them.

We Stand by This Assertion Against All Comers

The new Spring Styles in Kid, Calf Tan and Patent Calf are now ready.

\$3.50 and \$4.00

Within these prices you can have anything that was ever made in shoes—any style—any leather—any size.

Strange & Skinner Court St. 67

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

A HOLIDAY OUTFIT.

A lot of people will manage to get several days out of town over the Fourth—and they'll want a lot of Outing Clothing and Furnishings.

They're to be had here.
Two-piece Suits, not much lined but properly "stayed"—\$12 to \$25.
Serge Suits—a quarter lined if you like—\$15 to \$25.

Everything you can think of in the way of Headwear, Neckwear, Shirts and Bathing Suits.

"Our aim is to be the dignity of dress," said Ben Brummett, "but not in the property of it."



671 to 675
Main Street

BUFFALO
N. Y.

Broadway at 23d Street NEW YORK Factory, Cooper Square

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

Warm Weather Clothes

We shall provide for our share of those who want to dress for the Sea Shore or the Country over the Fourth.

And for those who stay in town, too.
Outing Suits—two-pieces—of little weight and little cost.

Serges, in trustworthy fabrics, and rightly cut, \$15 to \$35.

Straw Hats, Bathing Suits, Outing Shirts and every other thing that ought to be in a complete store.

"We need not ignore our personal comfort," said Ben Brummett, "while practicing patriotism."

Broadway
at 23d Street

Cooper Square
at 5th Street

Fulton Street at Buffalo Avenue, Brooklyn

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

The Summer Solstice

Don't let the Fourth find you unprovided with Outing Wearables.

Serge Suits—\$15 to \$35—combine Comfort and Appearance.

Outing Suits—two-pieces, \$15 to \$30—for Comfort first of all.

Rain Coats—\$15 to \$30—for Comfort and Protection, rain or shine.

Negligee Shirts, short-length underwear, Straw Hats, and every other mid-summer comfort.

"Faster than a train," said Ben Brummett, "it is possible, at 8 o'clock, to be completely dressed."

Broadway
at 23d Street

Cooper Square
at 5th Street

Fulton Street at Buffalo Avenue, Brooklyn

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

Serges for Summer.

Serges are the call for Summer Suits—long and with wide lapels—single or double breasted—blue, black or gray, \$15 to \$35.

Straw Hats—split straws and, sent in the braids—\$1.50, \$2 and \$3.

Negligee Shirts—a large assortment of patterns and fabrics, cuffs attached or detached—\$1, \$1.50 and \$2.

Summer Underwear from 50c. a garment up.



"Next to breaking the winter's storm in a warm coat," said Ben Brummett, "is the comfort of dressing properly for the Summer heat."

Fulton St. and
DeKalb Ave.

BROOKLYN
N. Y.

Broadway at 23d Street NEW YORK Factory, Cooper Square

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

Summer Comfort

The Summer Serge has never waned in popularity, and for very good reasons—comfort, durability and good appearance.

This season Gray vies with the Standard Blues and Blacks in favor.

You want to be sure of pure Worsted, and we guarantee our Serges absolutely.

\$15 to \$35.

Straw Hats, as good as there are, at a dollar or two less than the hatters charge.

Negligee Shirts ready to wear or to measure.

"Fashion," said Ben Brummett, "moves forward where common sense hasn't yet caught up."



Broadway
at 23d Street

Cooper Square
at 5th Street

Fulton Street at Buffalo Avenue, Brooklyn

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

The Suit and Suit Case.

An Outing Suit—\$15 to \$35—is a first essential for the holidays that come with the Fourth this year.

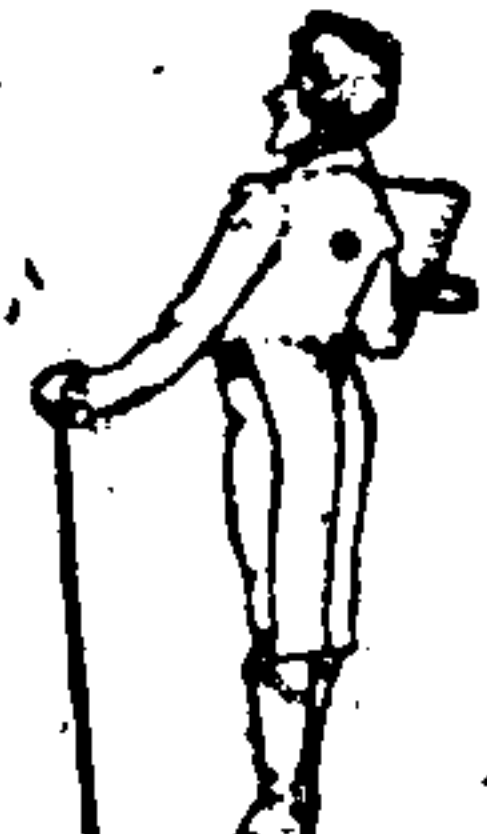
Serge Suits—three-quarter lined, if you prefer—\$25 to \$35.

A good Straw Hat—\$2. Short sleeves and knee-lengths in underwear—50c to \$5.

Negligee Shirts \$1 to \$3.50—and every other item in Haberdashery.

The best Suit Case in town for \$5 to carry the outfit in.

"The Bird of Freedom is on the wing," said Ben Brummett, "Freedom in dress is a fact."



Broadway
at 23d Street

Cooper Square
at 5th Street

Fulton Street at Buffalo Avenue, Brooklyn

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

Every Other Day.

There'll be a holiday every other day the first half of next week, and perhaps you are among the lucky ones who will take a vacation.

Don't forget Browning, King & Co. If you happen to want a Suit Case, Outing Suit, extra Outing Trousers, a Bathing Suit, Straw Hat or some of the new things in Underwear, Mackintosh or Neckwear.

"They're all here ready at our service," says Ben Brummett, "and we'll be glad to see you."

"There is no joy in a holiday," said Ben Brummett, "the busy holiday dress for it."



Broadway
at 23d Street

Cooper Square
at 5th Street

Fulton Street at Buffalo Avenue, Brooklyn

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

A Second Crop.

This is the time, as the season advances, when most clothiers are short of Rain Coats and Top Coats.

A condition that never occurs here.

We have just received from our own factory a second crop of Faddicks, Swaggers and Coverts in full assortment.

\$15 to \$35.

Do Negligee Shirts interest you? \$1 to \$5.

Cooper Square and Brooklyn stores open Saturday evening.

"Be not content to be dressed," said Ben Brummett, "study rather moderation and you will holiday good style."



Broadway
at 23d Street

Cooper Square
at 5th Street

Fulton Street at Buffalo Avenue, Brooklyn

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

Quarter-Lined Serges

No Fabric for Men's Summer wear is so becoming and comfortable as Serge.

Our quarter-lined Coats are practically as cool as the skeleton-lined and as shapely as the full-lined.

\$15 to \$35.

Every thread is warranted true blue wool—or black or gray, as the case may be.

"There is no such grace and style as of comfort," said Ben Brummett, "in a becoming serge."



Broadway
at 23d Street

Cooper Square
at 5th Street

Fulton Street at Buffalo Avenue, Brooklyn

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

Summer Serges

It's but a dozen days to the Fourth. Don't wait the limit of time before getting your Summer Suit.

If it's a Serge, we've what you want, single or double-breasted, and as little lined as will hold shape—and perfectly well-made. \$15 to \$35.

Negligee Shirts \$1 to \$3.50, and Straw Hats \$2 to \$4.

"There are two kinds of knowledge," said Ben Brummett, "in knowing what you want, and knowing what to know where to get it."



Broadway
at 23d Street

Cooper Square
at 5th Street

Fulton Street at Buffalo Avenue, Brooklyn

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

The Time and Place: Now and Here.

The season calls for Serges, Blue, Black and Gray. Single breasted or Double, \$12 to \$25.

Two piece Outing Suits of serges, worsteds and chevrons. Coats half or quarter lined, \$12, \$15 and \$18.

Straw Hats, \$1.50, \$2 and \$3.

Negligee Shirts for as much as you want to pay, but especially strong on the lines at \$1 and \$1.50.

"Be sure you're right," said Ben Brummett, "and then go as far as you please."

Open Saturday Evenings Till 10 o'Clock.

Fulton St. and
DeKalb Ave.

BROOKLYN
N. Y.

Broadway at 23d Street NEW YORK Factory, Cooper Square

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

True Blue Serges

Honest worsteds are the basis of our New Style Serge Suits—whether blue, black or the new wide wale gray.

They are made to endure, and whether fully or partly lined, are designed to hold shape and give comfort and style to the wearer.

\$15 to \$25

Our Furnishings Department is full of suggestions for the summer wardrobe.



Main and
Eleventh Sts.

KANSAS CITY
MO.

Broadway at 23d Street NEW YORK Factory, Cooper Square



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trait in women half the fashion journals would have to go out of business. Then the woman who is needing shoes of any kind who reads a description like that will say to herself, "That's a pretty style, and if they have those they are likely to have ———, just what I have been wanting for ever so long. I'll go there and see anyway." That

A Trouser Sale.

\$2.75.

We won't go into details as to the values, etc. Every pair is worth considerable more than the price, and this means a big saving to you.

These trousers are on separate tables, and sizes are conveniently assorted, and many of them are made odd by the coats and vests being sold from the suit and the \$2.75 price will make them ready sellers.



Capitol Clothing Store

In the advertisement of the Capitol Clothing Store we find an excellent display. The use of white space brings out the advertisement very nicely, but it is an advertisement without description.

"Trousers, Extra Value, \$2.75," is really all we are told about them. If in place of some of the white space so lavishly used there had been a few words of description, or details, the sale of trousers would surely have been greater.

Advertisers should never lose sight of the fact that they are trying in their advertisements to show people why they should spend their money for certain goods the advertiser has for sale, rather than go elsewhere for them. This is a far harder thing to do than many seem to think. Let us ask ourselves whether we buy articles unless we are pretty sure of what we are getting? No, we do not. Then, will others? No. The advertiser then must be explicit.

If the merchant who is about to advertise will place himself in the position of the people he wants to attract, the result will be that he will prepare his advertisements much more carefully and convincingly.

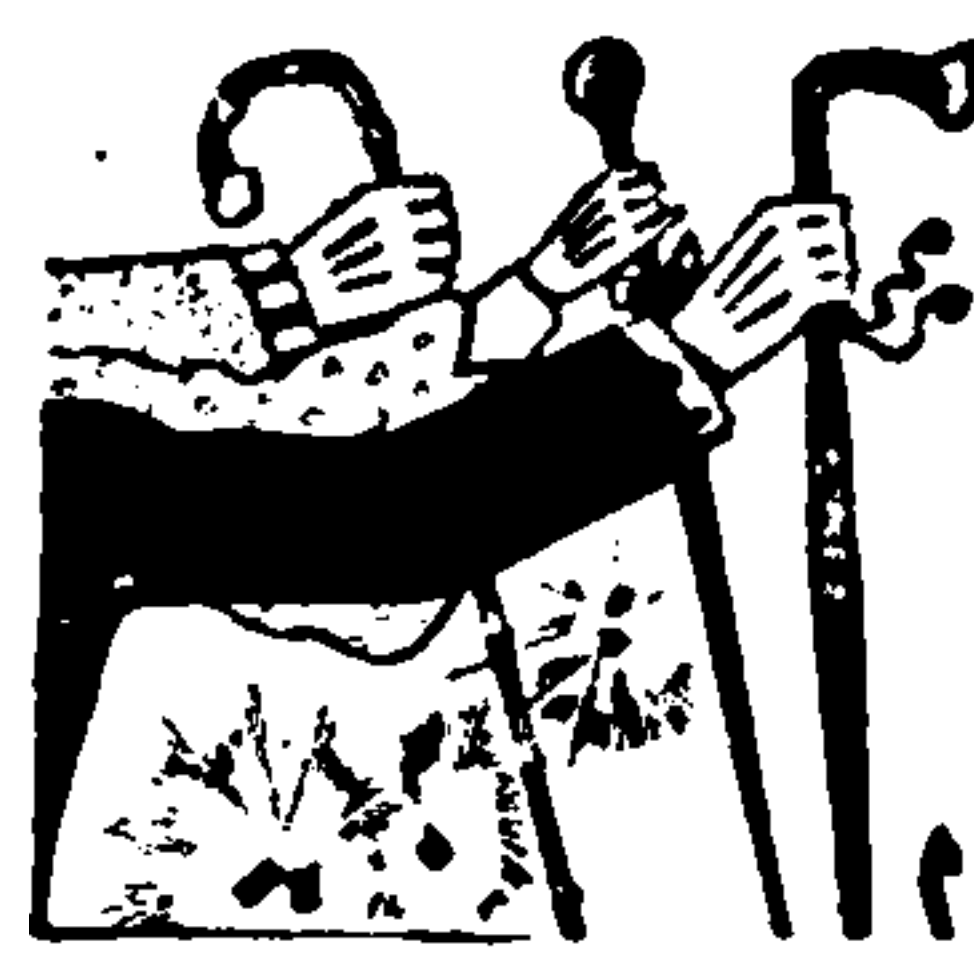
Bald statements do not belong to present-day advertising. It might have done a dozen years ago, but the present-day advertiser has to get a mental move on him if he wants to interest the masses. That's it—to interest the masses. If John Smith has anything they want and will sell it for little money they are interested at once. But other merchants, as well as John Smith, are trying to coax them to buy, so John Smith must do something more than they. He must convince them that he is not only selling at the low price, but that the article is better value.

Don't say your goods are "the best in the world," for that is a bald statement, and of no value; tell the people why they are the best.

In the Dominion Umbrella Store advertisement we have a very good example of an advertisement containing nothing but bald statements. If the word "shoes" should be

is the style of reasoning that is done, and the man who describes his natty styles will get the reputation of keeping nothing but natty goods—a reputation worth thousands of dollars to any merchant.

Some advertising experts say, "Tell your story quickly, and allow plenty of white space to make the advertisement stand out." That is very good advice, but the trouble is some merchants carry it to extremes. Lengthen the sentences, and sacrifice white space if necessary, for at any cost the advertiser should make himself plain. The advertisement may, as the result of a little crowding, be a trifle less conspicuous, but it is far better to convince a few than to mystify a thousand.



UMBRELLAS

To suit all tastes and all purses. Thousands to select from at all prices.

THE DOMINION UMBRELLA STORE,

2305 ST. CATHERINE ST.

139 ST. PETER ST.

Umbrellas Re-Covered and Repaired.

substituted for the word "umbrellas," it would make just as good advertising for a shoe store as it did for the umbrella store.

The Winslow & Ruff advertisement is another style of advertisement that is often used by retail merchants. The advice given is good. The illustration is good. But one has to look pretty closely to find out what kind of a store is making the offer. That is found in the name-plate if anyone should care to know.

The R. H. Edmunds Co.'s advertisement is a sample of the advertising that is being done by a great number of country merchants. They try to tell their whole story in one little advertisement. They think it necessary to mention the fact that they have a stock of hosiery, handkerchiefs, neckwear, negligee shirts, underwear and hats as well as clothing. The advertisement thus becomes a mere catalogue or list of the articles sold in the store. There is not room enough left for descriptions and they are omitted.

These merchants forget that if one style of hat is advertised that it is a clear indication to the reader that other styles are also to be found there. If neckwear is advertised one naturally supposes that shirts, collars, underwear and such like articles may also be found in the same establishment.

The whole advertisement is merely a business card with a few commonplace generalities thrown in by way of adornment.

If you study the advertisements of the largest retail houses in the world the first thing that such a study will show is that they go into details regarding quality, make and price. A person must be interested before he will buy, and he cannot become interested until he gets a clear idea of what it is the merchant has for sale.



FOR MEN, YOUTHS and BOYS.

IT PAYS TO BUY OUR KIND.

The man we are looking for is the one who finds it hard to find just what he wants. To such we say

MAKE YOURSELF AT HOME

in our "Right Dress" shop, and we feel sure you will find just what you are looking for. We feel this is true with every man's, youth's or boy's want.

IN ADDITION TO OUR CLOTHING

we want you to inspect our superb lines of
Hosiery, Negligee Shirts,
Handkerchiefs, Underwear,
Neckwear, Hats.

The R. H. EDMUNDS CO.



Here are a few thoughts expressed only recently by one of the highest salaried advertising managers of one of New York's largest department stores:

"Description of goods will bring more people to a store than prices.

"People of a better class come to see the offerings.

"Unless the advertiser knows his goods and values he is in danger of over-rating the value in his advertising.

"Advertising description should tell humanly interesting things about the goods.

"The greatest amount of fact must be compressed into small space.

"Description must be interesting as well as reliable.

"Description must stimulate interest.

"Merchandise must be described in a bright, snappy way.

"An examination of store advertising day by day will show a great deal of description that does not describe the goods.

"Adjectives cannot be substituted for information.

"Advertisements should educate the public in grades of goods and real values."

These are the convictions of an expert, one who has not only had experience in one store in one city, but in many stores in many cities. He says that "descriptions will bring more people to a store than prices," but by combining description and price the maximum of pulling power has been reached.

Not long ago an advertiser set forth in an advertisement nine separate bargains. One of them was "Velvet Slippers at 19 Cents Per Pair." The advertisement read simply:



One pair was sold. Is it any wonder? There was no description at all, except so far as "velvet" would describe. The public were allowed to guess whether they were men's, women's or children's; whether they had leather soles or string soles; whether they were all one size or whether there were all sizes. The price was ridiculously low, but it did not draw trade for the slippers. If an adequate description had accompanied the price there would have been few of those slippers left by the evening of the day upon which the advertisement appeared.

Genuine Panamas

OPTIMO (Deated Crown)
The weather has opened the Panama season and we have opened several cases of the finest Panamas for the money it has ever been our pleasure to offer.

TELESCOPE
These Panamas were made in South America by the natives and were shipped to us at a price which permits our selling them to you for a third less than asked by exclusive hat dealers for the very same quality—our price is \$5.

We picture two of the styles. The other shapes are Fedoras and Optimus (with peaked creased crowns). The hats are trimmed and blocked ready to be worn.

Out-of-town orders filled—write us. **S. N. WOOD & CO.** 740 MARKET STREET.

Contrast the advertisement of S. N. Wood & Co. with that of Colman's. In the one we find a full description of the styles, following a very interesting introduction. The man who needs a Panama would be interested in that advertisement. His curiosity would be aroused by the interesting information about these particular Panamas, and this curiosity would most likely lead him to investigate the offering. In Colman's advertisement the bald statement is made that "we are selling a raft of \$5 Panamas." This might lead a man, who had already determined to buy one, to go to Colman's for it, but it would never force investigation from

one who had not already determined to buy.

A merchant cannot write a trade-pulling advertisement unless he knows the goods he advertises. The salesman who makes it a point to know about the dyes in coloring the cloth, or about the weaves of the goods, or about the reputation of the makers of the article, will sell more goods by telling his customers what he knows about the material and explaining to them why the line he offers is better than that offered by others. It is the same in advertising. Tell the public all about the wares for sale, and the sales will go up.

Advertising is coming more and more to be regarded as salesmanship. The advertiser must study to tell the reader just the proper points to make him interested. Then when he calls at the store and examines the article, and finds it as represented the sale is concluded.

Smith & Climie have produced here an excellent

we are selling a raft of \$5 Panamas

Mail Orders Filled Same Price \$5

COLMAN'S

130 Kearny St. 848 Market St.

Hat Stores

advertisement, one that is bound to sell goods. The honest intention of this firm is evident from the whole tone of the advertisement. The descriptions are given in a popular way, all technical terms have been discarded, and there is an easy smoothness in the reading that invites the reader to read on. Advertisers will do well to study this advertisement carefully and use it as a model from which to prepare their own.

The advertising columns of the newspapers are being conned eagerly, day by day, by readers, and they really vie with the news columns in interest to the public. People are getting into the habit of looking for store news as for anything else, and even men who sneer at their wives for their habit of bargain hunting, find themselves unconsciously running over the advertisements to see what inducements are being offered in shoes, negligee shirts, clothing, etc.

Talk is cheap, so give the public facts. Encourage them to look for your announcements by refusing to cheat them with blandishments, funnyisms, generalities, bald statements, or other substitutes for actual information about your goods or prices.

Aim at educating your constituents in regard to your store and its goods. A flaring announcement will not accomplish this; neither will general advertising of the most modern type. You must interest people by making definite statements about the goods and prices. If you try to tell them everything in one advertisement they will remember nothing.

Pick out specialties that are representative of their special class and push them from time to time. Remember, also, that it is not mere cheapness that catches people. You have to convince them that you have what they want, better, as well as cheaper, than your neighbor.

The public have grown very discriminating, and it is surprising how familiar people are becoming with the stocks of the local merchants and how readily they recognize their relative merits.

Women will read descriptions of articles by the page, but men are not so ready to store away such knowledge for future use. In writing descriptions, then, of articles of men's attire, or for men's use, they should be shortened as far as possible without impairing the picture that is intended to be conveyed to the reader's mind.

A good rule to follow when in doubt is: Describe the article fully, in popular language; technical terms are not known to all readers.

The J. R. Libby Co's advertising man knows how to set forth the firm's offerings in a most tempting manner. This advertisement is worth studying. The manner in which the wording at the bottom and sides of the advertisement appears is open to criticism. They are rather disconnected when taken separately, and one has to study them out a little before one becomes convinced it is the intention of the firm to have them read connectively.

These side-heads, or whatever you wish to call them, are used in most of this firm's advertisements. They are used presumably for the purpose of telling in black-faced type the gist of the whole advertisement. The effect is sometimes startling. Read in the right hand column about the millinery department and connect it with "Tuesday at 12½c." Rather incongruous, isn't it?

SMITH & CLIMIE
"The store that sticks to facts"

**A Business Stroke
For Shrewd Fellows.**

A STROKE WHEREBY YOU SHOW
 dollars down into your pocket on the purchase of a suit of good clothes. The next week will be devoted to special selling of good clothes at this store, and it's an opportunity no really shrewd man will ignore. The prices and values which constitute the magnetism are such as will convert the most extreme pessimist into a believer of "S. & C." facts. These clothes are new and stylish. The values, you'll not question. Be an early visitor. You'll get just what we advertise.

\$10.00 MEN'S SINGLE
 breasted suits of medium light gray with dark stripes and overalls effect. Fabric is well bodied, lined with fine worsted finish, lined with good quality twilled cotton. Shoulders are thoroughly padded and built broad and rounded. Collars are very close fitting and lapels liberal in width. These \$10 suits we place on sale at..... **7.90**

\$9.50 LIGHT GREY SUM-
 mer suits—very small. Outlines in back for comfort's sake. Trimmings are of superior quality. Fabric is of the fashionable home-wool order with the natty black overalls and smart work. These \$9.50 suits we surprise at..... **7.25**

\$12.00 SUITS MADE FROM
 the greatest piece of light gray worst you'd find in a week's travel. Well lined and trimmed, broad shouldered. Made with raised collar and 6 inch centre vent in shirt. A strictly high grade \$12 suit for..... **9.60**

\$11.50 SUITS OF DARK
 gray homespun with neat stripes. These suits are hand tailored throughout, bearing the famous "20th Century" brand label. Trimmings in these suits match the cloths and are of the very highest order. They are cut single breasted, with the most close fitting collar and lapels. Shoulders are broad and graceful giving these garments an air of distinction. As \$11.50 suit for..... **9.40**

\$13.00 20th Century Brand of Men's Tailored
 Suits made from fancy stripe worsted and lined with matched mohair. These garments are so thoroughly constructed that they will maintain their shape until worn out. They will not break down the front nor puff at the shoulder. These \$13 suits should not last long at..... **10.50**



IN THE LINES ABOVE MENTIONED
 we haven't the full range of sizes and cannot guarantee these values for any specified time. The only sure way to reap this benefit is to let us clothe you to-day.

S. & C.

12½c Splendid Sale of White Mercerized Waists and Vests and Dress Goods Tuesday.

J. R. LIBBY CO.

50, 39 and 25c Mercerized White and Fancy Woven Goods Tuesday at 12½c

White Sale Tuesday.

Details of the Sale, 12½c.

The marvellous sale of over thirty thousand yards of Wash Dress Goods in one day last week, stimulated us to larger efforts this week. More-over it told manufacturers, importers and wholesalers that if they had noticeable desirable goods to unload for cash there was no lot too large for us to sell instantly.

Several great Merchandisers held before us tempting bait.

This one we took staccato fashion. It takes in 50c, 39c and 25c White and colored Mercerized Wash Dress and Waist Goods.

(Some of it cost the house we bought it of 12½ cents a yard, but they wanted to close out all they had.)

Here are:

White Mercerized Voiles

White Satin Striped Brocades

Striped Lawns

Satin stripes, alternating with Lace stripes, canvas double warp and Wool

Woolen Highly Mercerized Oxfords

Mercerized Cheviots, with black Polka Dots.

White Mercerized Cambric, with White Coll. Spots.

Innumerable Weaves and Satins.

Just the goods to make up for early Spring Waists, Skirts, Suits and Children's Dresses.

Not a piece in the six thousand yards worth less than 50c a yard.

More of them worth 39c and 25c.

ALL NEW.

Not a yard of them was in our store before last Saturday.

Price for any style Tuesday, 12½c.

TERMS OF THE SALE.

CASH (not that anybody's credit is doubted but because in the rush for these goods there'll be no time for charging).

None reserved.

None sold (by favoritism) before Tuesday.

No Samples Cut.

Plenty of intelligent Sales people to serve you promptly.

Complementing the Sale of Mercerized Goods will be (on Central Bargain Table) one lot All Linen Suitings, 55 inches wide plain green, blue (fancy weaves) with white line, blue and brown stripes. Firm, Washable Goods, 50c quality.

Tuesday at 12½c.

Women's Suit Department.

TUESDAY SALE.

50c. Elder Down Dressing Gowns, pink and gray. Were \$1.50.

Monday at 50c.

Matchless Sale Tuesday.

12½c

White Goods



12½c

The most important sale we have held this winter. More value for the money than in any previous sale.

Six Thousand Yards Mercerized Voile, White Satin Brocade, Striped Lawns, Nouveautés de Champagne, Highly Mercerized Oxfords, Canvas Weaves, Coin Spots, Open Work Lace and Satin Stripes, Lawns and Muslins. Most of the lot are white, maybe one-third have colored spots, stripes or figures.

50, 39, 25c Dress and Waist Goods. Price Tuesday, 12½c

The Bargainist Bargain of the year. See them in windows Nos. 4 and 5.

50c. One lot Kersey Coats for sale, 14 to 16 years, loose back, satin lined, neatly trimmed with crepe and stitching. Price was \$11.00 and \$10.00. Tuesday at \$2.00.

50c. A small lot of Misses' Suits made of fine all wool serge or covert cloth, knee jacket and fitted skirt. Not every size. Were \$9.00. Tuesday at \$2.00.

50c. One lot Misses' Blouse Coats, best Kersey, black or mode shades, velvet collar and piping, silk cord and tassels at waist, satin lined, 14 and 16 years' sizes. Were \$10.00. Tuesday at \$2.00.

50c. One lot Misses' Short Jackets of good Kersey, in blue, red, brown and tan, satin hood. Ages 14 and 16 years. Were \$10.00, \$11.00 and \$12.00. Tuesday at \$2.00.

50c. Odd lot Silk Waists, made of of best French de Saxe, Crepe de Chine and Tulle, tucked fronts and back, mostly black. A few in light colors. Were \$15.00, \$17.50 and \$4.00. This sale \$2.00.

50c. "West End" Waists, made of best all wool Granite Cloth, white, red or black. Were \$5.50 and \$6.00. Tuesday at \$2.00.

50c. One lot Raglans and Rain Coats for Women, small sizes. Oxford gray and mixture. Were \$12.00, \$13.50 and \$15.00. Tuesday at \$2.00.

50c. One lot Women's Suits carried over from last season, not all sizes, made of Cheviot, Mohair or Novelty goods, brown, blue and black and mixtures. Were \$10, \$10, \$15 and \$12. Tuesday at \$2.00.

Two Electric Seal Coats, sizes 32, 34, 36 and 38. Monday at \$15.00. All other Suits and Coats marked down.

Velvet Sale Monday.

50c. Fancy Velvets, metal prints, embroidered dots, black, brown, blue and red grounds, with white wool embroidered spots, were \$1.00 and 75c. Tuesday at 50c.

30c and 40c. Corduroy in navy blue, brown, green, Napoleonic blue, for Waists, Suits and Boys' Suits, were 75c. Monday at 30c.

Also Remnant Velvets, brown, black, green and navy, 24 inches wide, Dollar kind, Tuesday at 30c.

Remnants and Odd Pieces Silk face Velvet, 30c and 40c.

Elegant \$1.00 Broadband Velvet, Tuesday at \$1.00.

\$1.25 Black Silk face Velvet, Monday at 70c.

Seven pieces Black Cheviot Tulle Silk, 70c kind, Tuesday at 30c.

Millinery Department.

We are having a Special Clearance Sale of Hats and all manner of Millinery, to make space for New Spring Millinery.

Trimmed and Untrimmed Hats Below Cost.

Red Tag Clearance Sale of Furniture Continues One Week More.

BIG BARGAINS LEFT.

Iron Beds, \$14.00, were \$15 and \$16.

Oak Dressers, \$24.00, were \$26.75.

China Cabinets, \$28.00, were \$30.00.

Brass Beds, \$24.00, were \$26.00.

Parlor Tables, \$13.00, were \$14.75.

5 piece Parlor Suit, \$30.00, was \$33.

Fancy Rattan, Dining Chairs and Tables, Sideboards, Bookcases, Jardiniere Stands, 50c; Iron Beds, \$2.00; Couches, \$5.00.

Our Promised Bargain Sale of Fancy China-Japanese Ware will open Wednesday, Feb. 22, at 9.30 o'clock a.m.

White Hollie 12½c

White Canvas Waistings

Tuesday at 12½c

See Window Show.

Mercerized Cheviot 12½c

Best Bargain

In White Mercerized Goods

Tuesday Ever Seen

In Portland, 50 and 35c Goods for 12½c.

Read over any of the descriptions and see if you do not have a picture of the goods before you. That is what description should be—word pictures of the goods offered for sale.

CHAPTER IX

PRICES

THE most interesting part of any retailer's advertisement is the price of the article advertised. Unless the price is mentioned its value cannot be compared with other articles. The article may be so glowingly described and so forcibly praised that one reader out of ten may be able to judge its real value. The other nine may place its cost much higher than it is and decide that it is not within their means. Purchasers should be told the price—it is necessary if values are to be compared.

Advertising means telling things, giving information, all the information. There are some merchants who are evidently of a different opinion, and who believe in telling some things and leaving others untold until they get the customer into the store. Perhaps the idea of only telling half would be all right if the advertisement would bring people to the store, as easily as the telling of the whole. But it will not. It will interest some, while others who are looking for just the information omitted will go to the store that advertises the full information about its goods.

It is telling things that really brings the public in search of the articles they have been told about. That being true, as much information as possible should be forthcoming in a merchant's advertisement.

Telling things pays.

The more one tells the more one sells.

Other merchants there are who like to describe their wares fully, but would rather have the price left out. They say, "The price is pretty high, and folks might think it was too dear, and not come to the store to see the article at all. If they come to the store we can show the good points of the articles, and their good qualities, and then the price won't seem so high. Then again, if we can't sell them that article, we can, perhaps, sell them another and cheaper one." That manner of argument sounds right, but it is really wrong.

To become interested in the description of an article, only to find in the end that the price, one of the most important pieces of information, has been omitted, is, to say the least, disappointing—and it is suspicious, too. "The price of that must be away up" will be the first thought of the reader, who is not likely to seek further information, while under that impression.

But suppose they are sufficiently interested to seek the article, only to find that the price is beyond one's means. The result is likely to be more than disappointing. One cannot help feeling that a trick has been worked, and every one hates to be tricked. Certain it is that the next announcement of that merchant will be given but scant attention.

In the advertisement of the Nickel Plate the price is emphasized by being set in large black-faced type. The prices stand out in a manner to attract attention. The descriptions are meagre and barely state what the offerings are. The prices, in this case, might better have been set in smaller type and the descriptions been made more complete and tempting. It is hardly necessary to display prices in such large type unless they are bargain prices. Even then one or two prices displayed are sufficient. Once attention is gained by an advertisement it will be

read without further urging.

In the Swift & Son's advertisement we have an illustration taking

up, in the original, five inches across two columns, and the advertisement below it informs us that January is a good time to purchase a dress suit or Tuxedo suit, because in January a decided saving can be made in price. If Swift & Son are offering \$50 dress suits for \$40 it would be much better policy to say so than to heat about the bush in the way they do. Even if they are advertising \$50 dress suits at \$50, it is better to say so, and at the same time, tell why they are desirable at that price.

No store ever lost its dignity by advertising prices. If the prices are honest prices any store



Now is the accepted time to put in that order for a Dress or Tuxedo Suit at Swift & Son's—for three reasons:

1. January is practically the beginning of the social season.
2. In January our tailoring department is in a condition to ensure prompt delivery.
3. In January a decided saving can be made in price.

Nickel Plate
307 NICOLLET AVE.

*Come to us
for your*
**FALL
SHOES**

*Here you will find the largest
stocks, best styles, newest lasts.*

New Patent Colt Boots, smart, stylish lasts.....	\$4.00
<i>Gloria Boots</i> —Handsome new lasts, in dull calfskin and vici kid, per pair.....	\$3.50
See our Laird Schober calfskin walking boots, lace and button, swell..	\$5.00
Patent Colt Boots. Fall weights. Button, lace and blucher styles. Smart effects, at	\$3.50
<i>For Men</i> —The Ralston Health Shoes. Warm, waterproof, winter weight styles.....	\$4.00
<i>Stacy Adams</i> leather lined, box calf and vici kid, fall weights. Most satisfactory shoes made—	\$5.00 and \$6.00
New shapes and new lasts in dull calfskin and patent colt blucher, button and lace styles.....	\$3.50

NICKEL PLATE
307 NICOLLET AVE.

may state them with dignity. In fact, honest prices lend dignity to any store's advertisements.

Price is one of the most important things a reader wants to know about an article. No one buys anything without first getting the price. More than half the merchandise

sold is sold on account of the price alone. As long as the price is low—and the purchaser must decide that—the sale is made.

If the price is too high, the merchant should lower it. If the price is right, there is no need to hide it. On the contrary, he should place the quality before the people so that the price will seem a reasonable one.

If the quality of an article advertised is sufficiently described, the price should follow, for price in itself is a power, but when its influence combines with that of quality, style and make, an incentive is presented to the mind of the reader which persuades and leads to a definite conclusion. If the mere name of the article is given with the price tacked on of course half the effect is gone.

Quoting a high price never yet lost a customer. If the price is too high, whether it is stated in an advertisement or by a salesman, the sale will not be made. If the price isn't quoted it is taken for granted by some as a pretty sure indication that it is too high for the article described.

A low price is undoubtedly a trade bringer, but one can't always be quoting bargain prices. If he does, people will soon put him down as a Cheap John—or a liar.

It does not hurt any business to quote high prices on high quality goods. People expect high class wares to be high priced. They are usually willing to pay a good price for a good article, and will do so without quibbling over it. But it is not policy for a store catering to all classes to advertise high class goods all the time, for then the store may gain a reputation of being high-priced. Such an impression often prevails where there are no real grounds for it. By advertising high class goods part of the time and the lower priced varieties at other times the store gains a reputation of being large and of carrying a great range of values. When advertising high grade goods the quality of the article should be particularly emphasized, and when advertising cheap or low grade goods the keynote of low price should

be sounded loudly. In the Scotch Tailors' advertisement we have an example of an "eye-catcher" made by the prominent and peculiar character of the price. It would catch the eye from any portion of a densely printed page.

In the Mullen & Bluett Clothing Co's advertisement we have a form of quoting prices that is seen very often in both city and country papers. The same idea is carried out in the Strange & Skinner advertisement, only the prices are printed in the same size type as the body of the advertisement.

In quoting prices the merchant should be specific. He gains nothing by quoting prices that are practically meaningless. Suits at \$10, \$12, \$15 and \$18 are quoted in the Mullen & Bluett advertisement. The same quotations

may be found in any paper that you may pick up. Most clothing stores carry suits that sell at from \$10 to \$18. The same may be said of school shoes at \$1.00, \$1.25, \$1.50 and \$2.00 that are offered by Strange & Skinner.

SUITS TO ORDER

\$15

*It's not the suit
it's the price
that counts
here. Come in to
inspect and select
one of the finest
suits at \$15 per suit.*

**Fine Clothes
Little Cost at**

Would you object to saving \$10 to \$15 on a suit of clothes?
Wouldn't you just as soon buy a suit for \$15 as to pay \$25 or \$30 for the same suit at another place?
We are convincing men every day that the Scotch Tailors alone can make good clothes at \$15 per suit. It's this way: we buy for our chain of stores on the Pacific Coast, buy enormous quantities, and get lowest prices. Where other tailors have to pay more, therefore have to charge more. Get a Scotch suit—the stylish perfect fitting kind—and save \$10 to \$15.

Scotch Tailors
830 S. Spring St.

The Quality Store

**The Best Suit
Values in Town**

Admiration by everyone who has seen them in the finest business and the best selected garments ever offered at the price. Don't forget them in all the new styles and patterns are here—priced to sell.

\$10, \$12, \$15, \$18

On Display in Our
Corner Windows

Mullen & Bluett Clothing Co.

FIRST AND SPRING STREETS

Great Strength
Is the Chief Characteristic of our

School Shoes

BOYS' BOY CALF, HEAVY DOGSKIN, LATEX-ROLES, \$1.00, \$1.25, \$1.50 and \$2.00
GIRLS' BOY CALF OR DOGSKIN, HEAVY SOLES, BUTTON OR LACE, \$1.00, \$1.25, \$1.50 and \$2.00

We have no peers in shoe prices. We always manage to have our shoes lower than the other fellow's—quality considered.

Strange & Skinner
Court Street—67



THIS PAGE IS LOCKED TO FREE MEMBERS

Purchase full membership to immediately unlock this page

Get Smart

Over 2,000 years of
human knowledge in
797,885 volumes

Instant access
\$8.99/month

Continue

*Fair usage policy applies



THE HOUSE OF QUALITY

Why Sacrifice

Quality for Price
when
we
give
you
Best Quality
at Lowest Prices?

OUR spring line of Empress Dressers are now on exhibition and no woman should buy a dresser without seeing them. Long mirrors and lots of those little drawers that are so indispensable to the ladies.

Our Drapery Department
never showed a finer line of silks and laces as well as heavy velours. We design your hangings without extra cost.

If you need a WHEEL CHAIR for a week or month we have the best made for rent for either indoor or outdoor use.

LYON-MCKINNEY-SMITH & CO.
652 S. BROADWAY AT SEVENTH ST.

to find himself in a locality where this practice prevails is to handle, if possible, better grades and never deviate from the truth in his advertisements. He should then advertise quality; emphasize quality; talk quality. Quality and not price, should be the keynote of all his advertising. He should not neglect to quote prices, however, but that should be merely incidental. Let the other fellow bellow "low price! low price!" and he will soon exhaust himself, his resources and his credit.

Prices should nearly always be displayed. Black type, two or three sizes larger than that used in the body of the text is very effective. As before stated, in advertising cut prices, or leaders, the price should be emphasized by being displayed in at least two lines' space. Sometimes even more if the offering is very special.

In the Lyon-McKinney-Smith Co. advertisement there is an attempt to prove the dignity of the firm by not quoting prices. In

fact the firm have used a very primitive form of argument for the purpose of engaging the attention of possible buyers. "Best Quality at Lowest Prices" is an anomaly. It is a much used phrase, but a very false one. The best was never sold at the lowest price and never will be, and what is more, everyone knows it.

The style of display, both in description and prices shown in the Hudson Bay Company's advertisement is adaptable to any line of business, or to any advertisement where a number of items are offered at one time.

The manner in which the prices are displayed in the twin panels advertising drawers and corset covers is very attractive. This feature of telling the price first and then naming the article offered afterward has more in it than appears on the surface. This style is very attractive in full-page advertisements, of which this reproduction is a part.

Specials in Wall Papers

GREAT OPPORTUNITIES FOR SAVING

Over 8,000 rolls of high grade Wall Papers are to be cleared out at remarkable reductions during the next six days. Our alterations include the entire removal of our Wall Paper Section to another part of the store. Rather than take into the new department anything but the new season's assignment we would sell every roll now. We are prepared to take an immense loss to accomplish this. Wednesday we commence a reduction movement in Wall Papers, which, for price cuts are unheard of in popular papers of superior quality, is bound to create a wonderful stir in Winnipeg. Every paper in this sale is extraordinary value—very choice and up-to-date patterns. Now is the time to buy the paper to decorate any room you have in the hope of a big saving in cost.

ROOM COMBINATIONS

These comprise assortments of first class papers, in which we have only sufficient quantities left for one or two rooms. A splendid lot of high grade papers here in this lot, in very fine patterns of many descriptions. Regular prices, none less than 30c, all the way up to 60c per roll.

Wednesday Clearing Sale.... **10c**

Hall Papers, Art Nouveau, Tapestry, Conventional and stripe designs. Regular 25c to 35c per roll.

Sale Price Wednesday.... **12c**

Embossed Papers, suitable for parlors, sitting rooms, bedrooms; floral and stripe designs. Regular 30c and 35c. Wednesday.... **18c**

GOOD-HALL PAPER

200 Rolls Red Hall Paper, with complete combination. A good design. Regular 30c.

Clearing Sale.... **10c**

American Wall Paper—New designs. Floral, in stripe effect; yellow, pink, green grounds. Regular price 25c.

Wednesday Only.... **13c**

Sitting Room and Bedroom Papers—Floral designs in variety of colorings, green, cream, mauve, pink, fawn, grounds. Selling regularly at 12½c to 15c. Wednesday's

Clearing Price.... **5c**

TWO TONE PAPERS

For Halls, Drawing Rooms, Sitting Rooms. A big variety of colorings and patterns.

Unequalled Value.... **17c**

HUDSON'S BAY COMPANY
The Great Traders of the Great West. **WINNIPEG**



Drawers

With full, fluffy lace flounces, embroidered, trimmed Drawers, and many beautiful hemstitched and tucked styles, from 10c to \$7.00.

At 19c PLAIN MUSLIN DRAWERS — Three tucks.

At 25c MUSLIN DRAWERS — Lawn ruffle, hemstitched and tucked.

At 39c UMBRELLA DRAWERS — Wide ruffle, cluster of tucks with ruffle of five tucks, also hemstitched tucks and hem.

At 50c UMBRELLA DRAWERS — Cluster of five tucks, deep tucked ruffle, lace insertion and wide lace edge.

At 75c UMBRELLA DRAWERS — Made of fine Cambric with deep ruffle, two clusters of five tucks and wide Valenciennes lace edge.

At \$1.00 DRAWERS of long cloth, deep flounce of blind embroidery and tucks, insertion and wide lace edge.

At \$1.25 DRAWERS — Beautifully trimmed with lace or embroidery, also cluster fine tucks, wide torchon lace insertion and edge.

EVERY GARMENT IS MADE OF GOOD MATERIALS, GENEROUSLY SIZED.



Corset Covers

Elaborately trimmed with dainty lace insertions, lace and embroidery edge, beading, ribbons, etc. Corset Covers with rows of full ruffles, to wear with shirt waists. Prices from 10c up to \$7.50.

At 10c CORSET COVERS — Square neck, made of heavy cotton. French style.

At 19c CORSET COVERS — Made of muslin, trimmed with Valenciennes lace and embroidery.

At 25c CORSET COVERS — Made of Nainsook, trimmed with Point de Paris lace and insertion.

At 39c CORSET COVERS — Embroidery trimmed, neck and arms, others tucked yoke, with lace insertion and edge.

At 50c FRENCH COVER — Fancy front, also square neck, front and back with ribbon and wide Hamburg trimming.

Others at 75c, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50, \$4.00.

Beautiful styles, trimmed with real lace and hand embroidery.

EVERY GARMENT IS NEW AND FRESHLY BEAUTIFUL.

CHAPTER X

DISPLAY.

IDEAL display is the proper arrangement of type, border and cut, whereby the maximum of prominence is given to an advertisement, or any specific portion of it which requires it. If, among a score of advertisements on a page of a newspaper, there is one which stands out above its neighbors, that advertisement is sure to be properly displayed. It was the contrast between that and its fellows which caused the display, hence, display might properly be called contrast.

There are many ways in which a merchant can secure this display or contrast. The most general methods used are conspicuous types, borders, cuts, trademarks or some special form of set up. Either of these means can be effected in the hands of any one who has made a study of type.

The usual method followed by a printer in setting up an advertisement is to set the body in ordinary newspaper type, with what display words there may be in the body of the advertisement, and then finding a certain amount of space left, set the display line in as large a type as that space will permit. This is obviously a wrong method to follow. It often means that an undue prominence is given to a display heading that makes the body of the advertisement look long and uninteresting. An advertisement of this character can be made one hundred per cent. more attractive, and at the same time more readable if the headline is set in half the space, and the body leaded. (By leaded is meant to have thin strips of metal, called leads, put between the lines, so as to give the printed matter a more open look).

When an advertisement is printed in ordinary newspaper type, across two or more columns, it should be leaded, as it makes it much easier to read. When it is only the width of one column it does not matter so much, as the eye is accustomed to the close lines, but even then when space permits it is better leaded.

An advertisement should never be left to the tender mercies of the printer regarding display. Some indication of the style of display should be given in a dummy. When a merchant does this he must make some effort to master the principles of display, for there is nothing so aggravating to a printer as to be asked to do impossible things with rules and types. He should compare advertisements he sees in his daily reading. He should carefully analyze those that seem good to him to find out just the point that has made the display attractive. He must also carefully calculate the number of words required to fill a certain space, and see that he is not asking his printer to put fifty words in a space capable of containing only half that number.

All display lines should be set in the same style of type, although several different sizes may be used. Many printers, if left to decide this question, will use as many different faces of type as they can, and think that they are doing the merchant a favor by doing so. This kind of hodge-podge is not display, and is really a detraction rather than an attraction in an advertisement. When too many styles of type are used, none are prominent, all seeking prominence.

An advertisement that has too many display lines or sub-heads will present a gray appearance to the eye. One good strong headline, with the body of the advertisement set solid is much more attractive.

In the Utley advertisement there are too many display lines. The whole advertisement gives one an impression that there were so many things to be emphasized that in the end none were given prominence.

The same might be said of the Rightway Shoe Co's advertisement. The style of the cut is not suited to the shape of the advertisement. A two-column advertisement having a cut running across the columns instead of up and down, as in this case, makes

Piano talk

You may talk all you please, but the fact remains that a piano is a necessity in the home. Don't be prejudiced against buying a piano on time. You are but depriving your children of a musical education in their best years. Don't infer, but investigate our time contract. (See below.)

SPECIAL JANUARY PRICES

IN ALL OUR LINES

TERMS \$10 Down, \$5 Monthly and Upwards.

NEW PIANOS \$167 Upwards }
USED PIANOS \$125 Upwards } With Stool and Sound

THE GENUINE
CHICKERING & SONS OF BOSTON
EVERETT Used and endorsed by
WORLD'S GREATEST ARTISTS
EMERSON Used in over 82,000 Homes
HUNTINGTON A High-Grade, Strong-Tone Piano
of Medium Price

OUT-OF-TOWN TRADE SOLICITED FREIGHT PAID

OUR TIME PAYMENT PLAN enables you to buy of us just as EASILY and as PRIVATELY as for cash. No need of contracts or mortgages, no giving of notes to cover each payment as it falls due.

ONLY A SMALL RATE OF INTEREST CHARGED OVER CASH PRICE

COME IN AND TALK IT OVER

Utley

ESTAB. 1842 80-82 Pearl Street NEAR SENeca

the more attractive display. Had the same number of inches of space been used and covering three columns across, this cut would have been more effectively used.

The ad-writer, too, has made it worse by dividing the remaining column into two with the display adopted.

White space is as attractive as type matter, but should never be used at the expense of interesting and edifying reading matter. In the olden time the printer would allow no little white spaces to show. If there happened to be any of

these little white spots appearing he promptly filled them up with some kind of fancy figure or curlicue. These often detracted the reader's attention from the text.

In the Simon Long's Sons' advertisement there is excellent use made of white space. In the first place it is used to set out the illustration. In the second place it is used to throw the firm name into prominence. This is an ideal display.

An advertisement will usually reflect the ideas prevailing in the store, and when it shows taste in its preparation one is sure to find taste in the selection and arrangement of the goods the advertisement represents.

A neat article of publicity is stronger than one showing a slovenly make-up. The more attractive a merchant makes his advertisements the more effective they will be as money-makers.

In the Jaccard advertisement we have a tone and dignity that proclaims the store as a store of quality. We have in this advertisement an announcement of a special sale so different from the "Slap! Bang!" style used so often by most stores. The display in this advertisement could not be improved.

In Samter Bros.' advertisement there is a use of white space that is out of the

ordinary. The body of the advertisement is placed in one solid column which merely emphasizes the white space alongside of it.

Keely Co. have a very neat display and one that will attract much attention. The

THE RIGHTWAY

Great Bargains For the Boys

These shoes are positively matchless for the money. Our enormous purchases and the immense volume of our business enable us to give values that no other store on the Coast can possibly duplicate.

Boys' Solid School Shoes
Good Looking and Full of Service
Size 4 1/2 to 6 own price \$1.25
Size 6 1/2 to 7 1/2 own price \$1.50

Boys' Stout School Shoes
With Wire Quilted Soles
Size 4 1/2 to 6 own price \$1.75
Size 6 1/2 to 7 1/2 own price \$2.00

Boys' Fine Dress Shoes
Patent Collar-Blucher Style
Size 4 1/2 to 6 own price \$2.00
Size 6 1/2 to 7 1/2 own price \$2.50

THE PEOPLE'S SHOE STORE
The Rightway
SUCCESSORS TO NOLAN BROS. SHOE CO.
812-814 Market St. 9-11 O'Farrell St.




Fall Hats For Men

The wearing of the hat and the making of the shoes, represents the coming of the season (Fall)—when men make a great deal of attention to his headgear. Long before the first frosts appear out of their buds we have begun to make the Fall and Winter hats of these hats are no exception.

Leathers and rubbers in Plain, Buck, Green, Pearl and Herringbone shapes that have not yet appeared on the streets. Medium prices and heavy-lined brims will be the thing this Fall. Watch for it and wear it right.

Fall Derbys, Alpines and Crushers.
\$1.50 TO \$3.00

Simon Long's Sons



20 Per Cent

off our complete stock of the most exclusive and select assortment of Art goods, imported direct by us from the art centers of the world. Such opportunities do not occur often, nor last long. This includes:

- Enamel Vases.
- Crystal Mirrors.
- Silver Boxes.
- American Glassware.
- Italian Marble.
- Art Glass.
- Japanese Bronzes.
- Marble Light Fixtures.
- Enamel Miniatures.
- Ivory Miniatures.
- Royal Vienna Vases.
- Royal Dresden Vases.
- Royal Bonn Vases.
- Royal Tiffin Vases.
- Chalchicomula Amulets.
- Turkish Tobacco Pipes.
- Silver Clockwork Vases.
- Crystal Figurines.

JACCARD

J WELRY CO.
332 Main St.

WHO'S YOUR HATTER?



Have you bought your new hat yet?
We have all kinds from \$5 to \$25.00 each.
Can't get better hats than what we offer.
We want to be your hatter. We'll be proud of your patronage and we'll warrant you'll stick to us after you buy the first hat.
Think it over today.
We're selling some splendid weather coats at \$1 and \$1.50. (M. women, better quality too. See our windows.)
Need a bathing suit for your vacation? We have them from \$1 to \$3 a suit.
Fancy Hosiery, Wash Neckwear, Underwear, and more. Hats, etc. See our window.
Lots of hot weather ahead. Better stock up.

SAMTER BROS.

use of rules for borders sets off the text.

The Armstrong advertisement is almost a meaningless waste of space as it appears here. The message might have been just as attractively told in one-third the space and the other two-thirds used to quote items, giving the reader some idea of what the "Gossip of the Town" really was.

Every style of type used in an advertisement should be perfectly legible to the untrained eye. Plain types are best for advertising purposes. The artistic and highly ornamental styles should be left for

artistic printing. How many readers with an average education could read an advertisement printed in Old English style type? A great many of them would have to puzzle over some of the capital letters before they could make them out. It is because they are not sufficiently acquainted

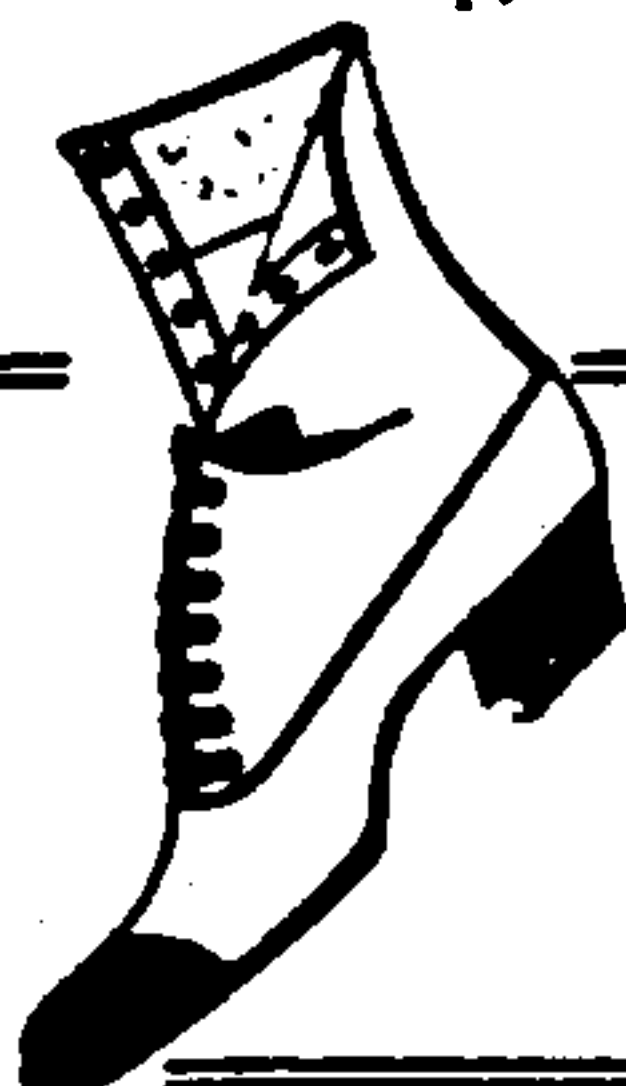
SHOES - - \$2.48



Hundreds of Atlanta's wise buyers have secured \$3.00 and \$3.50 Shoes at \$2.48 during this special sale. The offer will be continued balance of this week. The collection includes the best and latest styles in Shoes of vici kid with plain or patent tip, of patent kid and patent colt, of tan Russia calf and brown vici kid.

There are heavy weights for bad weather, medium weights for street and general wear, light weights for dress—blucher cut and plain lace—welt soles and turned soles. Every pair in the entire line is new, fresh stock—all are from leading manufacturers—and the assortment is complete, including all sizes and all widths.

Closing Out All Felt Slippers at Cost



KEELY CO.

Our Princeton Shoes

FOR MEN AND BOYS.



Each and every pair is a masterpiece in the art of shoe-making. The shapes, materials and workmanship are the same you see in the higher priced lines. We have them in all leathers and styles, high and low cut; all toes, from the real narrow to wide, foot-form shapes.

EVERY PAIR HAS "ROCK OAK" SOLES.

Men's Princetons, . . . \$3.50

Boys' Sizes, 2; to 6, . \$2.50

Boys' Sizes, 9 to 13; . \$2.00

NOTE—We are exclusive (exclusive) Agents for Hanes & Sons' Celebrated Footwear for Men and Women—\$5.00, \$4.00 and \$3.00.



The Habley & Carver Co.

with the style of letter. Too many display lines set in capital letters should be avoided, because they, too, are hard to read. Lower case letters (small letters) are much more easily read at a glance and should be used wherever possible. For the same reason condensed styles of type should not be used to any extent, although they effect a saving of space where space is valuable.

There used to be some cunning advertisers who sought notice by having their advertisements printed upside down. Now, a generation ago it would attract the attention of children (did it ever sell goods, do you think?), but to-day even the children would pass it by. The same remarks apply to the advertisement set sideways. The merchant should be as original as he can, but in newer ways than these.

A border is a very effective means of giving display to a small advertisement, and should always be used. These borders should never be of the fancy order. Plainer and heavier borders are best for newspaper advertisements.

Italics, moderately used, denote emphasis. But when every other word of a story is printed in italics the effect is neutral, since the words in Roman are as prominent as those printed in italics. The same applies to the use of display words in the body of an advertisement. When used moderately, the effect is to give certain parts of the advertisement more emphasis than the



ARMSTRONG'S

Removal Sale
of
Good Furniture
204-206-210 MAIN

others. When immoderately used, their use in effect amounts to no display whatever, since the parts not intended to be displayed receive as much prominence as the parts intended to be displayed.

In the Mahley & Carew Co's advertisement there is an extravagant use of rules. Every line in the advertisement is underscored. The style of display would have been excellent if these rules had been omitted from the body of the advertisement and used only under the headlines.

Compare the advertisements of Cammeyer and the Duff & Repp Furniture Co. In the shoe advertisement there is nothing for the eye to catch hold of except the name.

CAMMEYER

6th Ave., Cor. 20th St.

Stock-Moving Bargains

We Continue This Week Our Great Opportunity Sale

IN THE BASEMENT

of Fine High and Low Cut Shoes

For Men, Women and Children.

We started this sale with 20,000 pairs and have been sold over 45,000 thousands of pairs more.

ALL TAKEN FROM OUR MAIN FLOOR.

A Phenomenally Low Figure Sale. Don't lose this opportunity to get superior shoes for very little money. It would pay you to purchase two or three pairs for future use.

Women's \$2.50 & \$3.00

Oxfords

In Patent Leather, Black Kid, Russia Calf and Brown Kid; Military, Cuban and Louis XV. Heels; welled and turn soles.

\$1.50

At 2 a pair

Men's \$3.00, \$4.00 and \$5.00

Lace and Oxfords.

In Black Kid, Russia Calf and Patent Leather.

\$2.00

a pair

Men's Oxfords.

In Patent Calfskin, Russia Calf and Brown Kid.

\$1.50

Women's \$3.00, \$4.00 and \$5.00

Patent Leather Button, Lace and Blucher

and Black Kid Button and Lace, Military and Cuban heels.

\$2.00

At 2 a pair

Women's \$3.00 Venus Pumps at \$2.00.

In patent leather, tan metal and Russia Calf. Cuban heels, turn soles.

Boys' and Children's Shoes.

Boys' Oxfords, Black Kid, Russia Calf, \$1.25	Children's and Women's Oxfords, Russia Calf, \$1.00
Boys' Oxfords, Black Kid, Russia Calf, \$1.00	Children's and Women's Oxfords, Black Kid, \$1.25
Boys' Oxfords, Black Kid, Russia Calf, \$1.25	Children's and Women's Oxfords, Black Kid, \$1.00
Boys' Oxfords, Black Kid, Russia Calf, \$1.00	Children's and Women's Oxfords, Black Kid, \$1.25
Boys' Oxfords, Black Kid, Russia Calf, \$1.25	Children's and Women's Oxfords, Black Kid, \$1.00
Boys' Oxfords, Black Kid, Russia Calf, \$1.00	Children's and Women's Oxfords, Black Kid, \$1.25



Napoleon Beds

THE KIND MOST IN FAVOR NOW

At Prices Usually Asked for the Ordinary Designs

We show an attractive variety—the largest doubtless in the West—among them are:

Two patterns in Mahogany \$32.00	One pattern in Golden Oak \$60.00
One pattern in Birdseye \$38.50	One pattern in Mahogany \$60.00
One pattern in Golden Oak \$40.00	One pattern in Mahogany \$62.00
Two patterns in Mahogany \$45.00	Two patterns in Mahogany \$65.00
One pattern in Walnut \$45.00	One pattern in Walnut \$68.50
Two patterns in Mahogany \$50.00	One pattern in Golden Oak \$70.00
Two patterns in Golden Oak \$55.00	Four patterns in Mahogany \$75.00
Two patterns in Mahogany \$57.50	One pattern in Mahogany \$75.00
One pattern in Mahogany \$58.50	One pattern in Mahogany \$95.00

Special exhibition of these beds this week



1216-1224 Main Street

Those who are in want of shoes and know of this establishment might try to read this advertisement from the beginning, and then again they might not. There are so many display lines all seeking prominence that none are prominent. In the Furniture Co.'s advertisement the headline stands out good and clear, and no one glancing over the page could miss it. The prices are well displayed and the offerings plainly stated.

Attractiveness does not always mean elaborate design, variety in type faces, nor gingerbread ornamentation. Advertisements should be written and displayed so that they, from their simplicity, the style of type, position and everything else invite perusal. This is the secret of technical attractiveness, not gingerbread type effects.

"The ideal display of an advertisement," says one writer, "is one in which the sequence of thought is preserved; the point which first appeals to the reader will first meet his eye. It tells the best part of the story in the first few lines. It brings in the subordinate points in proper order and size, according to their importance. It is easily read, not tiresome, not too light, but to a certain extent it agrees with the weight of the subject. It treats of dainty things in dainty displays, of sterner things in bolder type. It has no useless divisions, no superfluous panels, nothing that detracts from the advertising value of the advertisement. It does not emphasize the price beyond all reason, as if that were all the reader cared for. It does not emphasize every important word, as if the reader could not otherwise understand. It is always dignified, never flippant, never peculiar. It

has margins, spaces, and distances that reflect thought and convey a meaning to the artistic sense, but never thrown in at random."

Every writer of advertisements should read and re-read the above paragraph. Even if he learned it "off by heart," as we used to say in our younger days, he would never know its truths too well.

Fortunately for the wholesale houses there are but few merchants left who advertise corn cures by stating that "a man puts his foot in his ear." Little need be said of this, and that little is—it is all wrong. This method of display is obsolete. *Requiescat in pace.*

For the purpose of aiding the merchant to secure better display we have shown elsewhere in this volume a large number of type styles, borders, etc. It must not be supposed that they can all be found in every newspaper plant, but styles closely resembling the better ones may be.

A M A N

PUTS HIS FOOT

down gingerly if he has one or two aching sensitive corns. If we could whisper

IN HIS EAR

that our Arabian Corn Cure will take off his corns in less than a week, easily and conveniently, and he would take our advice and get a bottle. He would be sure of foot comfort. He would have no need to think of his feet. Get a bottle, enough for a whole crop of corns. TOWNSEND & ALLISON, Druggists, 303 Third Street.

CHAPTER XI

PUFFS, READING NOTICES, WANT ADVERTISEMENTS, ETC.

READING notices are of more value to the retail merchant than is usually conceded by experts. But even among merchants who have gone into that kind of advertising there is apt to be a diversity of opinion as to their value, yet they continue to use them.

A reading notice of any kind has a certain amount of value because the public reads them as matters of news and not as items of advertising. If the sentiment expressed is of any value the reading notice will be valuable also.

The reading notice goes to the reader as a particular view of the editor of the paper and, as such, may have more weight than if the same ideas were expressed over the merchant's own name in the advertising columns. This extra weight depends upon the paper and its prestige to some extent.

Here is an advertisement that recently appeared in several places among the news items of a local daily:

"White does good shoe repairing." tf.

Now this reading notice has all the earmarks of an advertisement and does not pose as anything else. It will be read because it is short and the sentiment expressed is quickly taken in by the reader. As such it is good advertising.

But suppose there had appeared an item like this:

"'Doc' Smith will sue the city. While walking down Main street this morning his foot caught between two rotten boards of the walk, causing a severe sprain of his right ankle. Had the sole of his shoe not come off the result would have been even more serious. This took place in front of White's, and the doctor entered to have his shoes repaired. He even told White that it was a put up job on the public so that they would have to have their shoes repaired. The doctor left the store in good humor, his shoes as good as new. Look out for the suit."

This item would have appeared as news in the column of local happenings. It would have been read as news, the advertising being taken in at the same time. It would have cost more to print, but in a larger proportion to the cost would have been its advertising value.

There are a great many things occurring in the store that are worthy of local mention and should be brought to the attention of the public. New goods arriving, special styles being offered, changes in the store and in the staff. All these have value when a merchant is locally known.

The local merchant often feels that as a large user of advertising space he is entitled to considerable free reading notices. He often gets them, but where he gets them free his competitor gets them free also. Free things are apt to be of little value or are in reality often being paid for far beyond their actual worth.

The merchant is no more entitled to free reading notices, unless it is a part of the contract, than the editor of the paper is entitled to free groceries or shoes. The space in the paper is the publisher's stock in trade, and is for sale at a certain price just the same as the merchant's stock is for sale. It is as reasonable for the one to expect free groceries whenever he requires them as for the other to expect free reading notices.

A reading notice when given purely as a news item is of much more value than a "reader" that everyone knows is an advertisement. When given as a news item it should have none of the earmarks of the advertisement about it.

Some years ago the medical advertiser used reading notices very freely. Small and large spaces were used. Sometimes the item was disguised as a telegraphic dispatch. There was usually a display headline, sometimes two or three. Then the city from which the dispatch was supposed to come was given and the date. These headlines were usually of the "yellow" order, and every-day happenings all over the country contributed to these sensational and startling items. The first few lines when read were apparently real news, but the item soon developed into an advertisement of some medicine. That kind of advertising is positively of no value to-day. People who read such items are mad at themselves for being caught, mad at the paper for printing the hidden advertisement, and mad at the advertiser for tricking them into reading his advertisement.

Such advertisements are still being used, but they are usually on a more quiet order. The element of sensationalism is usually omitted. Here is one that starts out with a misleading headline but which at the same time is a legitimate one for such an advertisement:

A SUCCESSFUL HORSEMAN

Never allows his horse to suffer pain. He always uses Nerviline, which is noted for curing stiffness, rheumatism, swellings and strains. Nerviline is just as good inside as outside. For cramps, colic, and internal pain it's a perfect marvel. In the good racing stables Nerviline is always used, because it makes better horses and smaller veterinary bills. Twenty-five cents buys a large bottle of Nerviline; try it.

In the two following specimens it is clearly shown at the start that the items are advertisements. The headlines are made to arouse curiosity in the reader's mind, and thus secure a reading.

THIS MEDICINE IS BREATHED.

That's why it is sure to cure Catarrh. You see, it goes direct to the source of the disease—its healing vapor repairs the damage caused by catarrhal inflammation. "Catarrhazone" always cures because it goes into those tiny cells and passages that ordinary remedies can't reach, goes where the disease actually is. Impossible for "Catarrhazone" to fail, as many doctors will tell you. Don't be misled into thinking there is anything so good as "Catarrhazone"—use it and you'll soon say good-by to catarrh.



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Forgotten Books'
Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.

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*Fair usage policy applies



TOWN AND VICINITY

Fresh bread at the Klondike.
New bulk and package seeds. C. P. Powell.
Town council meets on Monday evening next.
Ivan J. Russell, of Toronto, visited in town on Friday.
Ernest Maxwell, of Windsor, was in town on Monday.
Mr. and Mrs. I. Fisher, of Kingsville, spent Sunday with friends in town.
The Just Wright shoe, the correct American shape and style, at Chatterton's.
A good second-hand organ for sale cheap. Inquire of L. L. Barber, Essex.
Crossley & Hunter, evangelists, are now conducting revival services in Kingsville.
Spring opening of bonnets and hats for children all ages up to 10 years. May's Bazaar.
William, son of Rev. W. F. Cuthbert, has been quite ill with pneumonia but is improving.
Comber and Harrow will celebrate Dominion Day while Leamington and Windsor will celebrate Victoria Day.
Chatterton has just received a large stock of Winn & Co's shoes for children. These goods cannot be beaten for good wearing qualities.
Half a dozen shoe corn planters, taken in exchange on disc planters, nearly as good as new, for sale. Jacob Mitchell, South Woodslee.
Harry Daykin and wife spent Sunday last in Leamington, Mr. Daykin rendering a solo at the evening service in the Methodist church in that town.

Compare these items with the one given below. It is an advertisement pure and simple, and as such it will be looked upon by all readers:

I make men's clothes that express excellence and lend dignity. Fine spring stock now ready for inspection, at prices the very lowest. Suits from \$18 up. E. H. Gregory & Co., Walkerville. 91-tf.

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every

River--
reduced
Home

hn R.-
C. H.

10 rooms.
ed; \$18.

Iwaukee,
rooms

SELL, 60 H

JOS. CAMPAU. House to rent. In-
quire at 210.

HIGH ST. EAST, 62—Eleven-room, brick
house, furnace, laundry, gas and bath;
newly decorated throughout. Inquire
1015 Hammond bldg. Tel. Main 1816.

Houses
Furnished complete.
FURNITURE
of the Best Grades
Only \$1.00 a week.

OWEN & CO
LTD.

38-40
GRATIOT Ave.

HOUSE, 608 Champlain st., near Jos.
Campau ave., 8 rooms, modern.
Barn, 4 stalls, large carriage room;
central door; rent \$30.
URBAN HOME LTD.

New
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NORTH W
F. St. Aubin
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PORTER ST.
house.

RIVARD, 1327 n
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BROS.

ROSEDALE CO
decorated residen
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Bldg.

RUSSELL ST., 61
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WERP.

SAL

The items appearing in the local column are of more value because they at least will be read.

In the larger cities merchants can use the classified advertising columns of the newspapers of the city with considerable certainty of getting an adequate return upon their

FOR SALE—MISCELLANEOUS.	FOR SALE—MISCELLANEOUS.
<h1 style="margin: 0;">Bridge Specialist</h1> <p style="margin: 10px 0;">There's the mouth with the three or four broken teeth that needs the care of our Bridge specialist, which work has never been beaten. We insist on the most exacting, painstaking care with every patient.</p> <p style="margin: 10px 0;">Bridge Work from \$2.50 to \$3.50, really worth \$1 to \$8—the prices charged in most parlors.</p> <p style="margin: 10px 0;">Twenty years' bona fide guarantee.</p> <p style="margin: 10px 0;">If you're short of money and want us to arrange easy payments we're willing to do so. Won't try to argue you into anything you don't want.</p> <p style="margin: 20px 0; font-size: 1.2em;">BEST DENTISTS CO., (Inc.)</p> <p style="margin: 10px 0; text-align: center;">54 Grand River Avenue.</p>	

cost. Usually advertisements in these columns are accepted at about one cent per word so that considerable advertising can be done there for little money. Where Sunday editions are printed these should always be used.

It is not necessary to disguise a liner advertisement, although it sometimes pays to do so. The "For Sale" column can always be used to offer special values. They can be used as bait to bring customers to the store.

When that is accomplished the merchant must rely upon his treatment of the customer and the worth of the article sold as sufficient inducement for him to return and make further purchases.

Many of the metropolitan papers allow a certain amount of display in their advertising columns. We reproduce a display advertisement of Owen & Co., Ltd., that appeared in a Sunday issue of the *Detroit Free Press*. Note how it stands out from among the classified reading advertisements. The two inches used there is likely to be more often read than six inches would be that was hidden among several columns of display advertising.

In the same paper there also appeared the advertisements of Best Dentist's Co. and Hauger's. These also appeared among the liner columns and shows how easily these columns can be used by retailers situated in the larger cities.

The Best Dentists' Co's advertisement is an excellent one both from the point of display and text matter. The Hauger's advertisement is

rather uninviting because it is set solid. Had this same amount of space been used and made up into about three advertisements instead of one, the same information could have been given three times in three different places on the page.

HAUGER'S

Hauger's offerings for this week comprise some of the best we have ever shown, and persons who have never investigated our proposition certainly have little consideration for us. But if you would take time you would certainly place your business with us.

We give you values at \$9.99 that downtown merchants must get \$15 or more for in order to pay their high running expenses. **WE ECONOMIZE IN EVERYTHING. QUICK SALES and SMALL PROFITS.** We save you money on every purchase, so get wise with the thousands who are already wearing our clothes.

We manufacture all our own clothes, **DIRECT FROM MAKER TO WEARER.**

We are showing a Blue Fulton Serge, cut in double and single breasted, that is worth \$15 in any other store in your city. Ours \$9.99.

The only clothing house in Detroit where you are **NOT ROBBED EVERYONE BUYS ALIKE.** See the many patterns we show. Get the saving habit and trade at Hauger's.

HAUGER'S \$9.99 Suit and Overcoat House,

151 GRATIOT AVE.

Other stores: Indianapolis, Dayton, Co. Columbus, Louisville.

“Write-ups” are of little value when appearing in special editions. When prepared by fakirs who do not reside in the town or city they should be frowned down on. When they are to be written for a special edition that the publishers are bringing out themselves, the advertiser owes it to himself to be represented there even if little value in returns can be expected. A genuine write-up of the store every three or four months, if made newsy and readable, will prove good advertising, as it will help to make the readers of the paper feel as though they were better acquainted with the firm whose business is being laid before them from time to time. No direct returns can be expected from this kind of advertising. It is merely helping to make the firm better known and widening the range of prospective customers.

Direct returns may be had from readers that appear as direct advertisements, such as

“Brown Bros. are offering 500 pairs of men’s shoes in sizes 6 and 7 only at one-half the regular selling prices. Only 2 pairs to any one customer. Regular \$5, \$4 and \$3 shoes at half price.”

Such an advertisement will sell shoes whether it appears in the classified columns, as a reading notice, or as a display advertisement.

Disguised advertising must never be expected to bring direct returns. In time the returns will come, but the merchant must not depend upon the reading notice alone. If he does he is losing an opportunity to do more business.

CHAPTER XII

CLASSES OF BUYERS

THE newspaper advertisement should perform the functions of a salesman—it should sell goods. We are presuming now that the advertisement is one intended to influence direct trade. It is complete, in headline, introduction, description of article and price. It is written for the special purpose of selling the particular article advertised. If such an advertisement does not sell the goods it is a flat failure.

It is a failure for one of three reasons: It does not advertise salable goods; the price is not right; it does not reach the right class of buyers. If a merchant advertises mining shoes at a seaside resort he is advertising unsalable goods. If he advertises an article that usually sells for \$2.50, and asks \$3.50 for it the price is not right. If he advertises women’s clothing in a clubman’s paper he is advertising to the wrong class of buyers, even though men may occasionally buy women’s clothing.

The argument used to influence one class of buyers will not convince another. It is necessary then for the advertiser to study closely the class of buyers he wishes to reach, and determine just the kind of arguments that will appeal most strongly to them.

A salesman will not use the same tactics in conducting a sale with all his customers. If he did he would hardly be considered a good salesman. With one class he will point out the beautiful and artistic points of the article, and appeal to their tastes, with another he will dilate upon the wearing qualities, and appeal to their sense of economy, and to still another class he will point out just how becoming the article in question will be for them, and appeal to their vanity. One class he will flatter, another he will coax and still another he will drive.

The advertiser must follow these lines pretty closely in his advertisements. The class of buyers who must be coaxed will not be influenced by an advertisement intended to drive the timid into making a purchase.

There are two very distinct classes an advertiser desires to reach—those who need goods and must have them, and those who do not but may be persuaded to purchase.

It is not difficult to advertise to the former class; low prices and high quality will generally influence them. They are looking for necessities and want a certain quality at the lowest possible price. The advertiser's share of their business will depend largely upon what competition he has and how he meets it. If he emphasizes the quality and price in stronger and more convincing terms than his competitors do, the business is his, providing always that he has the goods to back up his printed statements.

It is not difficult to sell an article of necessity for which there is a regular demand. It must be tastily shown in the store; it must be fully described in the advertisement; its value and price must be temptingly told—that is all.

The class that has to be persuaded that they require a certain article is the hardest to reach. A demand for the article must be created by educational advertising. They must be told how desirable the article is and why it is desirable. They must be shown that they really require such an article even though up to that time they had not realized that fact.

In the case of some article of a newer style, such as vesting top oxfords and shoes, the advertisement of Caspari & Virmond has struck the right note. The desirability of these shoes is shown and the curiosity of woman is aroused. An investigation is sure to result in a sale.

Special values can be so convincingly put forth that the reader, though not requiring the articles at the time, will see the advisability of buying them. The future need will arise, and a saving on price will induce many to purchase before the actual need arises. This is easily illustrated by the methods of department stores. Many of them will have a woolen blanket sale in midsummer. The housewife, knowing the usefulness of the article, and being convinced that she is saving by purchasing against future needs makes her purchases. Perhaps if the purchase had been delayed until the winter season had arrived, the circumstances would have been so altered that she could not have made the purchase at all.

Almost any kind of an advertisement will sell \$3 hats at a dollar. Only let the people know of it, and produce the goods, and sales will be plentiful. But it is more difficult to sell \$3 hats for three dollars in hard cash. It is advertising that will do that, in the face of competition trying to do the same thing, that the retailer should write. He cannot write paying advertisements without the proper study of the different classes he intends to reach.

A prosperous merchant once said, "Anyone can sell a man what he wants, but it takes a salesman to sell him what he does not want." The aim of many of the best advertisements is to sell a man what he does not need or thinks he does not want.

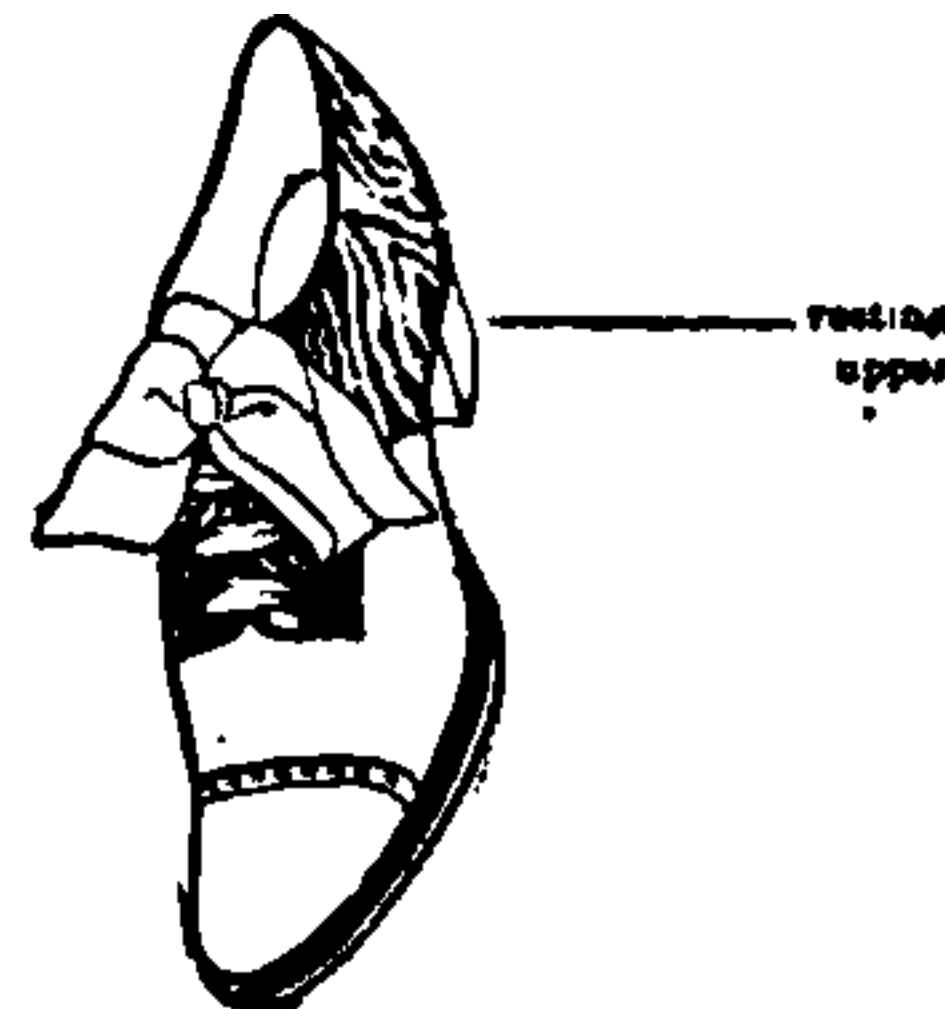
The advertisement that will reach the pockets of the class that has to be persuaded that they require a certain article must be worded with considerable skill. It must give substantial reasons why the reader needs the article

advertised. If no such reasons exist they must be created, so far as to convince him that he ought to buy.

Unless the advertisement is convincing it is of little use in drawing trade. Take the Goddard, Kelly Shoe Co's advertisement. Here is an advertisement that is intended

SPECIAL

\$3



Women's Oxfords

The New Spring Styles—Just In

Even if you don't intend to buy immediately, don't fail to visit our store and look at our BEAUTIFUL VESTING TOP NEW SPRING STYLE OXFORDS for women.

Nothing like it ever sold in Milwaukee. It is a most, dainty shoe made of high grade durable Patent Leather or Tan Russia Calf. You can have either Lace, Button or Buckle.

The Vesting Top is a new idea—it gives the foot a tidy, neat appearance, making the shoe suitable for street or dress wear.

REMEMBER—Buying a shoe at the Caspari & Virmond Store means a perfect fit, because we study your foot. Women's Vesting Top Patent Calf Buckle—sell at \$2.50

"WE FIT ALL FEET"

CASPARI & VIRMOND

63 WISCONSIN STREET AT THE BRIDGE
Call or Write for Our Book, "SHOE SENSE"



CHILDREN'S FOOTWEAR

OUR Misses' and Children's Welt Shoes are the best kind made for service. They are smooth and flexible and do not burn or tire the feet . . .

BOYS

Find comfort and satisfaction in the Mannish Shapes which they get here.



Goddard Kelly Shoes

SIXTH AND WASHINGTON

PORTLAND OREGON

PHONE MAIN 444

mainly to educate the mother on the children's shoe question. Note this: "They are smooth and flexible and do not burn or tire the feet." The smoothness and flexibility refer to the inner soles, but it does not say so. The whole text is composed of mere general statements that will not convince. There is no "reason why" given.

Dainty Wash Goods

"THE SILK STORE" showing of Wash Goods for spring and summer wear embraces a large variety of beautiful materials in exclusive interpretations of the fashionable colorings and patterns.

Here are airy Muslins, Organdies, Batistes, Silk Mulls, and Tissues, in the dearest shades imaginable; a complete line of White, Mercerized fabrics for waists and suits; and the Mercerized Cotton Suitings, especially woven for shirtwaist wear.

The entire collection is unsurpassed in its combination of daintiness and utility. All the approved materials are amply represented, and in colorings and patterns which are sure to excite your commendation.

Gerretson Silk Co.

"The Silk Store" 109 Wisconsin St.



The advertisement intended to persuade men and women to try new lines of goods must be exceptionally clever. These people are satisfied with the lines being used. The copy that will reach them must clearly show up the strong points of the product advertised, and at the same time point out in an inoffensive manner the weak points of the other makes.

Buyers may also be divided into two classes, as follows: The one consisting of persons whose selections are governed by fashion as represented in

the style and pattern in vogue at the time; the other, of those who regard quality and cheapness the controlling inducements to purchase.

To get the attention of the first class the advertisement must present the kind of matter that will make prominent the fashionable side of dress. It must dilate upon the article from its desirability, from the point of fashion. It must point out its vogue in large centers and its use by persons of prominence and respectability.

The second class, on the other hand, do not care so much about fashion as they do about the value of the article for the price. If it is fashionable, as well as cheap, so much the better. A good article in a staple style is more preferred by this class than a poor one made after the prevailing fashions of the hour.

A suggestion to the former class may often prove sufficient, but the facts must be adroitly hammered into the minds of the latter.

In the Gerretson Silk Co's advertisement we have the advertiser suggesting materials in vogue that are exclusive in patterns and coloring. Such an advertisement will sell goods to the wealthy class of buyers, buyers who want "the proper thing."

The same advertisement might be so worded as to appeal to the class that want quality, by harping upon the high quality of these exclusive wash goods and quoting prices.

The Bedell advertisement is intended to reach the class who are always looking for goods at lower prices than they should be. Both advertisements are good, but they are of two distinct types.

Buyers may also be divided into two other classes, viz., men and women. The advertisement directed to the women readers must invariably give more detail than that printed for the eyes of the men. Women like lots of detail—men dread it. Women are more suspicious of advertising statements than men. The woman always wants to know the "reason why" before she can be persuaded to believe what is said. Men will accept as true any statement that does not appear false and when examining the article advertised

\$10. Broadcloth Skirts \$5.98

Smart New Design,

Bedell Tailor Fitted.



Deep Clusters of Kilts
at foot of skirt giving unusually stylish effect to the fashionable new model. Artistically finished in every detail, made of

Imported Broadcloths,
of the best wool. Hand tailored. Trimmed with straps of same material. Popular walking lengths. Black, blue and brown. One of the smartest skirts we've ever had.

Friday Only. \$5.98

Duplicate quality can't be found under \$10.00.

Alterations FREE.
SALE AT BOTH STORES.

12-14 E. WEST
147 STREET
NEW YORK

Bedell

12-14 E. WEST
147 STREET
BROOKLYN

uses his own judgment as to its value. The advertisement exploiting women's dress should be replete with detail. It is quite different with the masculine member of the genus homo. He wants to know what the goods are made of, and the style, but he is not so particular as to the number of stitches used in its manufacture. There is more humor in his composition, consequently a joke or a "wee bit" humor will often help the advertiser. A bright, snappy story is what the man wants in the advertisement, and the advertiser should study to give him what he likes. Women are much more serious, and an advertisement to convince them must be serious and informative.

In advertising women's apparel a full description is necessary. Women are close followers of style. They know what is in vogue even in men's wear long before the men do themselves. It is necessary then in giving the description of woman's apparel, to tell the whole story. It is a good plan to hint at the exclusiveness of the style, when it can be safely done. The price quoted should always be made to appear as extremely low for the quality, for women are inveterate bargain hunters.

The Simpson Crawford Co's advertisement is a fair example of the kind of advertisements women like to read. Every word of such an advertisement will be devoured before breakfast—every price mentally commented upon.

The advertisements of the Freeman-Church Company and of the Palace Clothing Co. are the kind men will read and put their faith in. They give enough detail and enough information for most men. The advertisement of the Freeman-Church Com-

pany is written in a snappy manner, while the Palace Clothing Co. stick closely to a plain statement of facts. Both styles are good.

It is perhaps more difficult to advertise successfully to women than to men. They are much more critical of both the articles offered and the manner in which the offering is presented.

The advertiser who wishes to succeed in advertising to women must study women. He must not only study her from a social standpoint, but from behind the counter in the store. He must note the points of the articles to be offered that draws her attention to them. He must note her impressions of the style, how she regards the price, etc.

There will be many readers of this chapter who will say, "If a man adver-

tises an article in a plain, straightforward way it is all that is necessary." They are wrong, and with but little study of the matter they can soon convince themselves that advertising is more than plain statements. In fact, the writer is convinced that there is more in this subject of "classes of buyers" than is usually believed, even among experts.

Simpson Crawford Co.
SIXTH AVE. 19 TO 20th STREETS

Foreign & domestic wash goods
sensationally priced


THIS sale will surely establish a new selling record in wash goods—a new bargain epoch—such values have no parallel in the history of our store. The purchase was so large—the assortment so varied—that we're going to make this a great two day sale—a memorable occasion that will mark this event as the one time when high grade foreign and domestic wash goods were sold right at the height of the wash goods season at the lowest prices ever quoted. Main floor.

19c 15,000 Yards of sheer Summer wash goods, including the season's most popular and most wanted fabrics, at 25 to 33% per cent. less than regular prices. **19c**

Not old, passe styles, but new, fresh, up-to-the-minute goods, such as French veilings in plain shades, as well as checks and plaids now so popular and also shirtings, some have the French roll effect—very smart and dainty, and the correct fabrics for fashionable Summer gowns. Fashion says these fabrics are correct for you to wear this Summer.

To suggest this great sale we offer the following bargains:

Washable voiles in plain shades, ivory, tan, brown, pale black..... 8c	Best quality gingham, staple as a gold dollar—checks, stripes, plaids..... 8c	Newest Etamine voile, open weaves—in dress good designs—checks, plaids, stripes—all fast colors—stylish even if the price is only..... 8c
Canvas suitings in plain shades—look like linen—white, tan, sage, brown, light blue, black..... 8c	Fire batiste and imported linens, floral effects—type effects—medium and dark colors..... 8c	A great sale of domestic goods; good, staple dress gingham—40c. value—yard..... 5c
Can you use black materials in plain weaves—also fancy modern effects? If so, you can buy 25c. to 31c. goods at..... 8c	Mercerized finish black and white checks—look like the imported 25c. washings 25c.—all..... 8c	St. Gall embroidered white trousers, mostly in dots—set yard, 39c. and 29c.
31-in. tartan madras, value 14c.—at yard..... 10c	Fine batiste, dotted muslin, dimity, etc., in all the newest and best designs—stylish, broad and the large sizes—in the newest patterns, lavender and champagne—yard..... 12c	Liberty gauze—white or ivory—for graduation gowns—yard..... 49c
Silk madras—29 inches wide—cherry ton finish—in all shades—yd. 12c	Silk organdies—newest French floral designs on white grounds—with pretty coloring—yard..... 39c	French organdies—white—66 to 70 in. wide—have the fine chiffon finish—yard..... 39c and 29c
	French printed dress nets—yard..... 29c	
	White—floral designs—yard..... 29c	
	India linen and Persian lawn—India lawn, at yd. 7c. and 12c	
	Persian muslin, at yd..... 19c	
	Dotted swisses—also fancy designs—yard..... 19c	
	Pique, duck suitings—white only—excellent quality—yard..... 19c	



There is such a thing as overdoing the "cheaty" effect. Our styles avoid these comic extremes. Here is the right fit—not exaggerated—for the modern, progressive, athletic young man.

To-day we mention a special Black Suit at \$15. It is a wonder.

Yes, it's soft, non-shrinkable, durable, and fast black. Read that line again. Some would call it a cheviot suit.

It isn't. It's better, better appearing and more durable. Sells for \$15.

No, it wasn't marked down from \$20. But it's worth \$20. Style with us is as great a factor in January as it is October 1.

Remember that.

Freeman-Church Company
34 ASYLUM STREET.



Buy \$1 Shirts
Here To-Day
Only 55c

We closed out from a well known New York manufacturer all his stock on hand, also his traveling men's samples. They are all small quantities of each pattern, but plenty of your size to select from. In all there are about 500 dozen, including stiff and soft bosoms. In both light and dark patterns. Everyone will be buying \$1 Shirts here to-day at only

55c

Palace
300 to 325 Main St.—New Bridge Bldg.

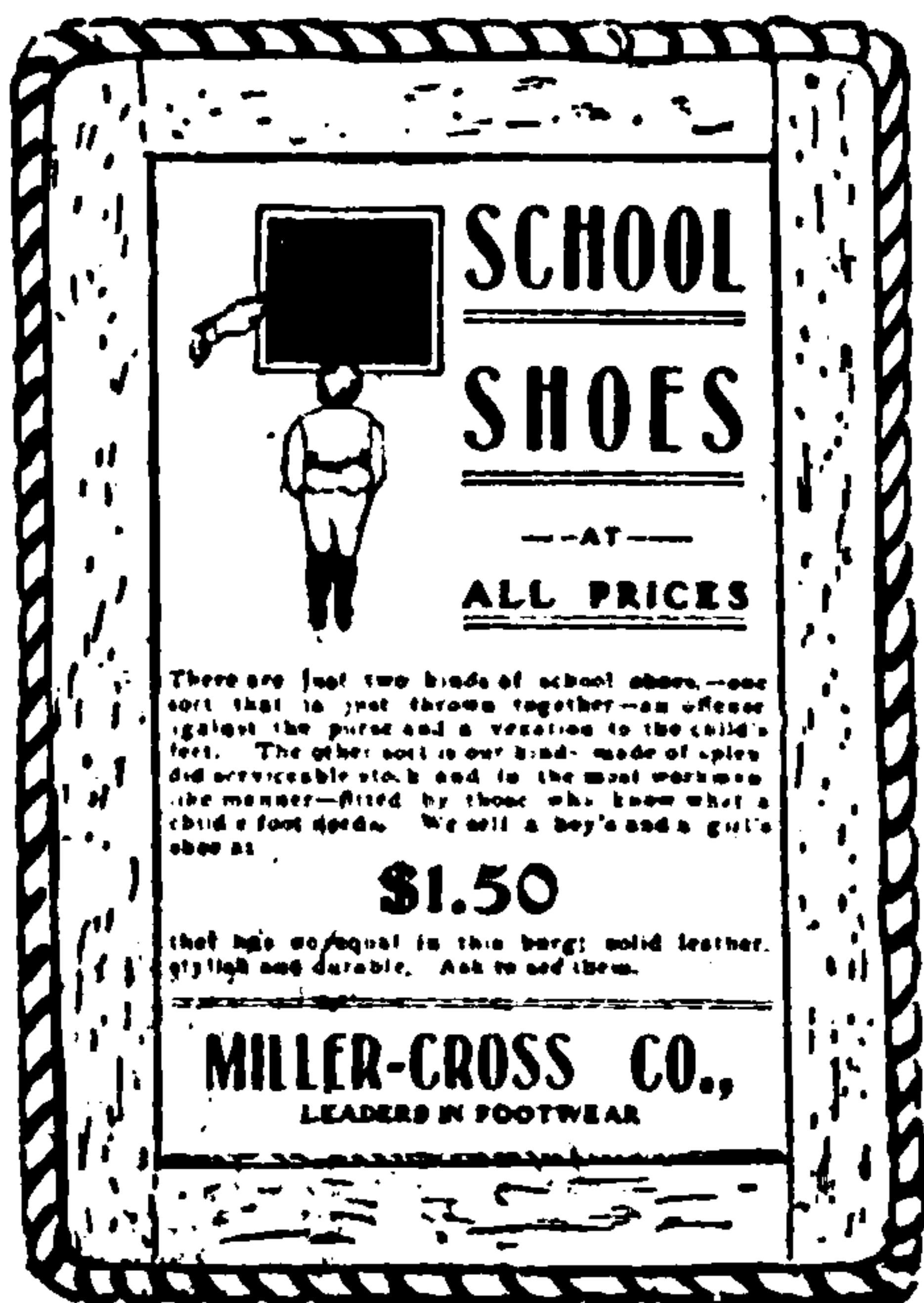
CHAPTER XIII

TIMELINESS IN ADVERTISING

ADVERTISING is no exception to the rule that there is "a time for everything." To be effective and operative an advertisement must be timely. We can pick up almost any newspaper and find one or more untimely advertisements. It is surprising the number that are so ill-timed. Christmas advertisements may be found in January papers, summer goods are advertised as cool and comfortable in October. An advertisement that appeared in a Burlington, N. J. paper dated January 10th, read:

"Holiday buying is now well under way at Blank Bros.' store, 204 High street, Burlington. They offer Morris chairs, rockers, hall racks, handsome framed engravings, pictures and frames, oil heaters, couches, and a great big list of other articles suitable for holiday gifts. Special offer—25 trolley tickets free to every customer who buys \$10 worth. A pound of fine candy free to every customer who buys \$1 worth of Christmas toys."

This advertisement occupied ten good inches of space which Blank Bros. were paying for. It was not only a waste of money but a positive detriment to that store. Many of the readers of that paper, no doubt, made a mental note of the "unprogressiveness" of that firm. Such a method of advertising is more harmful than otherwise. The good it may have done before the holidays was more than counterbalanced by the harm it did after that time.



SCHOOL AGAIN

There are certain lines of goods that can only be exploited profitably in their season. Straw hats cannot be sold in winter no matter what the price set upon them. The season for selling straw hats is usually short. The advertising of straw hats must be done during that season or not at all. This is only one instance of lines that can only be profitably advertised in their season. There are several others. But there are many lines that can be profitably advertised at any time, although of use only in certain seasons of the year. Coal, for instance, is used principally for heating purposes during the cold weather, yet coal can be sold at any time of the year. During the "strike talk" in the spring of 1906 there were many tons of coal sold, at advanced prices, for consumption during the following winter. The coal dealers who seized the opportunity that presented itself for timely advertising profited from the fact that a strike was imminent.

Sometimes public events of a quiet nature lend themselves to the demand for certain articles that are little called for when these events have passed. The advertiser of these articles who follows the example of the "early worm" on such occasions is apt to find his account in it. When Lord Beaconsfield's birthday arrives in England the demand for the primrose, which was his favorite flower, is great. Presumably the enterprising florists are prepared to meet it, but those who sell the most primroses will be the ones who have chosen the proper moment in which to publish and parade their goods.



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Get Smart

Over 2,000 years of
human knowledge in
797,885 volumes

Instant access
\$8.99/month

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fact that Easter comes so close to it, nevertheless, after the Easter campaign is over, then comes that of spring. During this season the merchant should keep the beauties of the new styles continually before the people. He should present some new thing in each



Marshall Field & Company

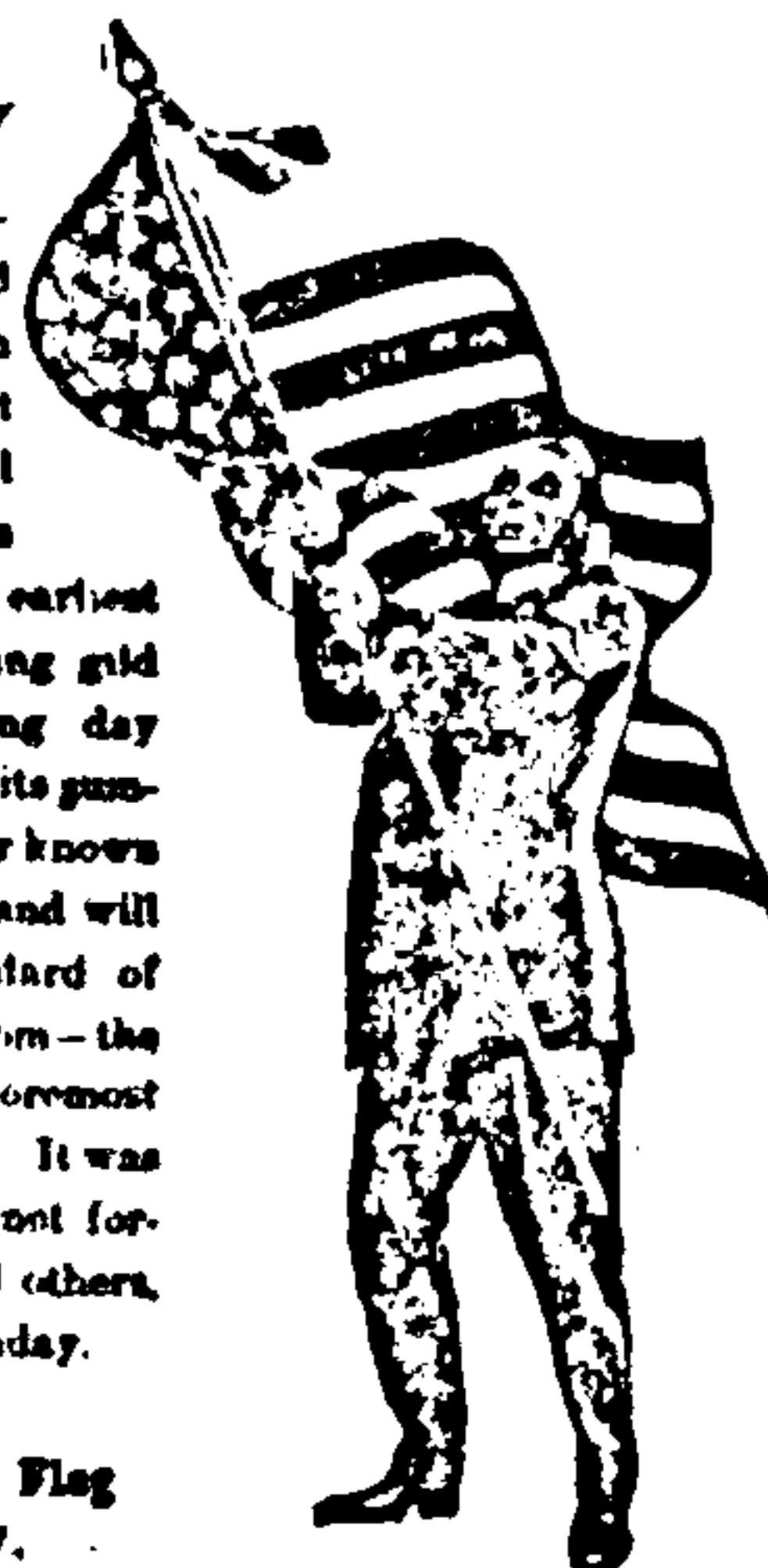
CHILDRENS' DAY

The Birthday of Old Glory

Hang out your Flag to-morrow

Honor its one-hundred and twenty-eighth birthday. "Let it rise, let it rise 'til it meet the Sun in his coming; let the earliest light of the morning gild it and the parting day linger and play on its summit." It has never known permanent defeat and will ever be the standard of liberty and freedom—the banner of the foremost nation of the earth. It was born here—let us not forget then, above all others, to observe its birthday.

Hang out your Flag To-morrow.



WILLIAM H. WANAMAKER

Clothing Manufacturer for Old and Young Americans
Twelfth and Market Streets

THE GLORIOUS FOURTH

advertisement, and if he runs short of new styles to tell about, he should present them all over again, one at a time, in a new light.

During the summer he must use all the ingenuity at his command. He must dilate upon the seasonableness of his summer lines; tell how comfortable and cool they are, and how sightly. He should make special inducements during the dog days. At that time he should let prices talk. Where he relied upon seasonableness for his Easter and spring arguments he must now rely upon cheapness of price.

Specials for Horse Show Week

Blees Hand Made Vehicles
First Choice of Discriminating Buyers

For this week we are offering many bargains in high grade Station Wagons, Surveys and Buggies.

NOTE A NEW PRICES:

2 only, Full Size Painted Depot Wagon. All the glass lenses are made to drop, a convenience that you will appreciate.	\$295.00
2 Caneby Depot Wagon for one horse.	\$275.00
\$175 Survey	\$125.00
\$125 Survey	\$77.00
\$140 Top Buggy, rubber tire	\$95.00
\$140 Top Buggy, rubber tire	\$85.00
\$140 Top Buggy, rubber tire	\$65.00
\$100 Roadster, rubber tire	\$55.00
\$50 Roadster, rubber tire	\$35.75

You are invited to inspect our stock.

The Blees Carriage Company
1212-1214 GRAND AVENUE.

THE HORSE SHOW

Young's Hats
NONE BETTER MADE

May 29th.

What's on for Decoration Day? No better day made to put on a new straw hat, no better straws made than YOUNG'S. Eight Young's stores at your service all day Tuesday (Stores closed Wednesday).

\$2.00 and up.

605-7-9 Broadway, corner Houston St.
 599 Broadway, near Day St. | 1359 Broadway, near 35th St.
 849 Broadway, near 14th St. | 500 Fifth Ave., near 42d St.
 1197 Broadway, near 28th St. | 99 Nassau, near Fulton St.
 Only Brooklyn Store, 371 Fulton St., opp. City Hall.

DECORATION DAY

The fall season is more marked in the advertising campaigns of some merchants than in others. The nature of the goods carried makes this necessary. The weather often has a great deal to do with it.

In September the dry goods merchant is busy cutting dress lengths, whether the season be fine or wet. The shoe merchant quietly awaits his turn, while the weather continues fine and dry. But let the month set in cold and wet, and the canvas oxfords and tan outing shoes are quickly exchanged for the new fall styles.

While it depends upon the weather, to a certain extent, when the fall selling sets in, the shoeman cannot afford to be backward with his advertising. He must follow it up day by day, with his story of the new styles, their nobby appearance, and their fitting qualities.

In the winter season, too, the character of the merchandise carried affects the sales. Furs sell on sight, while wall paper must be particularly required or it must wait till spring for a purchaser. Yet continued and convincing advertising will sell the most unseasonable goods. Not in large quantities, but for small favors let us be thankful. Shoes for evening wear and heavy lines for heavy weather are the lines for the foot-furnisher to push.

The clothier pushes overcoats now almost to the exclusion of suits. The department store exploits cloaks and furs and tailored suits almost forgetting dress goods and kindred lines.

The Christmas and Holiday season is one that most retailers find particularly resultful in sales. There is hardly any line that cannot be pushed at this season of the year as gifts. The camera man may not sell many cameras during November, but with the coming of December his business becomes brisk again provided he takes advantage of the timeliness of the season and advertises cameras as suitable Christmas gifts. At this season both young and old are on the lookout for something appropriate for the season. Useful gifts of late years are taking the place of the useless things that were formerly exchanged among friends as a remembrance of the season. Advertising brought about the change.

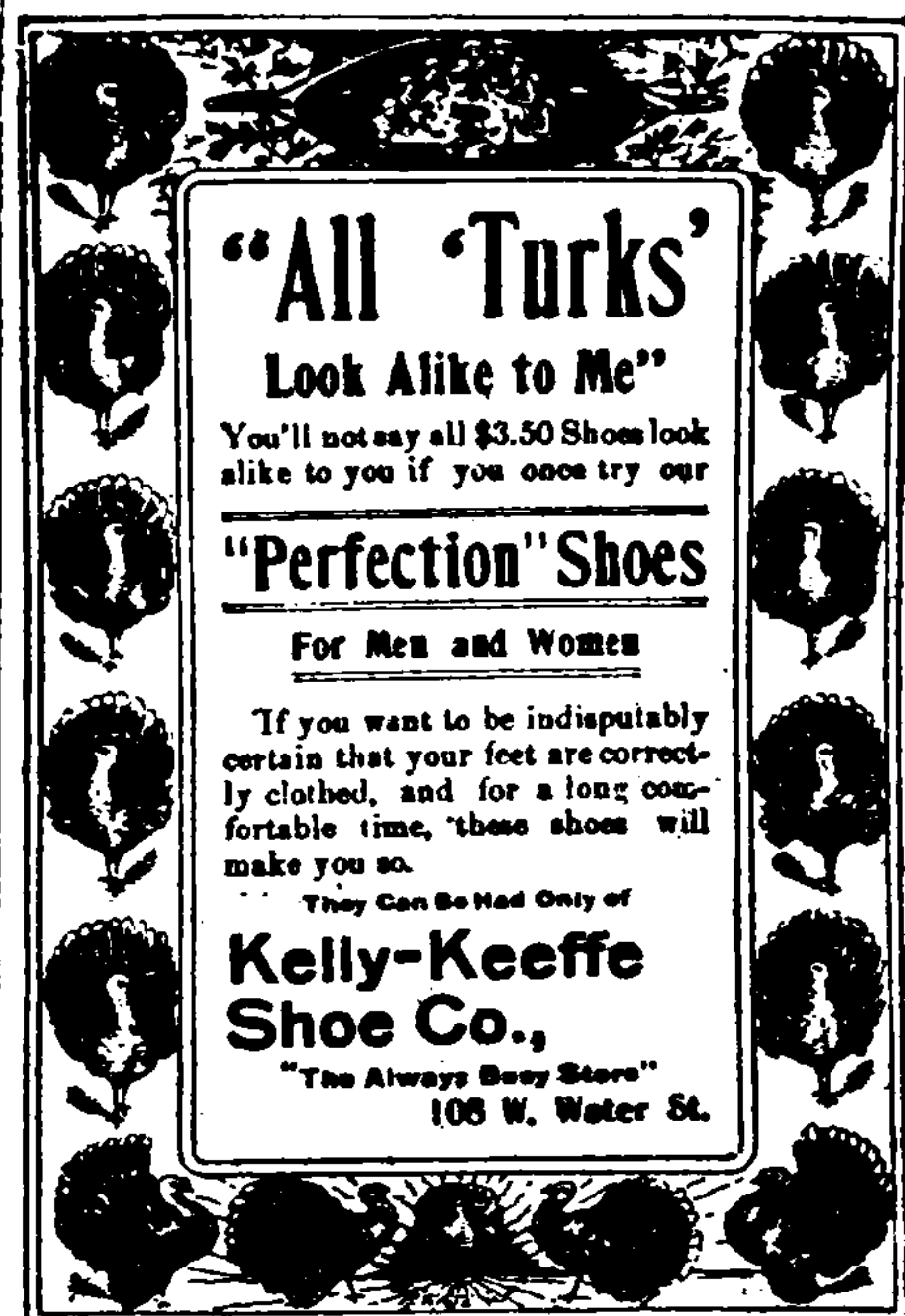
At this season particularly should extra large spaces be used in the newspapers by the retailer. His story is long and he has so short a time in which to tell it that he cannot afford to have any of it missed.

There should be a lot of life thrown into the holiday advertising campaign. It is at best crowded into a few days' selling. The public should be continually urged to make early purchases, the argument of "better choice" being presented. In this way, the selling season for holiday goods can be expanded by a few days. But few will make purchases before December 1st, but from then until midnight on Christmas Eve the purchasing crowd will gradually increase until congestion comes on the 24th, and then—it's all over. But even then the merchant should make a last effort to clean up on holiday lines by cutting the price deeply for those desiring to purchase gifts for

New Year's. The average merchant in the smaller cities is backward about spending money for advertising space in what he is pleased to term the dull seasons of the year. He has been led to believe that there is a dull season; it has been bred into his bone, and taught him from his youth up and he does his best to carry out the tradition. He tells everyone that "business is flat." He stops advertising. He becomes lax in



A JOLLY "SANTA"



THANKSGIVING



the conduct of his business. He and his clerks are listless. Everything soon points to inactivity.

He waits until business prospects are better before using the newspapers again, in the hope that he will get a larger return for his investment. Some there are who do not entirely cease advertising but they might better do so. They will leave an untimely advertisement standing for weeks at a time. This class expect to do a little all the time and are out for all they can get. But they do not take much interest in telling the people what to buy. They are even forgetful that the public needs reminding constantly of the store and its merchandise.

ST. VALENTINE'S DAY

When he expects a busy season he takes a large space to try to overcome the effect of his apathy during his dull season. This sort of advertising is as expensive as continuous advertising and not so effective. Now that the newspaper will allow advertisements to be changed every issue the merchant should show enough interest in them to tell his story in a bright and cheerful way. He should get his store talked about. He should make it the headquarters for those seeking values.

Methods of advertising have materially changed in the past few years. Ten years ago the summer season, beginning in June, saw a reduction in advertising space. The feeling prevailed that it was the dull season of the year and that people would not buy, as they were about to begin the vacation season. Shrewd advertisers saw their chance and advertised more liberally than had been the custom. Competition was sharp and there was a

struggle for what money there was afloat. The idea has grown, and now the man who wants the buyers to come to him has to be as sharp in calling attention to his wares during the summer season, as he has at any other time of the year. Given a good medium, the man who advertises all the year around is the man who has the largest measure of success.

Besides the seasons mentioned above the retail advertiser has other important events worthy of his attention. Public holidays are being more regularly celebrated than ever before, and the retailers of many lines can make capital out of them. The principal holidays and events of importance are:

New Year's Day.
Lincoln's Birthday.
Washington's Birthday.
St. Patrick's Day.
Good Friday and Easter.

April Fool's Day.
May Day.
Decoration Day.
June weddings.
Graduation.

Fourth of July.
Summer vacation.
Labor Day.
Thanksgiving Day.
Christmas Day.

Most of these days in passing can be made to help along some retailers. Some of them are of use to all retailers.

A writer in *Printer's Ink* has compiled a list of the holidays generally observed in the United States. They are given on the following page:

THANKSGIVING

New Year's Day.
 Franklin's Birthday (Jan. 17th).
 Lincoln's Birthday (Feb. 12th).
 St. Valentine's Day (Feb. 14th).
 Washington's Birthday (Feb. 22th).
 St. Patrick's Day (March 17th).
 Good Friday.

Easter.
 Decoration Day.
 Fourth of July.
 Labor Day.
 Election Day.
 Thanksgiving Day.
 Christmas Day

There are other feasts and holidays observed in certain sections:
 In the South there are the Battle of New Orleans (Jan. 8th).
 General Lee's Birthday (Jan. 19th).
 New Orleans Mardi-Gras (February or March of each year).
 Anniversary of Texan Independence (March 2d).
 Confederate Memorial Day (April 26th in Mississippi, Alabama, Georgia and Florida; May 10th in North and South Carolina; second Friday in May in Tennessee).

Jefferson Davis's Birthday (June 3d).
 Massachusetts observes Patriots' Day (April 19th).
 Pioneer's Day (July 24th) is a holiday in Utah.
 In Vermont the Battle of Bennington (Aug. 16th) is generally observed."

The same writer in commenting upon "The Holiday in Advertising" says:

"Some of these events could be made the topics of advertisements outside their own sections. It would be rather a pretty thing to call attention to Confederate Memorial Day in Northern States, for example.

"Besides these, there are the birthdays of great authors, artists, musicians, statesmen, soldiers, patriots and celebrities generally. The birthdays of Shakespeare, Milton, Beethoven, Wagner, Michael Angelo, Rembrandt, Napoleon, Frederick the Great, and other great men whose names are known everywhere, could be utilized, and it would not be bad policy to observe the birthdays of living rulers, as King Edward, Emperor Wilhelm and the President of France.

"Robert Burns' birthday (Jan. 25th) will not be overlooked by the ad-writer who would stand well with Scotch patrons. Such attention will make friends among the foreign-born elements in the community without antagonizing factions. Search of a good biographical dictionary will reveal ample material, and it is quite possible to run a series of advertisements in which each day is distinguished by some such event, commemorated in a brief paragraph. Perhaps portraits could be used for illustrations.

"As an educational feature such advertisements would command atten-



The Bowland Morehouse & Martens Co.

ST. VALENTINE'S DAY

tion from school children, while every person of intelligence would soon fall into the habit of reading the advertisement daily for this interesting feature. The feature need occupy but a few lines of space. Where space in dailies is out of the question the feature can be worked up into daily window cards, with portraits. After a week or two for the public to grasp the idea such a window would attract attention regularly, even in the crowded business districts of New York City."

Here is an example of timely advertising that appeared recently in a Marshall, Mich., paper, and shows how passing events may be taken hold of by the advertiser.

"If Mrs. Touse had had a gas range, this would not have happened.

GASOLINE STOVE EXPLODED

HILLSDALE, July 12.—The dwelling house of Ira Touse, on Railroad street, was burned this morning. The fire was caused by an explosion of a gasoline stove, which Mrs. Touse was using in her work. In attempting to extinguish the flames Mrs. Touse was badly burned on the hands, and her clothes were also considerably burned. The loss is total, and will reach \$1,000, with \$700 insurance. A gas range is cheaper, etc., etc.—Gas Company."

This advertisement makes use of an event that all had heard of and which, no doubt, was fresh in the minds of most of the readers of the papers. There are many news items of that nature that might be used as examples of why certain articles should be used or why they should not be used.

Here is another way of taking advantage of outside matters in advertising one's store. This advertisement appeared in a Canadian paper:

NO WONDER SHE DID!

A lady visiting one of our customers, who has two Marshall Ventilated Mattresses in his house, said: "I woke up this morning and thought I was at the 'King Edward,' where we stopped last week, my mattress was so luxurious."

The "King Edward" uses the Marshall Mattress in all its best rooms, and it undoubtedly is the most luxurious mattress in the world.

The "Rossin House" is replacing the mattresses in their swell rooms with the Marshall Mattress.

The C. P. R. uses them in all their "crack" hotels.

It is also the cheapest mattress in the world, if you do not mind a few dollars extra when you are buying, as they last a lifetime.

No other mattress is 1-2-3 with them. The price is \$25.00—no more, no less.

The J. W. Drake Furniture Co.

By way of explanation we might say that the "King Edward" mentioned is the King Edward Hotel, of Toronto, the finest equipped hotel in Canada. The C. P. R. is the Canadian Pacific Railway, the great trunk line of the country that operates many hotels along its route from coast to coast. It can easily be seen then that the prestige these corporations have in the country is utilized to its fullest extent in an effort to convince the people that the Marshall mattress is the best to be had.

The reader of the local daily newspaper, if he is wide-awake, can frequently find reports of events which will serve as a text on which to write a good advertisement. For instance, a short time ago an accident occurred on a street railway in Los Angeles, Cal.,

OUR 56TH BIRTHDAY CAKE

A PLUM IN EVERY PIECE

The original and Largest Department Store in St. Louis. Five great floors, occupying almost the entire block bounded by Sixth, Seventh, Olive and Locust streets, devoted to the sale of highest grade goods.

For 56 years Barr's have been the acknowledged leaders in St. Louis retailing. Present stocks and values will make this leadership more pronounced than ever.

ST. LOUIS, MO.

Barr's

Great Sale of Women's Gloves
The entire line of women's gloves, from the finest French to the most practical, is being sold at a special price. This is a rare opportunity to secure a fine pair of gloves at a very low price. The gloves are of various styles, colors and materials. They are all of the highest quality and are being sold at a special price of 50c for \$1.00 silk and 50c for \$1.00 cotton.

English Longcloth
At 85c a Bolt
This is a special line of English longcloth, made in England. It is of the highest quality and is being sold at a special price of 85c a bolt. The longcloth is of various styles and colors and is being sold at a special price of 85c a bolt.

Bath Room Fittings
at 10 Cents
A special line of bath room fittings, including bathtubs, showers, and toilet fixtures, is being sold at a special price of 10 cents. These fittings are of the highest quality and are being sold at a special price of 10 cents.

10c for Ribbons
Worth 18c
This is a special line of ribbons, made in France. They are of the highest quality and are being sold at a special price of 10c for 18c. The ribbons are of various styles and colors and are being sold at a special price of 10c for 18c.

A Rousing Dress Goods Special
In papers Fancy Women Values bought by us from a prominent New York manufacturer of a great service. These goods are of the highest quality and are being sold at a special price of 49c. The goods are of various styles and colors and are being sold at a special price of 49c.

Silk Shirt Waist Sale
at \$10.00
From our Silk Shirt Waist Sale, we have selected the most beautiful and the most practical. These goods are of the highest quality and are being sold at a special price of \$10.00. The goods are of various styles and colors and are being sold at a special price of \$10.00.

Perian Lawn Shirt Waists
At \$3.00
One of the dearest and best values in the business is a Perian Lawn Shirt Waist. It is of the highest quality and is being sold at a special price of \$3.00. The shirt waist is of various styles and colors and is being sold at a special price of \$3.00.

\$7.50 for Women's \$20.00 Suits
We are offering our large stock of Women's Suits at a special price of \$7.50 for \$20.00. The suits are of the highest quality and are being sold at a special price of \$7.50 for \$20.00. The suits are of various styles and colors and are being sold at a special price of \$7.50 for \$20.00.

Curtains
\$1.25 for \$2.25 Lace
These heavy lace curtains are being sold at a special price of \$1.25 for \$2.25. The curtains are of the highest quality and are being sold at a special price of \$1.25 for \$2.25. The curtains are of various styles and colors and are being sold at a special price of \$1.25 for \$2.25.

Silk
50c for 85c Folded
This is a special line of silk, made in France. It is of the highest quality and is being sold at a special price of 50c for 85c. The silk is of various styles and colors and is being sold at a special price of 50c for 85c.

Lace Edges
25c for 75c Oriental
This is a special line of lace edges, made in France. They are of the highest quality and are being sold at a special price of 25c for 75c. The lace edges are of various styles and colors and are being sold at a special price of 25c for 75c.

J. B. Corsets
\$1.00 for \$1.50
This is a special line of J. B. Corsets, made in France. They are of the highest quality and are being sold at a special price of \$1.00 for \$1.50. The corsets are of various styles and colors and are being sold at a special price of \$1.00 for \$1.50.

This is the greatest and most successful opening in our history. It continues tomorrow and Saturday. Everyone is invited and urged to come.

Every price quoted here is very special. You can well combine business with pleasure when you attend the opening tomorrow by picking a few of these birthday plums.

WILLIAM BARR DRY GOODS CO.

because a cast-off shoe was wedged in the track. The shoe threw one car from the rails, which collided with another, causing considerable damage to the railroad property and some injuries to the passengers. If one of the shoe dealers there had claimed that this

shoe was a fair sample of the solidity and durability of his shoes, the event could have been used to advantage as an advertisement.

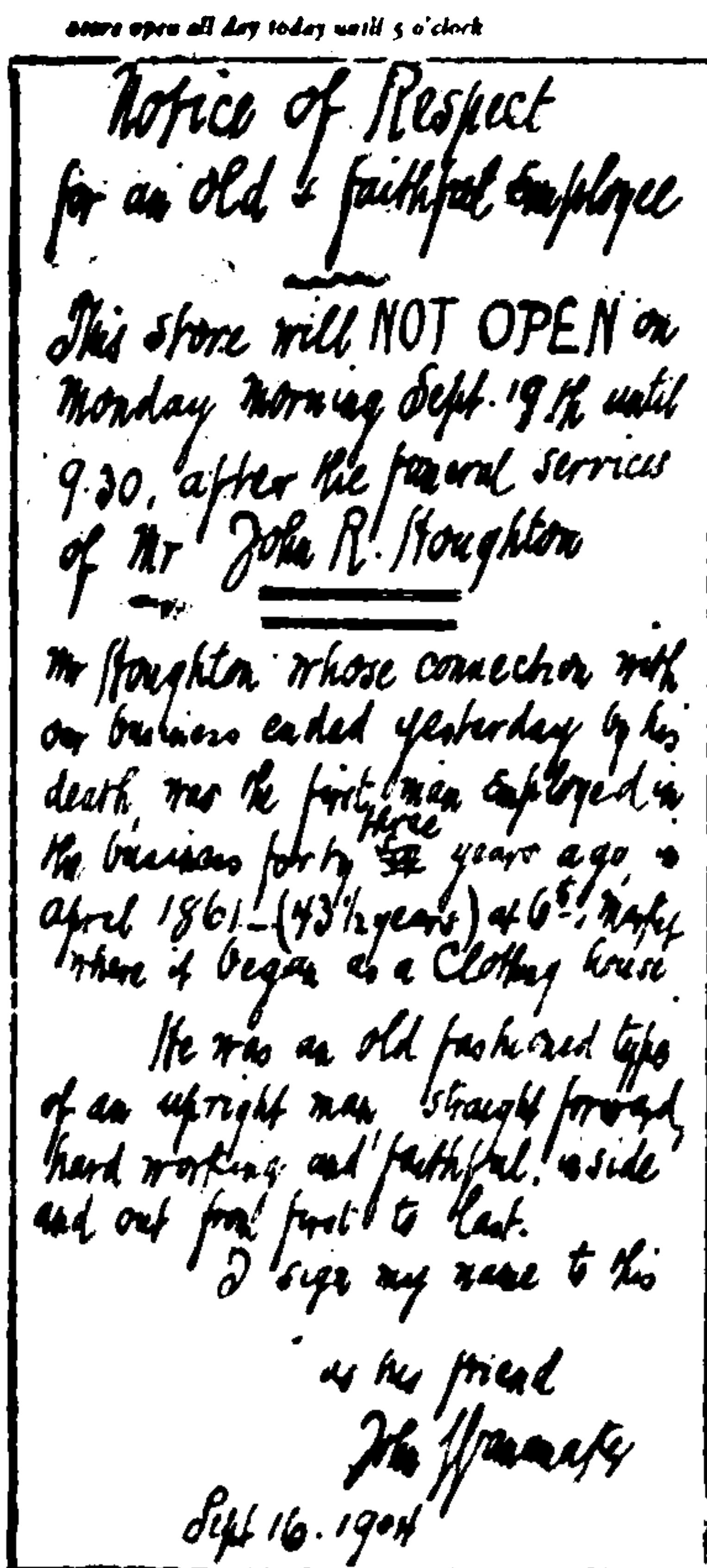
Once in a while there is a report from some city near or remote that a person has found money or lost money through the custom of using a shoe as a secret bank of deposit; and by taking advantage of such a report, a shoe dealer can state: "There is Always Money in Our Shoes."

The alert advertiser keeps his eyes and ears open for passing events, and then times his advertising to suit the occasion. Popular sentiment and social events are carefully watched for cues on which to hang advertising ideas. Of course, tact and judgment must be used, not to offend people's prejudices or sympathies. Some sad and instructive mistakes have been made along this line by many retailers. Every word in the advertisement should be looked at and considered from the standpoint of the people who are to read it. If it is going to impress them favorably, then it should be printed.

Throughout the text of this chapter will be found a number of advertisements showing the typical manner in which some of our holidays are taken advantage of in the advertising of retail stores.

The William Barr Dry Goods Co. have taken advantage, as do most large stores, of their anniversaries. "Our 56th Birthday Cake" is an original design, but one that was hardly worthy of its object. The advertisement was rendered much less readable by having it set in such a manner that the paper had to be turned around before it could be read.

The Wanamaker advertisement is out of the ordinary, and while not intended as an advertisement of the store must have advertised it in a manner that no other kind of advertisement could have done.



CHAPTER XIV

THE "TALKING POINTS" OF THE ARTICLE ADVERTISED

THE retail merchant who does his own advertising has one advantage over the general run of advertising managers in the larger stores. He is handling every day the articles he is advertising; he usually buys them himself and knows the reason why he selected those particular ones from many. Those reasons sometimes are the very best to place before the public. The advertising manager of a large retail store may be well versed in a general way with the goods he is advertising, but his duties are far too onerous to allow him to keep posted on the newest styles, and with the fluctuations of prices from time to time. He usually has to depend upon the buyer's or department manager's word for the facts given him.

Buyers are usually enthusiastic about their own purchases, and it is little wonder that they are sometimes led to exaggerate in the information given to the advertising man. The details given are accepted as facts, and if not correct the error almost invariably creeps into the newspaper.



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DELVE INTO FANTASY, MAGIC, MYTHOLOGY & FOLKLORE

Forgotten Books'
Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.

Continue

*Fair usage policy applies



(c) Fit.

Many sizes and widths.

Measurements always accurate.

Special measurements for special cases.

It's the fit that gives a shoe style.

(d) Comfort.

Easy walking.

Pliable and flexible soles.

Special care in lasting.

No roughness in linings or soles.

No tacks nor threads.

A perfect fitting shoe makes walking easy.

3. WHY THEY SHOULD BE WORN.

(a) Because they are stylish—

For Dress wear.

For Street wear.

For Any wear.

(b) Because they are reasonable in price.

(c) Because they fit perfectly.

(d) Because they are comfortable.

If a woman's shoes look well her feet will look well.

4. WHO WEAR THEM, OR WHO CAN WEAR THEM.

(a) The woman of fashion.

(b) The comfort loving woman.

(c) The particular woman.

(d) The rich and the poor.

(e) The maid and the mistress.

A style for every walk in life.

5. THE PRICE.

(a) Always \$3.

(b) Same style and comfort as higher priced shoes.

(c) Any woman can afford \$3 for Peerless shoes because she always gets \$3 value.

(d) Many higher priced shoes wear no better.

(e) Cheaper than lower priced shoes because always full value for the price.

\$4 Wear, \$5 Style, for \$3 cash.

6. WHERE AND HOW MADE.

(a) Rochester, N. Y.

Leading city in America in the manufacture of ladies' fine shoes.

(b) Sanitary factory.

Light and airy surroundings.

Skilled workmen.

(c) Thorough inspection.

Must be up to the Peerless standard, or the Peerless brand is not placed on them.

(d) Goodyear welts.

Equal to hand sewed.

Smooth inner soles.

Soles more flexible than machine sewed.

- (e) Hand turned.
- Lightest soles made.
- Flexible soles.
- Dainty appearance.

Walking made easy and graceful.

7. WHAT THEY ARE MADE OF.

- (a) Uppers.
 - Best obtainable leathers.
 - Ideal kid.
 - Rex patent kid.
 - White's box calf.
 - Velours calf.
 - Kangaroo.
 - Vici kid.
 - Dongola kid.
 - Gnu calf.
 - Gun metal calf. ,
 - Proper leathers used for proper occasions.
- (b) Linings and trimmings.
 - Wear-proof linings.
 - Perfection circlettes.
 - Diamond fast-color eyelets.
 - Silk stitching.
- (c) Bottom stock.
 - Solid leather insoles.
 - Solid leather counters and boxes.
 - Oak and union outer soles.
 - Sewn with well waxed threads.
 - No nails or tacks.

"There's nothing like leather when its well put together."

8. ADVANTAGES OVER OTHERS.

- (a) Better made.
 - A specialty that must be kept up to the Peerless standard.
- (b) More comfortable.
 - Greatest caution taken to keep inside of shoes smooth and linings without wrinkles.
 - Leathers used are perfectly tanned so as to afford proper air circulation to the feet.
 - No burning sensation.
 - Do not get out of shape and become uncomfortable because they are properly lasted.
- (c) Wear longer.
 - Leathers specially selected.
 - Honest workmanship.
- (d) Look better.
 - Perfect in finish.
 - Perfect in shape.
 - More stylish.
 - New fads and fancies added as soon as developed by special high class designers.

Not an experiment, but a shoe of proven value.

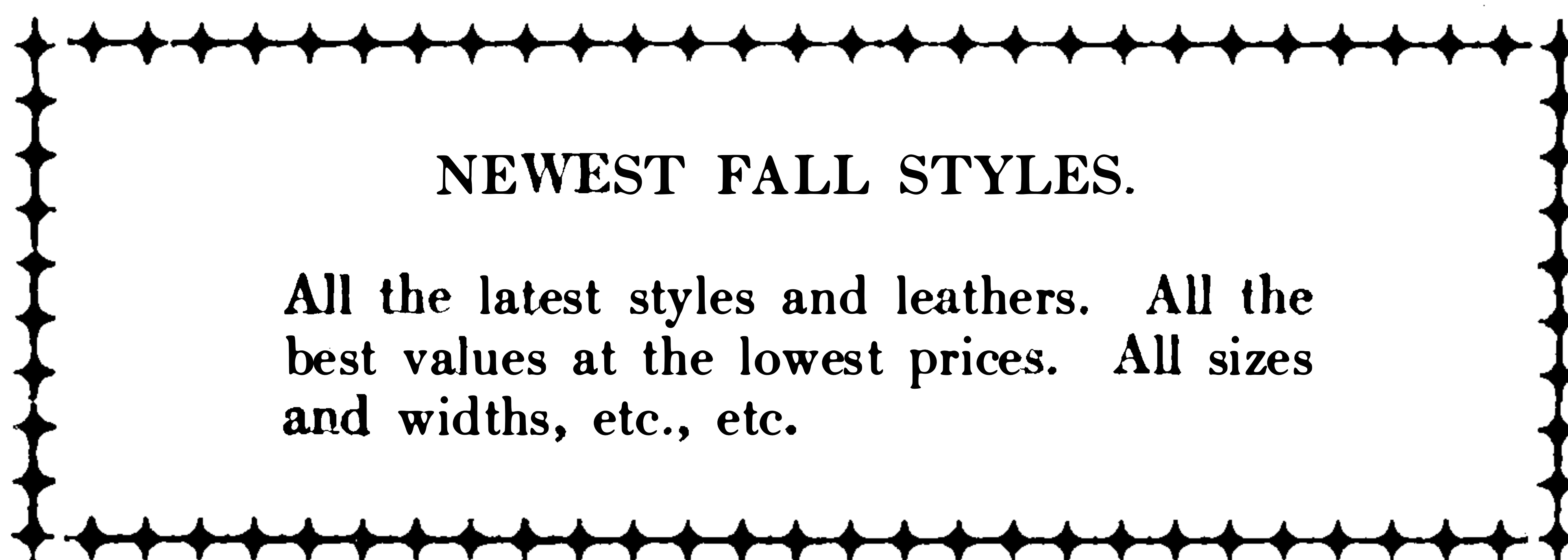
In the above analysis there is material for a thousand advertisements. The lines or phrases set in italics could be used as catch lines, headlines or mottoes. The analysis is

of a brand of shoes and not of any particular shoe. When some particular shoe is to be analyzed the following special points should be developed:

1. Style of shoe.
2. For what kind of wear.
3. Who wears them.
4. Price.
5. How made.
6. What made of.
7. Advantages over others.

These several points should then be sub-divided as found necessary. For instance, under the style of shoe would be taken up, (a) the style of toe; (b) the style of heel; (c) the arch of shank; (d) particular cut; (e) etc., etc.

It is just possible that some merchants would profit greatly with an analysis similar to the above. A critical survey of any article will give the merchant abundant idea for advertising it. If something like this method was used oftener there would be fewer advertisements like this:



Any article can be analyzed in this manner. Some analyses will bring out more points than others, but each will bring forth abundant material for a good sensible advertising campaign. The deeper and more carefully the advertiser goes into the analysis the more light will be thrown on the article to be advertised.

There are often other "talking points" about a brand than are apparent in the article itself. The packing or method of finishing may afford more talking points than the goods themselves.

There has been a mint of money spent in exploiting the "Inner Seal" package. In this case the cracker is made by the same process as other manufacturers use but the "Inner Seal" package protects the biscuits from losing their crispness and becoming tainted by handling. The package is a good "talking point."

"We Couldn't Improve the Powder so we Improved the Box" is the way a soap manufacturer exploits a new style of package. This new style of package was the talking point used in advertising that brand of powder.

A clothing firm seeing that the piling of clothing on counters, one coat above another, must inevitably wrinkle them and cause them to lose much of the shape they received by pressing in the factory, designed a cabinet and racks upon which to hang the clothes. This led to one firm adopting the name of "Fit-Reform" and the cabinet became the talking point.

Another clothing firm, knowing the prejudice there is against ready-made clothing, finished their product "up to the trying-on stage" as they termed it. This probably only extends to the basting in of the "turn in" of the hem at the sleeves and at the bottom of the trousers. An elaborate style of basting threads are also run through collar and shoulder. The firm adopted the name of "Semi-Ready." They exploit the fact that the clothing is merely ready to try on and will be finished to order in two hours, and have largely overcome the prejudice against ready-to-wear garments. That feature of their clothing furnishes their best talking point.

A shoe firm placed a buzz-saw in their window and displayed shoes of their own and their competitors make cut up so that the material used in their manufacture could be seen and compared. This became a talking point with this firm, and was so thoroughly exploited that one can hardly see a picture of a buzz-saw without coupling it with the name of "Regal Shoes."

The merchant who will ever strive to put information into the description of his goods, and reason into his arguments will surely sell more goods. The merchant who always says the same thing, this season the same as last, and the same things that his neighbors are saying all the year around, will not sell much of his wares through his advertising. He cannot expect to reap a harvest from old seed—bald statements. The field may be fairly well covered by the newspaper circulation and the public may be anxious to buy just such goods as the merchant has to sell, but the seed is too poor and old to germinate any idea of the facts in the reader's mind.

Newspaper advertising is made profitable only by those who know how to use newspaper space properly. One must know his wares, and be able to tell the public all about them.

It is not necessary to use high sounding phrases or polysyllabic words. In fact, simple words and honest, straightforward logic is more easily understood, and more convincing when read.

Avoid all such worn-out expressions as:

An inspection of our stock is solicited.

Prices always the cheapest.

We have the best facilities, etc.

Marvels of popularity.

All are cordially invited to call and inspect, etc.

Our stock is complete.

We have a grand collection, etc.

Everything first-class.

The best goods at the lowest prices.

Cannot be beat.

Best in the land.

Our stock compares well with any to be found.

Our goods stand on their merits.

Fine goods a specialty.

Headquarters for ———.

Give us a call and be convinced.

From their sterling worth.

A most enviable position.

Largest assortment, lowest prices.

Largest range in ——— county.

A well selected stock.

Call and get our prices.

See us before buying elsewhere.

Your trade is solicited.

None but the best for sale here.

We have a large stock to select from.

Some of these phrases, such as "See us before buying elsewhere" and "Prices always the cheapest," are so common and are so bad that the newspapers ought to refuse to print them. Some of the phrases represent proper sentiments, but one should get away from the stilted style of our forefathers, who were merely experimenters in advertising. If a man wants to say his stock is the largest in his city he can do so without saying "Largest range in ——— city." He surely can find a more acceptable way of expressing himself.

When a man begins to talk of having the largest "range" or "stock" in any place, you may make sure his statement will bear looking into. If he says "Come, look over the large variety of styles we offer you in ———" then you may make sure the variety is large.

Some men imagine that literature and composition have nothing to do with advertisement writing. They would fling grammar to the dogs and say what they wish to say in the very first words that come along. The untrained man would make a bad mess of it if he followed such a proceeding. Every word should be made to have but one meaning. If it can be read in any other way another word should be selected that will express the particular shade of meaning intended and no other.

TITLE3.

These may help you in your selection

Store Paper.
Items of Interest.
Grocery News.
Dry Goods Items.
Store Magazine.
How to Save Money.
Bargain Counter
-----'s Weekly.

Select the name for your paper.

TITLE3.

These may help you in your selection

Store News.
Advanced Style.
Store Items
-----'s Monthly.
Store Bulletin.
Bargain News
Fashion Items.
Weekly Bulletin.

Published monthly weekly by

Vol. L

Montgomery, Ala., October, 1904.

No. 1.

Space for a short announcement. A sort of editorial praising your store.

Golden Nuggets.

Spontaneous enthusiasm is the kind that wins. The manufactured sort is never "just as good."

Some men can give a dozen excuses for doing wrong, and overlook the reason for doing right.

The ability to turn stumbling blocks into stepping stones is often worth more in a pinch than a fat purse.

Very often the man who has achieved the reputation of being a "good fellow" did it at the sacrifice of his family's welfare.

Water rises to the height of its source and no combination can keep it

down long. Every man gravitates to where he belongs.

There is more happiness in a humble home paid for than there is in a fine mansion whose roof sags with the weight of a mortgage.—*The Commoner.*

Always take the short cut, and that is the rational one. Therefore say and do everything according to soundest reason.

It is better to be plaid than acid. The quickest way to get everybody sour on you is to be sour on everybody yourself. People turn to a cheerful man instinctively, as chickens flock to the south side of a barn on a day in winter.—*Jed Scarboro.*

The New Boy.

"Now, Tom," said the general manager when the new boy reported for duty, "let me impress upon you that this is a critical period in your career."

"Yes, sir." "You can climb to the top," said the general manager, wheeling around in his chair, "or you can fall to the lowest depths. All depends on yourself. Do you understand me, Tom?"

"Yes, sir." "If you are honest, smart, truthful, tidy, diligent and pleasant to everybody you are certain to go onward and upward. You may not stop short of Congress. You may even—ah, let me see—where were you born?"

"Jane street, sir." "Is that in Brooklyn?" asked the manager. "Yes, yes. Very good. Well, Tom, you may even become President. Yes, my lad, President of the United States. Do you understand me?"

"Yes," replied Tom, beginning to whimper, "but this is my first job." "Don't cry here," said the sympathetic general manager, "your wages are \$5 a week. Go into the cellar and learn to peel onions. We use barrels of 'em in the pickling business."—*New York Press.*

Humor in Ads.

There is a great deal of humor to be found in the advertisement columns of English daily papers for those who have the eyes and will take the trouble to discover it. *The Times* recently published the following examples:

Take, for instance, this announcement, which excited much speculation and movement a few years ago:

"Five Pounds Reward.—Then sum will be gladly paid by the advertiser to any one who before the last day of this month will supply him with a pint of live fleas, which he requires for the purpose of a wager. Smaller sums will be paid pro rata for smaller quantities of the insects to make up the required quantity. Address—". Whether or not the advertiser won his wager the writer does not know, but if he did, it is certain the reward was well earned.

A few weeks ago an equally amusing advertisement appeared in several of our London dailies. "To Those in Want of a £5 Note. This sum can be earned by any one who will supply a thousand flea, large cucaruchas to the advertiser who is required by his landlord to put his house in the same condition as when his tenancy commenced. Liberal terms are also offered for an assortment of spiders, mice, and rats."

This advertisement, however, must have been the work of a wag, for when persons in want of that £5 note presented themselves at the address given the landlady was very indignant and refused to take their stock at any price.

Among advertisements of this kind which give rise to curiosity and speculation was the following, which appeared for many weeks in 1881 in a number of metropolitan newspapers. "A reward of £50 is offered for the recovery of a three-penny bit dated 1872, with the letter W. S. stamped on it, supposed to have been lost in the Strand, between Somerset House and Charing Cross." A little later the reward was increased to £100, or 2,000 times the value of the missing coin. It is difficult to imagine what could give so small a coin such a value in the eyes of its former owner, but it is safe to say that its history, if it could be known, would be even more interesting than the advertisement.

The following advertisement, which appears in a German paper, should be welcome to all—to the unregenerate for its quaintness and to the temperance party for the evident reformation in the habits of the advertiser which it presupposes: "Herr Otto Broghammer, who is giving up drink, wishes to dispose of an excellent medium-sized barrel, of a capacity of 100 litres."

"I lost all my money in Wall Street," complains the lamb.

"Too bad. Why don't you advertise for it?" asks the friend.

"The other fellow advertised for it above me, with a reward etc."

Space for your ad.

Other pages arranged in similar manner.

Give copy to all this space for four pages, numbering the same.

The Weather Prophet.

A man from South Jersey blew into the weather bureau the other day. He had fire in his eye.

"Where's the guy who runs this office?" he asked.

"He's out," said the office boy.

"How long has he bin out?"

"Three or four days."

"Well, where's the geezer whose bin tellin' every day that it was goin' to be cooler with showers?"

"Me."

"You!!!"

"Yep."

"Well, sonny, how did you do it?"

"This 'er way. We can't give out any predictions till we hear from Washington, any way—see?"

"Yes, I see."

"Washington finds out what kinder weather we're goin' ter have, and telegraphs it on—see?"

"Yes."

"Then all we have ter do is to say the same thing over again—catch on?"

"And yer mean to tell me that's all we hev ter depend on—just what the folks in Washington say about what weather's goin' to be around here?"

"Well, when the bees is round, we kinder fagger it out ourselves—but if it's different from what Washington says—and we ain't right—there's a kick."

"But if you are right?"

"Nothing doing."

"Then I'm to understand—"

"See yere, old hayseed, you're to understand that we git our pay from Washington. Kin ye understand that?"

"I think so."

"Well, we ain't monkeyin' wid no buzz saw."

"No, you have to get yer salaries, of course—and we farmers hev ter pay 'em. But I think Mark Twain will have to revise his story about the most useless man in America, and call him the weather bureau chief in Washington."

"Mebbe so, but I guess you've been reading some of this hot air in the papers about how we do things up here!"

"No, but I've been getting more hot air later than is good for my farm, and I think I'll let the weather predictions go, and put in an irrigation plant."

Part Two

**SUPPLEMENTARY AIDS TO NEWSPAPER
ADVERTISING**



THIS PAGE IS LOCKED TO FREE MEMBERS

Purchase full membership to immediately unlock this page

Get Smart

Over 2,000 years of
human knowledge in
797,885 volumes

Instant access
\$8.99/month

Continue

*Fair usage policy applies



The store paper has many advantages over the regular newspaper. It gives the merchant plenty of space in which to tell his story. In a newspaper his space is limited to a certain extent by its cost. In the store paper he can make his advertisements more lengthy and chatty. He can be more familiar with his readers. He can get closer to them with little "heart to heart" talks. In the newspaper he must be brief. He must tell his story in the most direct manner, using the fewest words possible.

The advertisement in the store paper can be more confidential, as it were, for the merchant is talking to readers who know of the store. In the newspaper advertisement the message of the retailer is intended to reach if possible all classes and conditions of men. People who know the store, people who never heard of the store, all read the newspaper advertisement, and it must be to some extent more general.

In using a store paper the merchant pays for no useless circulation. Its circulation is absolutely within its own control. He knows positively that his advertisements therein reach only persons who will make desirable customers.

Then his message to the reader when inserted in the store paper is not hidden away among dozens of other similar messages, all clamoring for the same trade and all saying practically the same thing and using practically the same arguments and offering practically the same inducements. There are no advertisements in his own line or in fact in any other line, trying to attract the readers' attention at the same time as his own. This in itself should be sufficient to prove the worth of a store paper.

A newspaper is taken usually for its news value. The advertising columns are in reality of secondary consideration. But even while this is generally true there are many newspapers bought because of the large amount of advertising to be found in their pages.

All readers of a newspaper cannot be expected to read all of the advertisements, but there are a few who do read all of them. There are many, however, who will glance with curiosity over the advertising columns, reading the most striking and attractive advertisements. It is positive, then, that the more attractively the advertisement is presented the more likely it will be read. In the store paper more attention can be given to the impression the message is to convey and less to its attractiveness from a typographical point of view. It is not necessary to use so many large and striking headlines in the store paper advertisement, but it should be neat and artistic in display for all that.

The store paper becomes in time identified with the store issuing it. Every time it is received the merchant and his wares are mentally seen and reviewed by the recipient. This in itself is by no means a small part of an advertisement of any kind.

Because the store paper takes the place of booklets, leaflets, mailing cards, circulars and such other printed advertising it should combine in one all the best features of each. The editorial should in reality be a circular letter. It should never be long-winded, but short and breezy. There should be articles written about certain wares much in the same way that a booklet would be presented. There can, and it is often advisable that there should be, a list of articles and their prices. This represents the catalogue. A short puff in the news column represents the mailing card. It can be seen then that the merchant can issue all of these, once each month, at the cost of printing and distributing one.

The value of the store paper will depend largely upon its contents, its "make-up" and the regularity with which it is received by the prospective customer.

If it is issued monthly it should be the aim of the merchant to get it out upon the same date each month. Conditions will dictate the best day of the month for that. If the merchant is situated in a "railroad town" or if there are any large manufacturing concerns in his city from which trade can be drawn, his aim should be to have the paper reach his customers the day before pay-day. He then has his little say just when the month's wages are being apportioned and comes in for his share of it.

If the publication is to be issued quarterly the regularity of issue does not enter so largely into its value. Weather conditions and other circumstances may make it advisable often to delay sending out the quarterly for many days and sometimes for a whole month. The paper should reach the public at a time when they are about ready to buy.

If it reaches them too soon they are likely to forget it. If too late its value is lessened by the number of purchases that have already been made at other stores.

The paper may be a small four-page sheet, the pages measuring when folded but a few inches each way, or it may be as large as will meet requirements, even to the size of a regular newspaper. A good size for most purposes would be a four-page sheet, each page measuring just half the ordinary size of the modern or standard newspaper page. This size is handier to handle while being read than the larger newspaper size.

The stock used should be better than that of the newspaper. If many, or even any, half-tone cuts are to be used the stock should be at least a fair quality of "book" or machine finished paper. The printer can help the merchant make his selection in this matter, showing him the advantages of one stock over another in the appearance of the paper when printed.

A tinted paper may be used for the store paper, as it will then tell, at a glance from any one familiar with its appearance, just what it is. When lying around on the reading table or among other papers its peculiar and familiar tint will make it prominent. In this selection of tints it should be understood that when once a tint is decided upon it should be used exclusively if these advantages are to be gained.

The contents of the paper should not all be advertising. Nor should it all be news of the store. It should contain valuable information and amusing literature. It should contain matter that is of local interest. Short stories by local talent would prove a good drawing card and insure a reading of the paper by all of the author's friends. It would, at the same time, make the author and his or her friends staunch customers of the store.

It is not advisable to try and record the out-going and the in-coming of local personages. This should be left to the local newspapers.

Items of historical interest will always be read when the interest is centered in some local person or place or building. Items of national importance having a local interest are very good and will attract considerable attention.

Statistics when put into popular form are always interesting. No matter what the subject, whether it be historical, biblical or commercial, so long as the items are informing, it will be eagerly read and often quoted with the added acknowledgment, "I saw it in *Store News*." Columns of this kind of matter can be obtained from the newspapers and magazines. They usually run something like this:

Every square mile of sea is estimated to contain some 120,000,000 fish.

The Golden Gate, the entrance to the bay of San Francisco, is one mile wide at its narrowest part.

A Swiss watchmaker has invented an electric watch which will run for 15 years without being rewound.

There were 6,000 duels in Germany last year, with a mortality of 22, as shown by official reports.

What an English paper says is the greatest incubator in the world is at Batary, near Sydney, Australia. It accommodates 11,440 duck eggs or 14,080 hen's eggs.

The smallest oak trees are to be found in China. They are not one and one-half inches high and will take root in thimbles.

Charley Mitchell is the richest pugilist in the world. He is said to be worth \$200,000. Nearly all the other professional fighters soon part with their money, but Mitchell clings to his.

If a railway were built to the sun and trains upon it were run at the rate of 30 miles an hour, day and night without a stop, it would require 350 years to make the journey from the earth to the sun.

In the South American regions where cattle are killed by the tens of thousands for the export of meat and hides, the bones are used as fuel.

In Holland the new anti-strike law prohibits strikes on government railroads, under a penalty of four years' imprisonment. Government servants

are forbidden to take collective action on the ground that they are state employés. About two-thirds of the railways are owned by the Netherlands.

In Russia, when coffins are covered with cloth, the color of the covering is, to a certain extent, distinctive, pink being used when the deceased is a child or young person, crimson for women and brown for widows; but black is in no case employed.

The woods of northern British America are still infested by hundreds of queer species of bison known as the wood buffalo. He is much larger than the bison of the plains, which formerly abounded in such numbers.

Some of these items can be utilized to help out in the advertising of articles in stock. They can be used singly or as a collection, as shown above. Take the first item for instance. It may be made to read:

Every square mile of sea is estimated to contain some 120,000,000 fish. In the course of a few years we will have sold a square mile of fish. But we are not selling fish by the square mile at present, but by the pound. We have fresh fish every Friday during this month. These fresh fish are fresh—not frozen. We see to that. (Etc., etc., quoting prices.)

The column of wit and humor should not be forgotten. This is a source of joy and amusement to all classes and ages, for “A little nonsense now and then is relished by the wisest men.”

A column of proverbs, wise sayings, weather predictions, etc., are all good news matter for the store paper and should be freely used.

A short story and a few verses should also find a place in its pages. Every one enjoys a good short story, and verses that appeal to the heart are oft-times treasured for years. A short serial in three or four installments would have a tendency towards the preservation of the paper. If nothing of this nature is used to make people preserve the paper instead of destroying it after it has been read, the results from the advertising pages are not likely to be prolonged.

A column for boys and girls should also be maintained. If this can be made of local interest by printing short stories by youthful authors it will be anxiously looked for by every boy and girl in the community.

A puzzle department would also prove of interest to boys and girls. If a few inexpensive prizes are offered each month for the best solutions, the value of the paper would be assured. Prizes, especially monthly prizes, will have a drawing power that no other can have. A prize for boys and another for girls would fill the bill, although two for each might prove better. The prizes need not cost over half a dollar apiece, and prizes of even less value (cost) might be offered with success.

This might look like too much work to some merchants, but to one who takes any interest in its preparation at all, to edit the paper would soon become the most pleasant duty of all. If the merchant has not the time nor ability, and it requires some ability, to edit the paper, it might be handed over to one or more of the clerks to attend to. Some young lady with literary tendencies might be induced to undertake it for the purpose of gratifying her desires to see her name in print.

In the make-up of the paper the store should not be neglected. The store should prepare display advertisements for the store paper the same as for the newspaper. The headlines, as before stated, need not be printed in a very heavy face type, and can be made very attractive if properly looked after.

Besides the display advertisements there should be numerous little “puffs” or “readers” sprinkled throughout the reading columns. There should not be so many of these that it is hard to find anything else, for then the value of the whole paper as an advertising medium is lessened.

Seasonable lines should be featured in each issue. A short ten or fifteen line article

Cunningham's Bulletin.

Telephone, East 71.

DETROIT, JUNE, 1906.

264 JOS. CAMPAU AVE.
Cor. Monroe Avenue.

VOL. XII.

No. 6

The "Bulletin" has a circulation of 4000 copies.

It is not of the patent inside variety, but is published by myself entirely to the interest of this store.

ANDREW B. CUNNINGHAM,
264 Joseph Campau Avenue,
- Detroit, Mich. -

1906		JUNE						1906	
Sun.	Mon.	Tues.	Wed.	Thur.	Frid.	Sat.			
					1	2			
3	4	5	6	7	8	9			
10	11	12	13	14	15	16			
17	18	19	20	21	22	23			
24	25	26	27	28	29	30			

A small bad boy crawled under the bed when his mother wanted to punish him. She couldn't get him out and she left him there until his father returned that evening from the city. When the father was told about the case, he started to crawl under the bed to bring forth his disobedient son, but was almost paralyzed when the little fellow asked, "Hello, is she going after you, too?"

QUALITY

Our Most Vital Store Principle.

Our trade has been built upon quality, with quality and by quality—quality of drugs—quality of everything. The market is full of "shoddy" goods—goods which only have price in their favor. We will have none of them. If we can't sell dependable goods we will sell nothing, for this store's guarantee is back of every purchase, and our guarantee means something.



Our Ice Cream Soda with Crushed Fruit

is just about the most deliciously satisfying beverage that has ever been invented. To those who like ordinary ice cream soda ours will be a revelation. For one thing we give an extra large portion of Ice Cream in each glassful, and, instead of using ordinary flavors, we use the pure crushed fruit. You cannot imagine anything that tastes half so good. After once trying it, you will be sorry you didn't try it before.

Once there was a woman who called upon an acquaintance and noticed that she had a pair of shoes and a newspaper arranged to look like a man reading—one of those men who elevate their feet and hide behind their paper.

"What on earth does that mean?" said the caller.

"Oh, that," replied the wife, "is fixed up so I will not get lonely—some—you see when my husband is home that's all I see of him."

Substitutes might do in some instances, but not in storekeeping. The people soon discover the misrepresentation, and they are not so kind as the good housewife who seldom saw her husband.

They know full well there are other stores where misrepresentation is not tolerated—stores that have a habit of giving as much or more for their money as they advertise.

Obviously this good habit is exemplified at Cunningham's Drug Store, where values are often underestimated and never overestimated.

A lost customer is the worst blow a store can receive, for it is only a question of time until the friends of that customer pull away also.

We are gaining customers every day, so we know the policy of this store is appreciated.

HER USE OF THE DIRECTORY

A stylishly dressed and altogether good-looking woman was turning over the leaves of the directory in a leisurely manner when an irascible old gentleman, known to his many acquaintances as a man with a very small stock of patience, entered. He wished to use the directory, too, possibly to look up the address of a man who owed him money. He stood about, now and then casting heavy looks in the direction of the directory, and coughing suggestively.

A business man, in a hurry followed. He wanted to know where Walter Jones lived. It is a block or two away, but he has forgotten the number. He fell into line.

Then a man who sought some city official, but knew nothing of his office, except that it closed in a few minutes, joined the ranks of waiters.

Still the woman placidly turned over leaf after leaf, without any apparent intention to decide whether the name she was seeking was Brown, Smith or Jones.

Finally, when matters were beginning to grow very tense, a young man rushed in. His mission would positively admit of no delay so he politely offered to assist the woman, suggesting that his experience might tend to save time and lessen her labor. When he asked her what she sought, with a sweet smile full of appreciation, she replied:

"Oh, thank you. You are very kind. I am trying to find a real pretty name or my baby."

"A practical joke," said Barney Oldfield, the automobilist, "was played on me last season. I had my revenge, though."

"The practical joke took the form of a telegram from a friend of mine (traveling in Italy). It came collect. It cost me \$7, and when I opened it all I read was:

"I am well."

"To get back at my friend I went out and found a cobblestone of about eleven pounds weight. I wrapped this stone in excelsior and pink paper, sealed it up in a hand some box, and sent it by express, 'collect,' to my friend abroad."

"It cost him \$8 for the box, and on opening it he found, along with the stone, a note from me that said:

"On receipt of the news that you were in good health the accompanying load rolled off my heart."

MAYBE TWINS.

"Was his matrimonial venture a success?"

"A howling success."

An Irishman named Michael joined his brother James in this country. The money he brought over, added to James's savings, enabled them to go into the ice business. In course of time their custom increased, and it became necessary for them to have an office. In this James soon installed a nice roll-top desk.

"The one desk will do for the two of us," he explained, the day it was set up. "And here are two keys, one for you, and one for me."

Michael accepted the key, but seemed to be studying the desk.

"That's all right," he said. "But where is my keyhole?"



CIGARS.

We sell Cigars and we sell lots of them. It is a fair inference that our kinds of cigars are good kinds to buy—they are guaranteed to be; and that our prices are good prices to pay—they are guaranteed to be.

4 for 15c.
7 for 25c.

San Felice,
Chief Battle,
Portuondo,
Della Rocca,
Detroit Opera,
Sol Smith Russell,
Hemmeter Champion

3 for 10c.

Lillian Russell,
El. Captain General,
Uncle Rufus.

TITLE PAGE OF A STORE PAPER—A WELL BALANCED PAGE

telling about the manufacture of some of these lines would be appropriate, and as these would be educational in character they would hardly be considered as advertisements unless the advertisement in them is made too obtrusive.

Here is an item clipped from a store paper which shows how neatly a truth can be driven home:

"Years ago the corset was a staple, unchangeable article of dress, which any one might sell who could make change and do up a bundle. A woman bought a corset as she might buy a roll of unbleached muslin. It was a necessity, but without artistic value or hygienic comfort. But times have changed since then, and instead of being made for the corset, the corset is made for the woman. It has become a healthful and harmonious part

of woman's dress. As a result of this gradual change there have been developed expert sales-persons, who not only display, but advise and suggest. At the head of our corset section is a woman of this kind, who detects at a glance just what is needed for each individual form. All of this expert knowledge is furnished free to our customers, and we would advise every one who can do so to have her corsets fitted at our store."

The advertisement would have been altogether too glaring if he had simply stated: "At the head of our corset section we have an expert who has made a study of fitting corsets. Her advice is free to all."

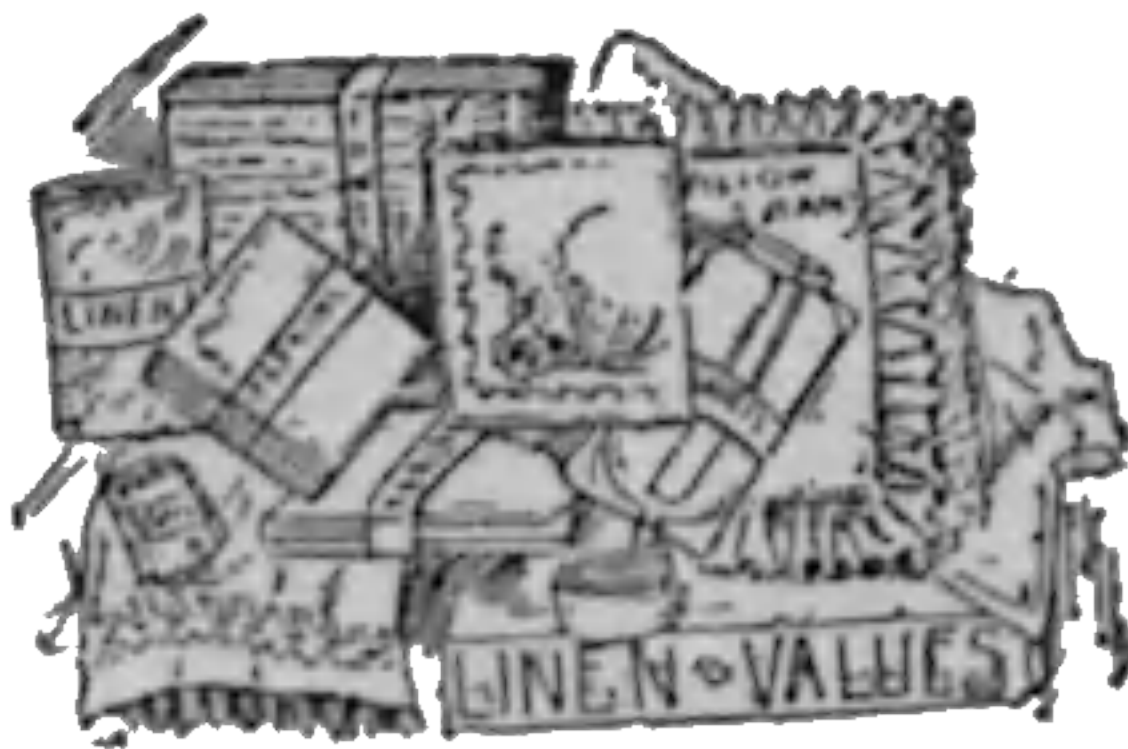
House + Keeping + Linens

It need hardly be said that more important than anything else in the setting of an artistic luncheon or supper is the Linen used. Our Linen Department, because of its immense distributing power and the large quantities imported, is enabled to sell the most decorative pieces at exceedingly close prices—the more elaborate the piece the more startling the saving as compared with prices of other stores.

Just received for this Opening Sale extra qualities in fine Linen Table Sets, regular value \$8.00, \$9.00 and \$10.00 at \$6.80, \$7.80 and \$8.00.

A large quantity of Table Linen Remnants at one half to two thirds regular prices.

Attractive values in Long Cloths, Cambric and Napkins, 10c, 12½c, 15c and 20c.



Bed Spreads

White Bed Spreads—full size—the best \$1.00 value for 89c. Unmatchable values in Bed Spreads for \$1.25, \$1.50, \$2.50 and upwards.

A few slightly soiled, \$1.00 value at 69c.

Many other Special Values space forbids mentioning.

Sheets and Pillow Cases

Best quality Cotton Sheets—all sizes—Plain and Hemstitched 63x90, 72x90, 81x99 inches. Priced for this Sale 4½c and upwards.

Regular size Pillow Cases made from best quality of Cotton—15c value at this Sale 10c

These Goods were fortunately all purchased before the big advance in Cotton Goods and we make you the Beneficiary—you get the goods at former prices.



Auto Cloth, The New White Suiting—New Auto Cloth, a highly Linen finished Cotton Goods, on the order of the very popular Indian Head, used so extensively last season for Shirt Waist Suitings. It is considered superior to the Indian Head and will be all the rage this year—per yard at this sale 18c.

Hosiery and Knit Underwear

A Hosiery Department of Superior Excellence. A Saving to you of at least 10 per cent on Children's Women's and Men's Hosiery. We are direct buyers of the manufacturer, Saving Middle Men's Profit.

Spring Underwear for Everybody—medium to light weight—and lightest weight if you want it. Whether you buy the least expensive or the very fine, you are assured here of the best Underwear you can get for the money.

Carpets, Rugs and Curtains Third Floor

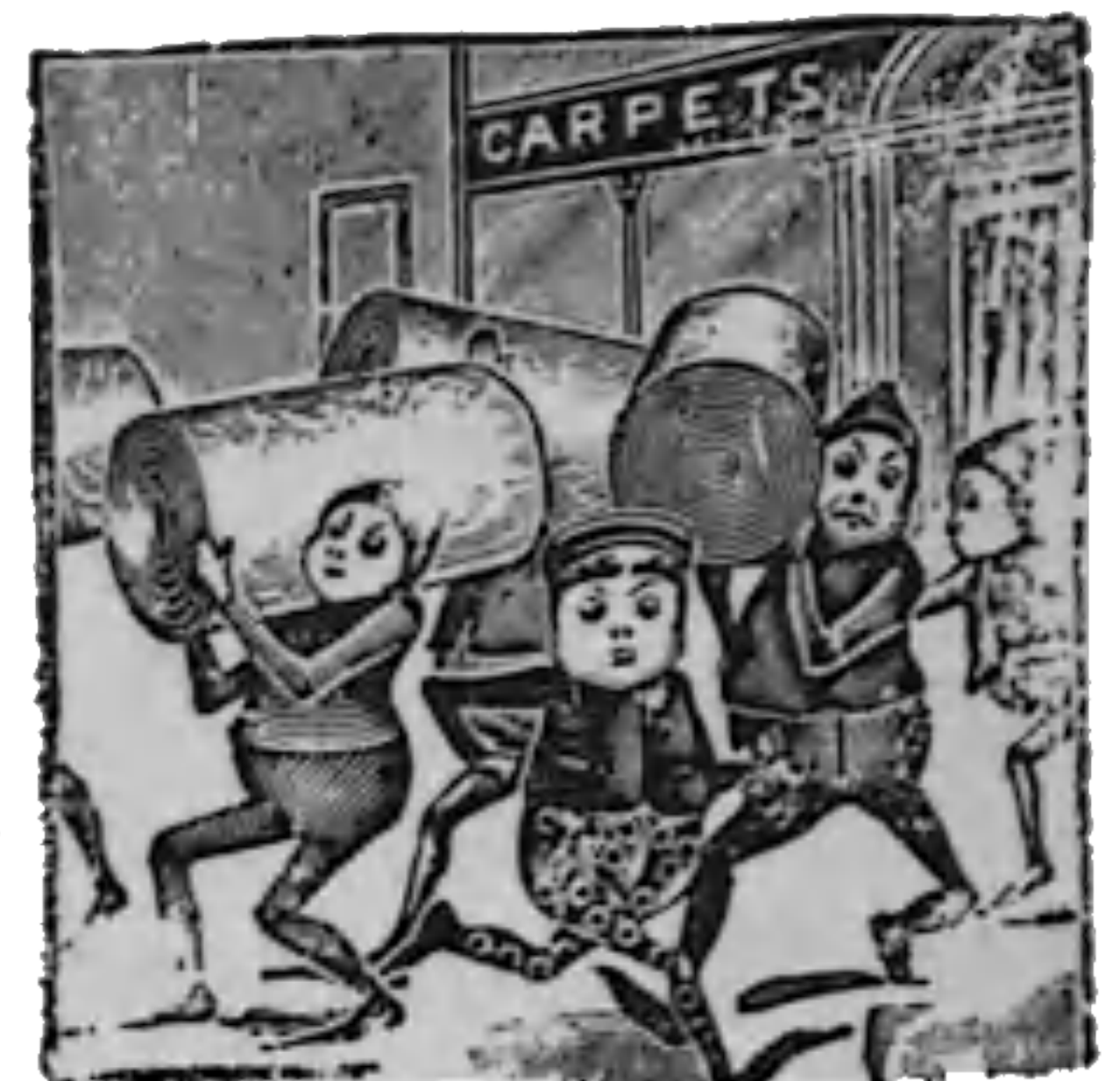
This is undoubtedly the largest Department of its kind north of Milwaukee and the most perfectly stocked. Oriental as well as all the most popular Domestic Rugs on an average of 10 per cent less than you pay for same in the large cities

Good Union Ingrain Carpets, 50c values priced for this Sale at 39c.
Yard wide Ingrain Carpet, the 29c quality marked for this occasion at 19c.
Short End Wool Ingrains, yard wide, 60c value specially priced at 49c.

RUGS—\$22.50 Axminster Rugs in Floral Designs, in Tan and Green Shades, this Sale \$17.50.
100 Wilton Rugs 30x60 inches, \$1.75 value for \$1.19.
Brussels Rugs 8-3x10-6 size Floral and Oriental Designs \$12.00 value at \$9.50.
Wiltons and Wilton Velvet Rugs in all sizes.

CURTAINS—The Curtain Department is overflowing with attractive patterns and bargains. Materials for Curtains at per yard 9c, 12½c, 15c up to \$5.00.

Lace Curtains 45, 48 and 50 inches wide at prices from 75c the pair upwards.
Special Oriental Striped Couch Covers—fringed—3 yards long 59c. A Bargain.



IT PAYS TO GO 100 MILES TO TRADE AT WHITTELSEY'S

THE WHITTELSEY DRY GOODS COMPANY, FOND DU LAC WISCONSIN

The cost of store papers will vary according to size, the quality of the paper used and the quality of the printing. The best way for the merchant to do is to make a contract with some newspaper maintaining a job office to print them regularly for a year. If this is done and there is any chance for competition, tenders should be asked for. It will, however, be very poor policy for the merchant to accept the lowest tender if it is very much below the others, because that means poor paper, poor printing and short count.

Almost every newspaper uses a considerable quantity of "boiler-plate" or syndicate plates. Where this is done the work of editing the paper will be materially reduced, for the merchant can select such of this matter as appears good, and use it in his paper, thus saving composition.

He can get most of his short stories in this way. His verses, his columns of wit and humor, wise sayings, philosophy, entertaining facts, puzzles, etc., can all be got in plate matter. These plates come in column length, but can be cut up to suit any space. If plate matter is to be used the column of the store paper will have to correspond in width with that of the standard newspaper.

The name of the little store paper is a matter of considerable importance. It is useless to call it *The Arena*, *The Argosy*, *The Home Companion*, etc. It should be named after the firm whenever possible. *White's News* might do for Mr. White, but *White's Store News* would be better. The Bee Hive might call their paper *The Bee Hive's Record*, and so on. *Store News*, together with the firm name, is perhaps the best title of all.

Funny names should be avoided. A firm in South Carolina published a paper called *The Hoopty Doodle*. This is very undignified and must lessen the weight of authority that the store paper should have. It is, to say the least, undignified for a firm to send out its store news under such a heading.

We are giving below a list of several store papers, to show the tendency in the matter of names. We could give many others, but as they have names very similar there is nothing to be gained by doing so.

<i>Dunham's Talk.</i>	<i>Little's Little Leaflet.</i>
<i>Good Things to Eat.</i>	<i>Hofman's Store Sayings.</i>
<i>Anvil Store News.</i>	<i>Optical News.</i>
<i>Table Topics.</i>	<i>Special Offerings.</i>
<i>Bennett's Money Saver.</i>	<i>Mollier's Tidings.</i>
<i>Helpful Hints.</i>	<i>Blue Book Bulletin.</i>
<i>Business Buzzer.</i>	<i>Corry Chronicle.</i>

The title should appear on the store paper in a similar manner, giving date and number of issue, as in the regular newspaper.

The papers may be ably written and edited, beautifully printed and all, but if they are not distributed properly their value is nothing. The one and only sure way of having them delivered safely and promptly is by way of Uncle Sam's mails. This will cost one cent apiece, and will necessitate the wrapping and addressing of each separately, but two hundred distributed in this manner is worth two thousand thrown around the streets and alleys.

A mailing list should be used. The names of householders should be selected, and the addresses should be accurately given. It will pay better to have a small list to whom a paper is sent monthly than to have a large list to whom the paper is mailed only occasionally. It is the constant dropping of the water that wears away the stone, the scattered drops have no effect.

It is possible for several merchants whose lines do not conflict to get out a paper on the co-operative plan. In such cases the amount of reading matter should be determined, the amount of space allotted to each advertiser should be settled, and the particular space it is to occupy decided upon. Then there can be no jealousy or friction. In cases where

T. W. Marse & Co.'s Store News

Vol. II.

Taylor, Texas, October, 1905.

No. 6,



Men's Edwin Clapp Shoes

Not another shoemaker puts more style or better leather into their shoes than do Edwin Clapp and Company. We recommend this shoe to men who want a dressy shoe, an easy fitting and a good wearing shoe. There are Patent Colts, Corona and Vici, there are box calf, chrome calf and vici leathers. There are broad toes and broad heels. There are narrow lasts and some are the straight lasts. If your size is from 5 to 10 and your width from B. to E, we can fit you

Packard Shoes. Packard at \$3 and \$3.50 is a shoe we know is good. We have some of these made to our own ideas and know these will fit you and please you in length of service. All leathers that are good. All sizes, 5 to 12 and your size too.

Hamilton-Brown make us shoes from \$1.50 to \$3.50. These are solid leathers well made, well shaped and long wearers

Women's Shoes That Are Different



Perhaps you want to know where the difference lies? To begin with these shoes are made for us by Drew-Selby Co. These people are noted for making shoes that are stylish. They select their models from the finest and most exclusive French and American custom shoe makers. Their shoes are exact reproductions of the finest made to measure shoes costing 8, 10 and 15 dollars. They design many of their finest shoes themselves. Drew Selby and Co., buy only the best leathers and trimmings. Their shoes are made in one of the finest factories in the world and their workmen are among the most skilled. They guarantee their shoes to us, we in turn guarantee them to you.

You may find here every style that is good, every wanted leather, be it patent or any of the finer dressed leathers. Every heel from low to high. Every width from A. to E, and the best part about the whole business is that they fit the feet. They are dainty, graceful and easy.

Button Shoes, \$4 and 5.00.

Lace shoes, 3.00 to \$5.00.

Patent Leather, \$3.50, 4.00 and 5.00.

Wouldn't You Like to Have a Rain Coat.

The cost is not much—\$8 to \$18. They are equally as dressy as a coat or cloak and they are water-proof, damp-proof and pretty nearly wind proof. There are a good many kinds of water-proofing processes. The best is the Cravenette—a secret of the Priestly Co. We guarantee every one sold. New belted backs and empire styles, in tans, greys and fancy mixtures. Don't forget the prices are low—\$8 to \$18.

CUTTING

Cutting is natural, says the Harvard Lampoon. This so-called evil of cutting has been found, on investigation, to be a perfectly natural thing in the course of man's existence. The following is the average amount of cutting done by a man during his existence:

At 2—Cuts his teeth.

At 8—Begins to cut up.

At 16—Cuts a figure with the girls

At 18—Cuts a figure in his pa's salary.

At 19—Cuts ice about town. Cuts lectures.

At 20—Cuts in at dances.

At 21—Is cut out for a wonder at graduation.

At 22—Meets a girl. Cuts his rivals on the street.

At 24—Cuts out the other fellows.

BOW-WOW FOR BREAKFAST.

Three thousand dogs were passed as being fit for food by the Berlin inspection staff. There is almost as much of a fad for dog meat in Berlin as there is for horseflesh in Paris

HER CHEERFUL DISPOSITION.

"Children, you musn't make so much noise," said the hostess. "What will Mrs. Brownson think of you?"

"Oh, I don't mind it, Mrs. Smithby," said the caller, with a frigid smile. "I used to live near a boiler factory."—Chicago Trib.

A GERANIUM TIP

Geraniums dug up carefully before frost comes and hung up in a dry cellar by a rag about the roots will grow better when set out in the spring than those left in the ground.

AN EFFECTIVELY ARRANGED TITLE PAGE

there are half a dozen business men settled in a cross-roads corner in some city such a co-operative paper could be made very profitable and could be made to develop the little section into an important trading center.

The merchant should not forget to place his address prominently in his advertisements in the store paper. They are as necessary there as in the regular newspapers and for the same reasons.



THIS PAGE IS LOCKED TO FREE MEMBERS

Purchase full membership to immediately unlock this page

DELVE INTO FANTASY, MAGIC, MYTHOLOGY & FOLKLORE

Forgotten Books'
Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.

Continue

*Fair usage policy applies



The booklet has been aptly termed "the aristocrat of advertising." Some of them are indeed veritable works of art. Others are mere straightforward business messages. Art books are likely to be preserved, but the booklet is intended to be read and not preserved. The retailer should place business first in this matter and art last.

At the same time the booklet requires more care in preparation, if possible, than any other piece of printed matter prepared for the store. It is a prospectus of the store and as such should represent the store. If it is of flimsy material and poorly printed, the store is likely to be thought shabby and cheap, when, perhaps, the opposite is the case.

In sending forth a booklet the merchant has a much wider field than the newspaper offers him. His story does not require to be boiled down to a few sentences. He does not have to dwell upon only one phase of the subject at a time, but can treat the whole subject as he chooses.

He has all the space he requires and should tell his story and stop. Then he should decide how large the booklet must be to contain his message.

The best paying booklet for the retailer is one that will combine all the best features of the catalogue, the circular, and the newspaper advertisement. The booklet that is merely a circular in disguise is no better than a circular.

In shape the merchant has an endless variety to choose from. Freak shapes have their value, as all freak printing has, but it is more of an experiment than any other kind of printing. When it "takes" it is very valuable, but when it does not it is valueless.

The best shape booklet for the retail merchant is an oblong or square in one of the standard measurements. A size that fits into a man's coat pocket is preferable when it is to be sent to men. Booklets too large to fit the pocket are usually laid away and finally forgotten and never read.

Perhaps the best size to use is one measuring three and a quarter inches across the page by six and one-half inches long. This will fit easily into a number six and a half or seven envelope. When booklets are to be mailed odd-shaped sizes are often hard to fit with regular stock size envelopes, which necessitates having special sizes made at a special price.

A booklet may be composed of eight or more pages. The eight, or at most, sixteen, page booklet should be large enough. If it is not it would be preferable to divide the subjects carefully and issue two booklets.

A booklet having abnormally large pages and few in number always looks skimpy and should never be issued when a smaller size with more pages can be used. A booklet with a goodly number of small pages always looks "stockier" than a thin one having larger and fewer pages.

SUMMER FOOT COMFORT

WHAT
TO
WEAR

R. H. FYFE & CO.

183-185 WOODWARD
DETROIT

The scope of the booklet is without limitation. Its purpose is, primarily, to interest the reader—as much so as if it was a novel or a book of adventures—and secondarily, to skillfully direct attention to the advertiser's wares.

As the ultimate purpose of the booklet is to sell goods, it should be filled with matter calculated to interest, instruct, or amuse the class of persons who may be possible buyers of those goods.

The booklet should be entertaining reading. It should not be too technical. In fact, the less technical language used the better. The popular terms should always be used because then they will be understood. When technical terms are necessary it is wise to use qualifying or defining phrases with them, giving their popular meaning as well.

Humor is permissible in a booklet, but it is a wise man who avoids it. The more business-like the merchant can be the better. Smartness and cuteness is inexcusable. The diction should be smooth and carry the reader easily along. It is not necessary to chop up the sentences or even the paragraphs. Let the paragraphs naturally divide themselves and avoid long ones when possible.

The booklet should usually be illustrated. Cuts illustrating the articles described are usually best of all, but sometimes cuts illustrating some thought in the text can be made of telling force.

A booklet may be issued by the retailer for the purpose of promoting the sale of one line of goods only, or it may cover several or all the lines he carries, and be also used for the purpose of familiarizing the general public with his store.

Booklets can be used at any time. They may be made seasonable by issuing them at regular intervals. The shoe merchant, for instance, may issue a booklet in the spring and another in the fall. He may add another for Christmas trading, and for any other special event, but the spring and fall issues should be his special ones.

The clothier and furnisher can issue any number of little booklets during the year. He can have one for spring hats; for spring shirts, neckwear, etc.; for spring clothing. Later he can use one devoted to straw hats, or to summer suits, or he can combine these into one. Overcoats and heavy underwear will demand another in the fall.

A fairly good booklet of eight pages with self-cover can be prepared and printed, exclusive of cuts, at a cost of about ten dollars a thousand for the first thousand. The second and subsequent thousands will usually cost about a third less than the first thousand. If a cover is used, of cover paper, the cost of course would be more.

An artistic cover usually adds considerable to the value of a booklet. When cover paper is used care should be taken to have the ink harmonize with the color of the paper.

A title page similar to that of R. H. Fyfe & Co. is made up of single and double rules. Simplicity lends to this an artistic effect that much ginger-bread ornamentation would destroy. When a fancy border is used the page becomes more complicated and is in the end often less artistic. When the rules are printed in red and the type matter in black the result is very attractive. If this is done it is wise to use a rule border around all the pages of the booklet, also printed in red.

When colored cover paper is used there should be no printing on the inside of the covers, either at back or front. But where no special cover paper is used the inside of the cover becomes page two. Upon this page it is usual to give some kind of an introduction. Here is one from a recent booklet:

“This store is grateful for the patronage it has enjoyed for the past seventeen years, and trust we have earned your support by deserving it. We have devoted a lifetime to study of the feet, and every subject pertaining thereto.

“We have continually worked on the basis that a correctly shaped and properly made shoe has all to do with the welfare of the feet. We attribute our success as a result of careful attention to all the little details of the wants of our customers.

"We mention in this booklet a few of the many styles we are showing this season. We believe that these shoes are the best results of skillful workmanship, and examples of good shoemaking.

"Our footwear has given satisfaction because of the good qualities it possesses."

The policy of the store is here defined and is a good one, viz., correct shoes correctly fitted.

As many retailers must prepare all their own printed matter, including booklets, folders, etc., it may be wise to give a few hints as to how specifications for printing should be constructed for the information of the printer in submitting an estimate.

In the first place, if you have seen a booklet or piece of printed matter you particularly desire, it is always well to submit it along with your specifications. This is often of great service to the printer in arriving at a definite understanding as to your wants.

In stating the character of a proposed publication it should always be indicated as to whether booklet, folder or catalogue is desired and the general purpose for which the issue is intended and the class of people whom it is to reach, should also be noted.

If there is to be but one edition the number of copies required should be carefully stated. If there are to be several editions the minimum and maximum editions should be given in order to strike an average estimate for the job. An outline for the book, with the number of pages to be devoted to illustration and reading matter, as well as some idea as to the amount of illustration desired is information not to be neglected.

A dummy for each page should be prepared and submitted with the text to be used, as it is almost essential that the matter to be used be measured for the purpose of estimating the cost of composition.

In the matter of paper economy a book or booklet should be in such a form as to be divisible by eight or sixteen pages, inasmuch as the smallest form is usually eight pages and the largest thirty-two. This will save you presswork and will also save paper.

In calculating for the size of the page it is always well to allow from one-half to one inch for margin around the type page, this applying particularly to the use of any cuts that may already be in your possession or that you propose to order.

It is well to personally consult the printer regarding the quality of paper you wish to use, as he is always fully conversant with prices and can be of much assistance to you in making your selection. You may have your own particular style of type you wish used. If you do not have them, go through booklets and other printed matter and select the type that appeals to you most and submit it with your estimate.

In the matter of cuts a well defined idea as to what you will require should be yours before you submit your estimate to the printer. In case you wish to have the engravings made, it is always well to specify also the number of square inches of half-tones, vignette half-tones, zinc etchings or wood cuts you will require. This matter should be submitted with the estimate to the printer in case he is also an engraver, otherwise it may be submitted as a separate estimate for the engraver.

The cover design is a matter of taste and your desires as to the number of colors used should be distinctly stated. If you think results would be increased by the use of something unique in a cover effect, say so.

The presswork and binding may be safely left to the printer. Books that carry as high as 48 pages may be saddle stitched with wire through the center of the inside pages and cover. Those of 48 pages or more are usually side stitched inside pages, with cover glued on. Should the book contain a number of pages less than 100 the most satisfactory form of binding will be by sewing; this allows the book to open flat at any portion. However, books of over this size can not be well treated in this way. Small booklets may be tied with silk cord or string.

The full page advertisement of Wanamaker's is reproduced because of its excellent display and unique composition. Similar matter suitable for the merchant's own store,



THIS PAGE IS LOCKED TO FREE MEMBERS

Purchase full membership to immediately unlock this page

Get Smart

Over 2,000 years of
human knowledge in
797,885 volumes

Instant access
\$8.99/month

Continue

*Fair usage policy applies



prepared in a similar manner would make an excellent Christmas booklet. The divisions could hardly be more suitable had they been prepared for a special booklet.

An eight-page booklet, with type pages measuring $2\frac{3}{8}$ by $4\frac{5}{8}$ inches would cost under ordinary circumstances about ten dollars.

Here is the way the estimate is obtained:

A type page measuring $2\frac{3}{8}$ by $4\frac{5}{8}$ inches equals 20 by 42 ems, or a total of 840 ems to the page.

Eight pages make 6,720 ems. Printers in small towns charge from 25 to 50 cents a thousand ems for composition. A fair charge is 35 cents, making \$2.35 for composition.

Imposition, or making the pages up into a form for the press, is usually figured at 35 cents an hour for the time required. An eight-page booklet could be imposed in two hours, making 70 cents.

Now comes presswork, stock, and ink. We will figure on one thousand copies. Fifty cents an hour is usually charged for cylinder presswork. It would take about an hour to make the form ready for printing, and about one hour to run one thousand, making \$1.

The cost of ink in a thousand run is usually put at 25 cents.

The stock, or paper, is charged by the pound. The stock here would cut four booklets to the sheet. A thousand copies would need 250 sheets or half a ream. Supposing our paper weighs 50 pounds to the ream, and sells at 8 cents, one-half ream will cost \$2.

Then there's the binding. A thousand eight-page booklets would cost about 75 cents.

If we allow \$3 for cuts the cost of 1,000 booklets, $3\frac{1}{2}$ by $5\frac{1}{2}$ inches would cost \$10.05. Here are the figures:

Cuts.	\$3.00
Composition.	2.35
Imposition.70
Make-ready and presswork.	1.00
Ink.25
Half ream 50 lb. stock at 8c.	2.00
Binding.75
<hr/>	
Total.	\$10.05

Each additional thousand after the first would cost what the presswork, ink, paper, and binding amount to, or about \$3.50. Of course, these prices will vary in different towns and cities.

We are reproducing the cover and inside pages of a booklet used by the John Schroeder Lumber Co., Milwaukee, Wis. This is a very good booklet and as announced on its title page tells the story of hardwood flooring in nine chapters, illustrated. At the very start one's attention is gained by the attractive cover; the title page is brief and to the point. All of the talks are interesting and not long winded. The man who prepared the copy didn't try to make a long drawn out story of it, but simply tried to tell the facts that would prove of interest to prospective customers.

The pages showing the manufacture of "Steel Polished Perfection Flooring" are well illustrated and in logical order. Some of the departments the reader will note are illustrated by half-tone reproductions, others by line drawings. The cuts for these pages were originally used in trade journal advertisements, and used consecutively must have been profitable trade journal publicity.

A leaflet is practically a small booklet. It is usually of but four pages, the sheet being folded once, but if folded into more pages and not stapled or bound, and the leaves uncut, it is still called a folder.

The shorter the message on a leaflet the better it is apt to prove for the merchant. A booklet may be long and wordy, but a leaflet, never. The message in a leaflet to a certain extent is similar to that on a billboard. It must be so that he who runs may read. If it is not read when it is first received it goes into the waste paper basket.



The Factory Foreman--

"I BELIEVE it would be just about as hard to find a flooring factory on a par with this as it would be to find a brand of hardwood flooring of anything like the quality of

'Steel Polished Perfection'

Good light; perfect ventilation, strictly modern construction; in a word, America's finest flooring factory. Nor must the machines of this wonderful Schroeder system be overlooked for they it is that produce the perfect fit and rich finish so greatly characteristic of Schroeder flooring.

An ideal factory; thoroughly skilled workmen, and the best system of machines in the country—that's the combination I have for keeping "Steel-Polished Perfection" in a class by itself."

Made only by
JOHN SCHROEDER LUMBER CO.,
Milwaukee, Wis.




The Grading-Room Foreman--

"HERE you see a section of my department—just a corner of the immense moisture-proof room where

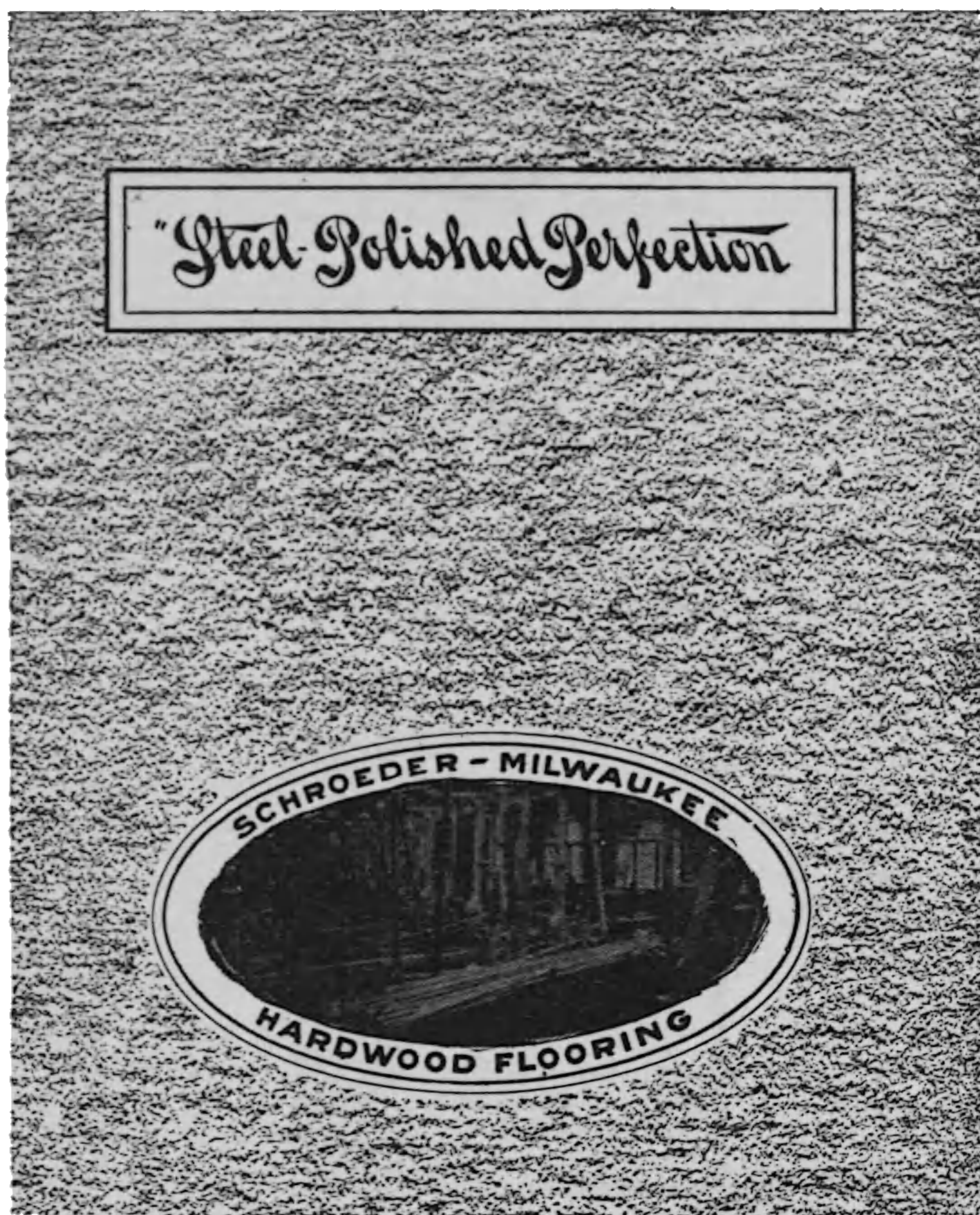
'Steel Polished Perfection'

The Modern Hardwood Flooring

is sorted, bundled and labeled. Without a second's exposure to dampness, it is automatically conveyed from the factory directly to us to be sorted into three grades—Clear, No. 1 and Factory—and then bundled in the troughs accurately gauged to feet and half-feet.


The grading is based mainly upon the quality of the wood itself, for, as a result of the Schroeder perfected processes of manufacture, the factory flooring matches as easily and accurately as the very best grade."

Made only by
John Schroeder Lumber Co.
Milwaukee

"Steel Polished Perfection"

SCHROEDER - MILWAUKEE



HARDWOOD FLOORING



The Storage Warehouse Man--

"AFTER all the extra care and cost expended during the various processes of its manufacture to keep

'Steel Polished Perfection'

The Modern Hardwood Flooring

perfectly dry, it would never do to store it in an ordinary lumber shed.

So, to properly care for our product this warehouse was built—high and dry, directly over the kilns, where darkness and dampness are unknown and where there is never a drop of moisture to be absorbed.

And so, you see, you have one more important point to bear in mind when you are seeking a brand of hardwood flooring that can be depended upon not to shrink."

Made only by
John Schroeder Lumber Co.
MILWAUKEE, WIS.





The Teamster--

"I'LL TELL you how I happen to know that

'Steel Polished Perfection'

The Modern Hardwood Flooring

matches more easily than any other brand. Since driving a Schroeder wagon I have noticed that trips have to be made about twice as often to keep the carpenters supplied with flooring as they did at the last place I worked.

At the building shown in the picture we certainly were kept busy. The carpenters said they could lay our flooring almost twice as fast as any other kind.

And I heard the architect say "This flooring can't shrink—it's as dry as a bone!"

Made only by
John Schroeder Lumber Co.
MILWAUKEE.



A striking illustration or a catchy headline, or more properly speaking, title, will often save the booklet and leaflet from becoming valueless.

A leaflet should advertise but one line to a page. Any more will burden the reader, or he will think it will, which is the same thing.

A booklet or leaflet printed in two or more colors is worth all it costs for extra presswork. Colors, especially bright reds and greens catch the eye quicker than a solid black can.

Red and black, green and yellow, black and red, go well together. There are dozens of other good combinations.

'Steel Polished Perfection'

A STORY OF HARDWOOD FLOORING
QUALITY TOLD BY THE MEN

© The Chicago
Council



John Schroeder Lumber Company
MILWAUKEE

JUST A WORD ABOUT THE BOOK

TO BRING together under one cover the stories of the different processes in the manufacture of "Steel-Polished Perfection" Hardwood Flooring—that was our object in publishing this little book. The chapters comprising the story of our flooring are told, in a few sentences, by the men who make it. Better, probably, than anyone else, they realize to what limits we go in the attainment of quality, and so it is fitting that they chronicle the every-day events of this plant and its tributary equipment. The stories originally appeared, month by month, as trade journal advertisements. So gratifying were results—so interested did the building public seem to be in the workings of this factory, which, with our product, we are pleased to term "different from the rest," that we decided to issue the serial story in book form. If, after turning these pages, you wish to know more about "Steel Polished Perfection," our efforts will have been well spent.

John Schroeder Lumber Co.
MILWAUKEE

The Woodsman--

"I HAVE cut a good deal of timber in my day but I have never before seen any hard maple to equal this of the Lower Peninsula of Michigan—here in the Traverse Bay district. And I have instructions to pick out the big trees because the company needs the very best stock for the production of

'Steel Polished Perfection'
The Modern Hardwood Flooring

My work is the first step and a vitally important one, for without perfect stock all later processes could do but little toward making "Steel-Polished Perfection" the finest flooring in the world. So we cut the very cream of these finest of all hard maple trees, knowing well that the natural beauty of the wood will be fully brought out after the stock is worked up in America's finest flooring factory."

Made only by
JOHN SCHROEDER LUMBER CO.
MILWAUKEE, WIS.

The Yard Man--

"MY WORK, while seemingly of little importance, contributes a great deal to the final quality of

'Steel Polished Perfection'
The Modern Hardwood Flooring

After being piled at the Michigan mills the hard maple is brought to Milwaukee on the company's boats and then I take it in charge. Piles are built to allow perfect circulation of air; drying the lumber slowly, evenly. And there it stands for six months, nine months; one year—as long as it is necessary to insure just the right degree of preliminary curing. And as a result of the care exercised in the different branches of the curing process, "Steel-Polished Perfection" never shrinks. It is thoroughly seasoned."

Made only by
JOHN SCHROEDER LUMBER CO.
MILWAUKEE, WISCONSIN

The Steaming-Room Man--

"I BELIEVE that my work is of greater importance than any other one process in the manufacture of

'Steel Polished Perfection'
The Modern Hardwood Flooring

My work—that of steaming the hardwood—is done away with in factories producing inferior and unsatisfactory flooring. The method pursued by the ordinary planing mill is to put the lumber into the kiln just as it leaves the yard, drying or baking the material. But here we steam the lumber thoroughly to open up the pores, so that later, in the kiln, the dry air has a chance to penetrate the wood and cure it through and through—evenly and perfectly. And so I repeat, my work is vitally important since it obviates all chance of shrinkage."

Made only by
JOHN SCHROEDER LUMBER CO.
MILWAUKEE, WIS.

The Dry Kiln Man--

"I HAVE CHARGE of the dry kiln process of curing—the final stage in the thorough seasoning of

'Steel Polished Perfection'
The Modern Hardwood Flooring.

And I have every facility for curing it in exactly the right way. Iron, cement, steel—all have been used to best advantage in building this kiln to meet the company's exacting specifications. It costs fully twice as much to cure the lumber for our flooring as it does that of the product of ordinary planing mills, but the results are worth it. And it is results that we are after."

Made only by
JOHN SCHROEDER LUMBER COMPANY
MILWAUKEE, WIS.

The Cooling-Shed Man--

"MY work is only a little link in the chain of careful processes that go to make our product worthy of its name—but it is a mighty important one. Here in the shed the lumber for

'Steel Polished Perfection'
The Modern Hardwood Flooring

is allowed to cool thoroughly after leaving the dry kiln, so that when it gets to the machines every piece is of uniform "temper". No guesswork about it, you see. Not a piece is worked up until it comes to the condition from which it will never change.

So it's no wonder to me that our flooring is the best in the world. We work twice as hard to make it so."

Made only by
JOHN SCHROEDER LUMBER COMPANY,
MILWAUKEE, WIS.

FLOORING FACTS

WE MANUFACTURE "Steel-Polished Perfection" in the following woods: Beech, birch, maple, and red and white oak, plain and quarter-sawn. Walnut and cherry flooring made to order in special widths for ornamental borders.

Standard widths: 1½, 2, 2½ and 3½ inches (face measure.)

Standard thicknesses: ¾ and 1¼ inches.

The following table shows what per cent. must be added to the square feet of surface for waste in matching in order to find the number of square feet of flooring required:

1½-inch face	47½ per cent.
2 -inch face	37½ per cent.
2½-inch face	33½ per cent.
3½-inch face	24 per cent.

We make the following actual-cost charges for crating flooring for local freight shipment:

¾ x 1½-inch face	\$2.25
¾ x 2 -inch face	2.00
¾ x 1½-inch face	2.50
¾ x 2 -inch face	3.00
¾ x 2½-inch face	3.00
¾ x 3½-inch face	2.50

If we have no representative in your city send for samples. We will quote prices by return mail.



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The address of the advertiser should appear at the bottom of the circular and should be full and explicit.

For the purpose of drawing attention there may be some such legend upon the wrapper as "This is not a waste basket circular and you can prove it," or "This circular conveys a message for you, don't throw it away," or "This message is intended for you, not the waste paper basket." The circular should always be sent out under one cent postage. It is not necessary to pay letter postage on a printed circular. By placing a red stamp on the envelope and sealing it the advertiser is assured only that the envelope will be opened, not that the circular will be read as some advertisers assert.

The advertiser should not take too much for granted in any of his printed literature. This should be remembered in preparing both circulars and advertising letters. Because the advertiser knows his proposition so thoroughly is no reason for believing that everyone to whom the circular is directed will know it also. The object of the circular is to be informing. Some circulars are cut too short. They are too brief to allow of a full exposition of the proposition being made. Such circulars cannot make sales.

The circular which is a circular pure and simple, and does not pretend to be a letter, is just as effective to-day as it ever was in bringing trade. It is printed in plain type, on good paper, and is just a circular. In it the advertiser states his proposition as tersely and as briefly as possible. The message is absorbed by the one who receives it, even when its final resting place is the waste paper basket.

The advertising letter is a higher phase of advertising matter than the circular. It is a letter that is sent out as a personal letter, but is produced by the hundreds or thousands and sent to lists of names as varying in size as is the advertiser's campaign.

It is the old circular letter scientifically metamorphosed into a personal letter. As such it is sure to reap greater returns for the advertiser.

Franklyn Hobbs, one of the best posted men in the United States on advertising letters, says of them:

"An advertising letter must first be well written, then reproduced so that it will have the appearance of a typewritten communication. Much also depends on the list of people to whom it is sent, and much on the day of mailing. Two-cent postage is essential, and there are a number of other little details that make for results, which are commonly overlooked by those who mail direct advertising.

"In writing an advertising letter too many advertisers fail to make it a letter. Instead, the tendency is to write simply a circular which, upon first sight, is seen to be such. I find it difficult to convince some advertisers that an advertising letter is not a catalogue, a booklet or a price list. They want to tell too much, and in place of a letter would send what is simply an advertisement in letter form. Eighty per cent. of all the circular letters sent out announce themselves as an advertisement in the first line with some such beginning as, 'I want a moment of your time,' or 'Will you pardon us if we venture to call your attention to ——.' The other 20 per cent. go to opposite extremes, and endeavor to be familiar, overlooking the fact that a facetious communication is never sent in the regular course of business correspondence to a stranger.

"The familiar, or clever letter, is dangerous, for one never knows whom it will reach in general mailing.

"An advertising letter must be something more than a circular, and it is still something less than a personal letter, because it must be mailed to a large list of people of different temperaments. If true to its name it should be as near a combination of advertisement and letter as one can put together.

"Language should not be too precise, for real letters are dictated. Use idiom rather than rhetoric, and familiar expressions instead of exact grammar."

A large publishing concern in Chicago has done considerable circularizing. Some of their advertising letters are very good, while some of them are just ordinary. One of them that reached a salesman reads:

"You have been waiting a long time for a book on business correspondence of actual *figure-able* value.

"A practical book—a book that would take the real everyday letters you dictate—and show you how to make them stronger—more forceful—more effective, etc."

This salesman never dictated a letter in his life. He never had anything to do with the office correspondence. Is it not absurd then that such an advertising letter should be sent to him?

Another one that reached a poor bookkeeper, who was toiling from morning until night, contained this frank inquiry:

"Be *frank* with yourself, for a moment——

"Are you *perfectly* satisfied with the way your books are being kept?

"Are you willing to wait until February 15th for a statement of your January business? etc."

We wonder what the poor bookkeeper thought was coming.

Another letter begins:

"I made a determination to-day.

"I resolved to place in your hands for your inspection and criticism—and in the hands of every live, progressive business man—a set of our —— ——— ———."

These are samples of form letters that are sent out by the thousands. They are merely circulars after all, and are masquerading under the guise of personal letters. They are printed in imitation typewriting on the firm's letter-paper and are signed by a pen and the addresses filled in with a typewriter.

There has been an attempt made to strike a personal note in each of these letters that when they did reach the right hands must have brought good returns. But when they reach men whose business is of a different nature it merely causes a smile, while the letters are tossed into the waste basket, and help to swell the enormous amount of money spent in useless advertising.

The circular letter or the advertising letter should be printed in imitation writing, or typewriting, if possible, and the names filled in, but many small firms cannot afford to have their few hundred advertising letters printed at so much expense. Any printing office can supply a good printed circular letter which for the purposes of the small retailer is likely to be just as effective as the more expensive kind.

It should be a letter. It should start off with "Dear Sir." The letter should be just the same as if it had been written personally. It need not be polished into a literary gem. If it is, it is likely to soar above the heads of commonplace business men. The personality of the writer will have been squeezed out of it entirely.

There are many times when a circular letter sent to a selected list of customers, or persons who might become customers, will bring quicker returns than an advertisement placed in a newspaper. The cost will be about the same, but the direct message contained in the circular or advertising letter will act quicker.

Supposing the shoe merchant decides to try out circular letters for a season. His first task will be to make up his list of names. It is hardly possible to make advertising letters pay if the same circular is sent to the lawyer and doctor, the artisan and mechanic, the farmer and merchant. Lists for the trade, lists for lawyers and judges, lists for doctors, lists for mechanics, etc., should be prepared and letters should be written especially for each list when it is at all possible.

Suppose he has his lists ready, and the spring season is opening. To the lawyer, doctor, preacher and men of that class he advertises his better grades of shoes. To the mechanic and laborer he advertises his medium and working grades. Supposing he has only 1,000 names in his lists; these may be sub-divided into five classes averaging two hundred names each. It will cost practically five times as much to prepare these five circular letters as it would to prepare but one letter for the whole thousand. The cost of mailing is the same either way.

How about returns? The same letter sent to every name on the list must be so general in tone as to include all classes within its range. It might be likened to the old shotgun. It is well loaded, but it scatters so that only small game can be brought down with it.



Phelps Shoe Co.

304 St. Charles Street

NEW ORLEANS, LA.

New Orleans, DEC 30 1905 190

Dear Sir:

I can give you five good reasons why you should wear the E. P. Shoe. They are Union Made in a Union Factory, by Union Labor; every pair bears the stamp of the Boot and Shoe Workers Union, and are sold to you by Union Clerks. I firmly believe they are the best Shoes on earth for \$2.50. I know they are the best in New Orleans.

Let me see you at the store real soon---I want to show you the shoes.

Bring a friend along, and oblige,

Yours etc.,



THIS IS THE
OFFICIAL STAMP
OF THE BOOT
AND SHOE
WORKERS UNION

But let the letters be directed to the different classes, and worded to suit their tastes and temperaments, and the returns will be a hundred fold.

Particular care should be taken in the wording of these letters that nothing is said that is likely to offend. For instance, a man who is particularly cranky about his shoes may recognize that fact and probably cannot help it. He is built that way. If he received a letter like the following he might be offended at its directness:

"A pair of these shoes have been bought for your particular comfort. You know how hard it is to find you a really comfortable shoe, etc."

Some men would think the retailer was hitting them a rap over the knuckles if they received a letter worded like that. But if it was changed around a little and read:

"We have had several customers who are very hard to fit say they never wore such comfortable shoes before. We have a pair of them waiting for you to try on, which we believe you will find the most comfortable fit you have had in years."

There can be no possible chance for offense in such a wording, while it covers the same point.

All classes of merchandise can be advertised by the circular letter. ^{Wear}ing apparel, things to eat, things that are good to look at, expensive and inexpensive alike can all be sold by good circulars. This has been proven by many mail order houses, and surely what they can do the retail merchant can. He has many more facilities for succeeding with this sort of advertising than the mail order houses.

We are reproducing a circular letter mailed by the Phelps Shoe Co. to the workingmen of New Orleans. It is strong in selling power because it is simple and because it goes direct to the point of the subject. A letter of ten lines similar to this one is far more likely to receive a careful reading than one of twenty lines or longer.



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human knowledge in
797,885 volumes

Instant access
\$8.99/month

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Such a series sent to a thousand men that wear hats should bring about good results. It will help along the newspaper advertisements that are daily or weekly appearing along the same lines.

A clothier can use the cards in a similar manner. One can illustrate and tell about the new spring coats and rain coats. Another about the early spring suits. Another could take up the new summer two-piece suits. These cards should tell what colors and styles are being most favored and set forth the advantages of trading at the advertiser's store.

Another good card for the clothier, furnisher or tailor to use would be a "dress-form chart," showing the proper styles in all articles of apparel for all occasions. Such cards would be appreciated by a great many men who like to keep up to date and follow closely the dictates of style. These cards could be sent out occasionally as changes of any moment occur.

The retailer receives many mailing cards in the course of a month. By preserving the best of these he can pick out ideas enough to help him prepare a good series for his own use. Form, color, style and even subject matter are all there for him to appropriate for his own use.

No matter what the style of the card used, no matter how well illustrated it is, no matter how neatly it is printed, unless the copy is strong in advertising power it is useless. It must be "salesmanship copy" or it is likely to prove of little value. It must be straight, from the shoulder selling talk if it is to sell goods.

Your copy must fit the goods; it must fit the person to whom it is sent, and the one thing to be kept prominently before you during its preparation is that the sole and only purpose of the copy is to sell goods. Such copy used on mailing cards sent out at intervals and judiciously sandwiched in with other items of direct advertising matter will create as much business per dollar invested as any known sort or kind of advertising.

The souvenir post card craze can be taken advantage of by the retail advertiser. Comic post cards are cheap, and if judiciously used will bring in good results. The comic that is suggestive of improper things should be severely left alone. The merchant who would dare use one of these would lose caste with a great many men who frown down on anything that might have a hidden meaning.

CHAPTER XVIII

A FOLLOW-UP CAMPAIGN FOR THE RETAILER

IN THE last two chapters was shown the value of booklets, circulars, advertising letters, and mailing cards. In this chapter is outlined a campaign in which they can be used. It is called a "follow-up," because one piece of advertising follows another until the "prospect" is landed or the last of the series is used.

Supposing the clothing merchant makes up his mind to be more active the coming season, to do more advertising and to make that advertising as effective as possible. He is using the newspapers' right along, and, of course, will not drop that. But he must do more advertising than that which he is doing in the newspapers, and decides to try circulars and mailing cards. Several of these, together with a good booklet, will make up an excellent advertising campaign.

It is conceded on every hand by expert advertisers that it is better to concentrate an advertising appropriation than to scatter it. It is far better to advertise effectively to 500 persons than to merely reach 5,000 with doubtful results. That is, it is more profitable to reach 500 persons with ten advertisements than it is to reach 5,000 with only one advertisement.

The retailer must keep continually hammering away at a prospective customer until he has secured him, or until he is perfectly sure that he cannot induce him to become a customer. No merchant can expect to secure every person in his neighborhood as a customer. There are other merchants who have bound these people to them by friendship, good service, good merchandise, and other ties. But he should try to secure for himself all he can, and it is surprising how many people there are who will come when invited, who will go where commanded, who will act upon the merest suggestion. It is these people that the retailer should try to induce to come to his store for their supplies.

Now, for the clothier's follow-up campaign. We will presume that it is the fall season and that the clothier carries a full line of wearing apparel for men, including men's hats, furnishings, clothing and shoes.

He, first of all, prepares his booklet, which should be in the nature of a diminutive catalogue. This booklet will treat of the store policy and be a general invitation to each reader to call at the store. It will take up each line separately and give some information about staple lines that are usually carried in stock. Men's business suits, men's dress suits, blue and black suits, light weight overcoats and raincoats, heavy weight overcoats, odd vests and trousers, hats, shirts, underwear, shoes and rubbers should all have separate sections or departments in this booklet. It might be necessary to have thirty-two pages in which to tell the whole story. This, of course, would depend largely upon the size of the establishment. It should at least be large enough to do justice to the stock.

If desired this booklet instead of containing all of these lines and being of considerable size could be divided up into say four smaller ones. These could be sent out at intervals of a week apart, and alone would make up quite an effective campaign. But we will suppose for the purpose of illustration that there is to be but the one booklet.

This booklet is to be sent to men who are not customers of the store or whose purchases there are only occasional. The object of the campaign is to get new customers; to bring prospective customers to the store. The list should be carefully made up of men who are known to be householders and to men who are holding steady positions in the locality. Names of irresponsible persons on a list of this nature weakens the returns from it by adding to their cost.

It is very desirable that young men should be interested in the store, and a special folder should be prepared and sent to them. The parent receiving the regular follow-up matter will naturally communicate its purport to the members of his own household.

The booklet should be mailed at the beginning of the season, just at the time when the chilly nights are turning men's thoughts toward heavier wearing apparel.

About ten days later a circular letter should be sent out to the same list of names. It might state that the booklet had been sent and that if not received, another would be mailed on request. The retailer might add that he had sent the booklet for their mutual benefit; that he believed it would be to the advantage of both for the person addressed to become a customer of the store. The policy of the store might be emphasized by stating that every customer of the store was assured satisfaction in every purchase or money would gladly be refunded. It might end something like this:

"Kindly look over this little booklet again—see if there is not some line described that you can use. If there is, come to the store some time and let us show it to you. Come anyway. We will always be pleased to welcome you here."

It is desirable that careful record be kept of all who respond to these invitations. When any of those whose names are on the list have called and made purchases or have only looked over the stock, their names should be taken off the list so that the remaining pieces of literature do not reach them. The reason for this is obvious. When one man invites another to call at his home and he does so he does not continue to importune him to call. He may ask him to call again—that is permissible, but he would only make a fool of himself if he kept on urging him to call, all the while ignoring the visit already made.

After another week having elapsed he should send out a mailing card. This card should be an advertisement, pure and simple. It should take up some special line, such

as heavier underwear, rain-proof coats or shoes. The weather conditions might dictate just the line most suitable, for it should mention the most timely line possible. It should be as seasonable as the merchant can make it.

At the end of another week another circular should be mailed. This should be in the nature of a personal letter, as should the first circular. This one might start off with:

"Have you been in to see our new lines yet? If you have not, you are missing a treat. We are anxious that you should see the nobby styles we are offering this season, and extend you another invitation to call. Come this week."

The letter then might take up some special line, such as business suits. These need not be very elaborately described, but one or two special lines can be casually mentioned and priced. These, if illustrated in the booklet, could be referred to, the page on which they appear being mentioned. This might be followed by a closing paragraph similar to the following:

"Perhaps you are well supplied at this time with clothing, but there is always something wanted in ties, collars, shirts, and other little things that are to be found here. Drop in any time you need something to wear and let us show you what is new."

In another week another circular is sent to the same old list of names. This letter should be short and should state that a small folder is being prepared illustrating some of the new things in shoes and hats, the two extremes. It might say:

"These lines are already on sale, and we would be pleased to have you see them at any time. Don't wait for the folder if you are in need. It is not intended to take the place of our show-rooms, for it can but inadequately represent our offerings. Only a few of the novelties can be shown in the folder, while we have hundreds on sale," or something to that effect. In it should be also mentioned some new thing in either shirts, ties, or other article that has a popular sale.

This circular will prepare the mind for the folder, which should follow in about a week's time. It will make the folder much more valuable than if it was sent out first, and then a letter following it or even one being sent with it. It has served to make the mind curious of what the folder will show. It is sure of a reading, while otherwise in some cases it would be cast aside.

In this campaign the merchant has concentrated his advertising eloquence upon a certain number of persons known or unknown. From first to last seven pieces of advertising have been mailed to each in the space of two months. Now, if one of these little advertising bullets does not hit the mark, nor all of them together make a strong impression, it would be a queer thing. It is certain that every one on that list will, at least, give the merchant a chance to make good his statements unless they are wedded to some other store. Even old customers of other stores will, at least, come to see the store of the man who has so persistently advertised its good features.

Those who come out of curiosity to look around should be treated with the same courtesy as those who come to buy. Those who buy should be assured that it is the desire of the store to give perfect service, reliable merchandise, and satisfactory wear.

If any claims are made or complaints arise they should be settled and adjusted to the satisfaction of the customer at any cost. In this case the dealer has gone to considerable expense to obtain new customers. The purchases made in the first case will give but little profit because it has cost considerable to secure the customer. It is the second, third, and following purchases that will bring the profits to the merchant's cash drawer.

If this campaign does not secure a goodly percentage of new customers it will fail from one or both of two causes. The advertising matter was not properly written or the store service and the merchandise are not up to the mark.

Now, what about the old stand-bys of the store? Are the old customers to be neglected altogether in this campaign? By no means. Old customers are valuable, even more so than new ones.

The booklet, mailing cards, and folder used in the campaign outlined above should be secured in sufficient quantities to allow of one of each being sent to the old customers.



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CHAPTER XIX

CALENDARS, BLOTTERS, PICTURE CARDS, ETC.

AS AN advertising medium, calendars are good, notwithstanding the fact that there are millions of them distributed every year. The calendar is perhaps one of the oldest methods of modern advertising now in use, but at one time the insurance company and the printer seemed to have the sole right to their use.

Nowadays, almost every firm, wholesale or retail, small or large, gives away calendars, or have given them away at some period of their business existence. Some have brought advertising results and some have not.

The merchant knows what a scramble there is about holiday time for calendars. The very fact that so many persons inquire for them is proof positive of their advertising value.

Profitable or not, as a standing advertisement, the merchant who distributes a pretty and artistic calendar will get the good-will of every person who receives one. They get word of mouth advertising from its distribution even if they do not get it from the calendar itself.

The wall hanger is probably the most sought for by the women, but it is for its artistic merits alone and not for its utility as a calendar. Men, office men especially, find a large wall hanger calendar very useful, but in many cases the pretty picture is cut off and the calendar pad hung up.

These large artistic ten-color reproductions of famous pictures, handsome stage beauties, and beautiful women often find a resting place under a passe partout frame. Human ingenuity, especially that of the female gender, will find a way to mutilate the handsomest calendar unless the printed advertising is placed in the figure or on the scene represented. When this is done the hanger loses its value in their eyes, but it becomes an advertisement of value then. It may not be hung in the most conspicuous place in the home, but it will be hung somewhere for its artistic value.

These hangers are among the most expensive of all calendars, except those made of other materials besides paper. Celluloid, velvet, metals, etc., are employed to make many neat effects in calendars that run up rapidly into money.

There is one kind of calendar that will always find a place in an office or home; those little ones that can be slipped into a No. 7 envelope and are just the thing for mailing.

These little card calendars will find a resting place in the home and office every time. The beauty and artistic merit of the design will decide whether that place be the kitchen or parlor. Some of the scenes depicted on these little calendars are genuine works of art reproduced in the living colors of the originals, while others are handsome half-tones, printed from steel or copper. These can be had so reasonably now that there is hardly any excuse for a retailer not using them.

The writer has seen many mutilated hangers, some of which have cost closely upon a dollar apiece, but he could never tell who the firms were that issued them. Clever feminine hands had so arranged it that the firm name and advertisement could not be seen. Alongside of these he has seen hanging many of the smaller card calendars that are kept for their usefulness more than for their beauty. These have borne the names of the advertisers, and have brought no blush to the face of the housewife who has collected them. One was a picture to her, a work of art, while the other was just what it represented itself to be, a calendar, a household necessity.

One of the neatest of these little calendars we have ever seen was issued by a shoe retailer, doing a small business in a small town. He usually bought five hundred, and he never paid over three cents apiece for them. He made no ostentatious display with

them, but quietly placed one inside of each parcel as it was being wrapped up. They were small enough to go inside of the smallest shoe carton. And into these they went during December, and until they were all gone. He said:

“Last year I did not buy any calendars. I felt that it was a useless waste of money, because there are always so many of them given away, but I found I had made a mistake. A great many women told me they regretted the fact that I had not procured any that year. They said they were always pleased to have mine, because they were just a nice size to fit into any odd place on the wall. Larger ones, while perhaps being more handsome, took up too much wall space. I am distributing calendars again this year, and I do not consider it a waste of money. My customers look to me for some kind of a goodwill offering at Christmas—what better article can I procure than a calendar?”

This retailer had hit on the right idea in calendars. People run wild over very handsome designs in calendars, but after all it is the little ones that are the most useful for the ordinary home.

There have been many ideas utilized in making up calendars that go far to having them hung to stay hung at least for one year. Take the combination match-safe and calendar, for instance. Here the utility of the article is doubled, and hence, the likelihood of its being preserved is also doubled. Then, there are those little novelties called color barometers, in which one or more of the characters in the picture are dressed, in part, at least, with real clothing. This is usually the skirt of one of the figures. With every change in the atmosphere the color of the skirt changes, indicating fair weather, rain or change. These are valuable as curiosities as well as barometers, and when a calendar pad is added make a novelty that is sure to be looked at very often during its life.

When expensive calendars are used it is up to the merchant to see that they are distributed where they will do the most good. He should find a place for them in hotels, barber shops, public halls, waiting rooms, etc. He should deliver these himself, personally, or through a responsible representative, and see that they are hung to stay hung and that there is no chance for another to be hung over it, obscuring its beauty, at the same time hiding the advertisement. The rest he should distribute from a list made up of his customers and friends. A few should always be reserved for those who may come in at the eleventh hour, wondering why they were not remembered.

In purchasing calendars of any kind the retailer should select but one style or pattern. The design or picture should be the same on each and every one of them. If different scenes or pictures are purchased there will always be some who will want to make a choice, causing loss of time, when it can be least spared. Others there are who will find them all so beautiful that one of each will be demanded as a right. These requests the retailer can hardly refuse to grant to a good customer, but in that way some of his customers get several and some get none.

The advertisement on the calendar must of necessity consist of but few words. This is usually merely the business card of the firm preceded by the words, “Compliments of.”

If the firm has a store motto or advertising phrase the calendar will assist in making it a household word. There should be some sort of advertising phrase used besides the simple business card, and if the store has never used a motto one should be coined for the occasion.

While there should be some advertising done in the printed matter on a calendar it must be done in small space and the fewer the words the larger the letters will be. Small type are of little value in advertising on calendars and should be avoided. It is far better for merely the name and address to be seen plainly than for a long-winded advertisement to be hidden from the eye unless a close inspection is made. It must be readable at a glance or it will never be read at all.

Blotters make good advertisements. The value of the advertisement rests entirely upon the quality of the blotter. The kind that will blur the writing are not good advertising, but the very opposite.

As in everything else there is a right and a wrong way to distribute blotters. They are cheap, and because they are cheap some merchants value them too lightly. They

distribute them freely as long as they last, and when they are gone wonder how it was they were fools enough to go in for them at all.

Blotters, like calendars, are articles of utility. There is a place for them in every home, and in every office. The whole trouble lies in getting them into that place.

They may be profitably distributed from house to house. This does not mean that they should be thrown into front yards. It means a thorough distribution. The distributor should ring the door bell, and hand in the blotter with the remarks, "Kindly accept this blotter, with the compliments of —— & ——."

In office distribution it is better to leave but a couple at most on each desk. At the end of a week another couple could be left and so on until it is decided to quit their use. When a stack of a dozen or so are left at one time they are looked upon as of less value and are thrown away half used. The longer they do duty the more lasting the advertisement.

The advertisement printed on the blotter should also be short. Large type should be used, for the message that it conveys must be easily read while the blotter is in use. Some bright catch line should be used, one similar to, "You can't blot out the fact that, etc.," is easily remembered and is appropriate as well.

The schools should not be forgotten in a blotter campaign. In fact, to the writer's mind, it is here where the blotter will be found of the greatest value. As in office distribution they should be sparingly distributed. Sufficient to supply each pupil with one each week is better than leaving half a dozen for each, for then they become too common to be thought of after the first moment's enthusiasm.

The advertisement on the blotters for school distribution should be very simple. They should be illustrated with outline cuts. These the pupils will find much pleasure in copying, for each pupil draws at school these days. When children's wares are advertised in this way the appeal should be direct to the child. Make the child want what is advertised, and the parents will hear of it, and the store that advertises it will not be forgotten when next anything in that line is required. The boys and girls will see to that.

Picture cards are another means of advertising, through the eyes of the children. All will remember some years ago, the craze there was for picture advertising cards. The craze is being duplicated in the craze for picture post cards. Picture cards are now printed very cheaply in colors, owing to modern advancement in the art of printing. If used at all they should be freely given to all children who ask for them.

Picture puzzle cards are, perhaps, of more value, as they will be taken into the homes, and the parents interested in the solving of the problem.

Picture cards are considered of little value to-day as advertising, but these puzzle cards should be good for any line.

Such cards as "The Liar's License," the "License to Butt In," etc., are good, when the retailer is catering to the young men's trade. Such novelties always take with them. If they are such as to cause them to discuss the store freely, the advertising value can readily be seen.

CHAPTER XX

ADVERTISING NOVELTIES

THERE can be had a lot of advertising out of the advertising novelty if it is properly used. In the first place the novelty must be suitable for advertising the business represented. In the second place it must be properly distributed so as to avoid loss. There is perhaps no kind of advertising that is so often misused as the advertising done with these little novelties. A careful selection of the novelty to be used and a careful distribution to avoid duplication and to escape placing them where there can be no results from the advertising are absolutely necessary to obtain returns from their use.



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FOR THE HOUSEHOLD AND WOMEN

Pin Cushions.
Aluminum Combs.
Ash Receivers.
Games, such as
 Dominos,
 Checkers,
 Playing Cards,
 Card Games.
Thermometers.

Tumblers.
Pocket Books.
Tin Cups.
Book Marks.
Brushes.
Vases.
Whisk Holders.
Fans.
Aprons.

Nail Files.
Corkscrews.
Tin Scoops.
Yard Sticks.
Coat Hangers.
Laundry Bags.
Asbestos Mats.
Package Carriers.

FOR CHILDREN

Paper Horns.
Feather Darts.
Balls and Bats.
Footballs.
Bag of Marbles.

Dolls.
Drawing Books.
Wood Whistles.
Tin Whistles.
Patent Drums.
Bows and Arrows.

Kites.
Scholar's Companion.
Picture Cards.
Puzzles.
Rulers for School Use.

FOR SPECIAL USES

Carpenters' Aprons.
Carpenters' Pencils.
Advertising Caps.

Tobacco Pouches.
Horse Covers.
Advertising Umbrellas.
Canvas Gauntlets.

Pencil Clips.
Imitation Peanuts.
Imitation Firecrackers.

Many of these can be successfully used in either or both the office and home. To this list might be added many of those little articles for personal use—those that are carried about in the pocket of the man or in the purse of the woman. Those in mind are, stamp boxes, toothpicks, pocket combs, diaries, pin cases, key rings, etc. There are hundreds of little things in daily use that may be used profitably in advertising. Almost any little article that is of everyday use will serve.

It is strange that novelty dealers are so short-sighted as not to see the value of trade journal advertising. These weekly and monthly papers reach practically all the retail merchants in the country, yet one can search them through, from cover to cover, and often not find one dealer in advertising novelties advertising. Can it be that these dealers believe there can be only one kind of advertising—that done by the advertising novelty? If they do, they are making a sad mistake.

As before stated, the method in which the novelty is distributed either adds to or takes away from its value. If thrown away upon all comers, it is a waste of good advertising money.

When they are to be distributed from the store, a list of all possible names should be secured. These names should be checked off, as the novelties are distributed. This is absolutely necessary where the advertising novelty is costly, and therefore limited in numbers. Some persons are only too willing to accept these little gifts over and over again, even when they know it is the intention of the merchant to present one only to each customer.

It is always best for the merchant to decide first, just what he wants to do, what people he wants to reach, how much he can afford to pay for this campaign, and then decide whether it will pay him to use one class of advertising or some other class.

Some time ago the *Shoe Retailer*, Boston, Mass., offered a prize for the best essay on "How to Get Out-of-Town Trade." The author submitted the following essay which was adjudged the best and awarded the prize. It is given here, not to gratify the vanity of the writer, but because a campaign is there outlined in which an advertising novelty is the principal medium used. It was entitled:

PERSONAL VISITS WIN

The best way to secure trade from the surrounding country is to go out after it. Make a house-to-house canvass and personally invite each family to deal at your store.

This is no herculean task as one would at first thought suppose. It is easily accomplished and is both a profitable and a pleasant undertaking.

Secure some useful advertising novelty for distribution. This will serve as an excuse for your call, and if the novelty is one that can be put into daily use, it will stand as a lasting reminder of your visit. Suitable advertising literature should be prepared to be left with the novelty.

Nothing then remains but the distribution. A merchant can hire a livery rig and starting out early call at a great many houses before he has to return in the evening. If the whole of the surrounding country cannot be covered at one time it is better to take up the work by sections and cover each section thoroughly.

When you call you should state the reason of your visit plainly. You are giving the family a personal invitation to deal at your store and you intend to give them good values for their money.

While the campaign outlined above will bring in many new customers, and is not expensive to operate, it can be made still more effective by adding somewhat to the expense.

Supposing a merchant starts out July 1st, to make his canvass and is willing for the next two months, usually the duldest in the year, to give a discount of ten per cent. to his country customers for the purpose of securing a much larger turnover than usual, he can follow this suggestion:

In addition to the novelty and literature to be distributed, let him have "discount coupons" printed similar to the following:

DISCOUNT COUPON

This coupon entitles

Name.

Address.

or any member of his family to a 10 per cent. discount on any purchase made at our store before (Date)

This discount is given to show our appreciation for past favors.

(Name, address and business.)

These coupons can be printed on white paper and are for distribution to customers of the store that the merchant meets in his canvass.

Another lot of coupons, printed on pink paper, could be used for distribution to those who have never dealt at your store. The only difference in the wording necessary would be that following the line shown below the date. On these coupons the following should be used: "This discount is given for the purpose of introducing our up-to-date goods to the holder," or something to that effect. In this way coupons are prepared for two distinct classes of people, viz., old customers and prospective customers.

These different sets of coupons should be cheaply bound into books and have a perforation at the bound end so they can be easily torn out. A few sheets of carbon copying paper will complete the outfit, and you are ready to make your canvass.

There are two reasons for using the coupons. One, to induce trade to come to your store to secure the discount; the other, to assist you in compiling a reliable mailing list.

When you call at a house you state your mission and present your novelty. Naturally the housewife (you will generally meet the women of the household, but that is perhaps better for you, as they are the buyers) will be pleased, and you can easily have a short conversation with her.

If she has been a customer of your store you give her a white coupon, filling in the name and postoffice address, making a duplicate copy at the same time. The prospect of a discount will tend to make her even more affable, and you can secure all the information you want from her. This should be done without asking too many blunt questions but should be brought out in the conversation.

Let me suggest that you get at the following facts:

1. How many men in the family.
2. How many women.
3. How many boys.
4. How many girls.
5. Are there any babies.
6. Are there any old people.

With this information about every family on your mailing list you will not be sending a circular about "Baby's Footwear" to those who have no children, and you will save enough in postage and printing to go a long way toward paying for your present campaign.

You follow exactly the same process at the house when you find your store is not known, only giving out a pink coupon instead of a white one.

When you leave the house you should set down the information thus obtained on the back of the duplicate coupon bearing the name and address.

When you have covered the territory intended you can prepare your mailing lists. At least two lists should be made, one list containing names of actual customers, the other containing names of prospective customers.

The card system can be used to good advantage here, as you will often see the necessity of transferring names from the prospective customers' list to the actual customers' list.

By the time you have your list prepared, your discount coupons will be coming in. The old customers can easily be distinguished from the new by the color of the coupon presented.

Each day you will take the names from the coupons presented and re-arrange your mailing lists. Place those names from the pink coupons with those from the white coupons by themselves. This leaves those who have not yet presented coupons divided as before.

At the end of your discount period you will find a goodly number of coupons still outstanding. As ten per cent. discount on the first purchase of a new customer is a low price to pay for a new customer, you can send an imitation typewritten circular letter to your prospective customers, extending the time for the redemption of coupons for thirty days. Show the advantages you offer for their trade and advise them not to lose the discount, etc.

The old customers may be made the same offer if it is thought desirable. If they have not been in the store for two months it is pretty nearly time that they should come. A renewal of the offer may prevent some of them from drifting elsewhere to make their purchases.

This campaign should and *will*, when properly carried out, wonderfully increase the trade of a store. The aim should then be to keep the trade thus secured. Right here let me say that if as much effort was used by a merchant to keep his old customers coming to his store as is used to secure new customers he would be a great deal richer than he is.

In conclusion let me sound a note of warning. See that your stock contains the class of goods wanted by the class of customers you are going after before you undertake to bring that class of people to your store, or it will end in a miserable failure. Use every means possible to keep your customers as well as to secure new ones. Treat all alike—as friends. Follow the Golden Rule and success is yours.

This plan can be carried out by any merchant. It need not be so elaborately worked out except for such merchants as sell wearing apparel. To them the classification of the possible customers is very valuable. To the grocer any classification, other than householders, is practically valueless, although large families make more profitable customers than small ones.



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If this package is lost finder will please
leave at

BROWN BROS

163 Main St.

Jackson.

No one will object to that kind of an advertisement being turned outward on their parcels.

Salesmen should be instructed to make all packages as small and compact and as neat as possible. If they have not become adepts in the art of wrapping parcels of different kinds they should be taught how. Neatness should then be insisted upon. And not only should a parcel be neatly wrapped, but it should be strongly wrapped. Who can realize the embarrassment of a person carrying a parcel on the street when that parcel suddenly comes undone and its contents scattered all over the walk in plain view of other pedestrians, except the one who has experienced it? Have this avoided by the use of good paper, good twine and brains.

Every bundle should carry into the home some advertisement besides that on the wrapper. This may take the shape of a simple card, a folder, a booklet, or it may be in the nature of a surprise in the shape of a little present of some advertising novelty. These can be so easily and quickly inserted in the package that no time is lost in doing it.

These little advertisements are taken into the home of the customer and read just at a time when he or she is likely to be most easily influenced. Confidence has just been shown in the merchant; the wares purchased have pleased the eye and the pocket. Isn't that a good time to drive an entering wedge for future trade?

An enterprising merchant in an Ohio city always inserts a card, about four inches square, in every parcel that leaves his establishment. One side of the card always reads something like this:

WE THANK YOU

for your patronage. It is our aim to so please every customer with every sale we make that he or she will come back to us when requiring anything further in our line in the future. If the purchase you have just made is not in every way satisfactory to you upon a closer examination in your home, we will be pleased to exchange it at any time or refund the price you paid. We mean just what we say, because we know that a satisfied customer is our best advertisement.

BLANK & BLANK.

On the other side he always has an illustrated advertisement. Sometimes it is one line, sometimes another. It is always seasonable. Winter goods are never advertised in summer, nor vice versa.

A leaflet is perhaps as good a means of package advertising as can be found, because the leaflet can be produced very cheaply and can be folded during spare time at the store.

A leaflet of, say, four pages, each measuring about three by six or three and a half by six, makes a good size to use. The title page should be devoted to a little "Thank you,"

similar to the one used by the Ohio merchant and quoted above. The other pages devoted to the lines being specially advertised. These special advertisements should not be too lengthy. The shorter the text and the better the illustration the stronger the impression that is made.

Little slips to the number of half a dozen might be used also. These should usually be of different sizes and shapes or of different colors of paper. It is necessary to distinguish them in that manner, for sometimes the customer will read only one and thinking the others are the same throw them away unread.

These little slips should advertise different lines of goods, one line to a slip. Just a few words and a price is all that is necessary. An illustration will always add to their value, but illustrations are not absolutely necessary.

We know of a large clothing store that makes a practice of inclosing some little advertising novelty in every package of clothes that is delivered. It is put in as a surprise to the customer, and has become a feature of the store that customers are curious as to what it might be, and hasten home with their purchases to see what it is. He has given away many different things, among them a pocket comb, a match safe, a stamp case, a memo book and diary, etc. A new novelty is given out every month, so that purchasers do not usually receive more than one of any kind, for purchases in a clothing store, while for larger amounts are not so frequent as in some other retail establishments.

Any store could follow out this plan. These novelties need not necessarily be very expensive, but should be something useful to every purchaser.

This system of adding a surprise gift to every purchase might be carried out very profitably in the children's department of any store. Care should be taken, however, that a boy is not given a doll, or a girl a jackknife. At the Christmas season this scheme would be very effective. Toys can be purchased in small lots and of varying qualities, and can be distributed according to the size of the purchase.

The retailer will find the package one of the best mediums for introducing and advertising any particular specialty that he carries. Different points should be taken up on different slips and used at varying intervals. Many a specialty has been advertised in just this way, the manufacturer supplying the retailer with the package inserts.

A weak department can be boosted into prominence in the same manner, or a profitable one be made to pay larger profits.

Small stores might find it profitable to exchange these advertising inserts one with the other, so that they can be made to reach persons who are not acquainted with the store. The grocer can be asked to insert the shoe man's slips while he in return incloses the grocer's advertisements with his own.

Many manufacturers issue little booklets that they would gladly furnish to the retailer upon a promise to distribute them by means of the package, and the retailer should avail himself of this cheap way of advertising his business. His name should be either printed on these or stamped on with a rubber stamp, the former being the better and more up-to-date method, although a trifle more expensive.

A great many stores doing a credit business have to mail anywhere from a hundred to five hundred accounts monthly. With these accounts some kind of an envelope inclosure should be used. Those used for package inserts could also be used as envelope inclosures if the size is made to fit easily in the envelopes. This means of advertising should not be overlooked by those merchants doing a credit business.

The account may be a gentle hint to "pay up," or it may contain a club in the nature of a foot note to "pay at once the inclosed account and save expense of collection." If an inclosure of an advertisement goes with it it will soften the blow and show at the same time that the merchant is looking for more business from the customer receiving the account.

CHAPTER XXII

DODGERS AND HANDBILLS

AND now comes the despised dodger. Whence cometh its ill repute? Why do so many merchants look down upon this cheap means of appraising the public of what is doing?

The reason is not far to seek. It is not in the dodger itself. It is not because it is cheaply printed; it is not because the paper used is poor. It is simply because it is improperly distributed.

The usual procedure does not bring business results. It cannot do so. Who could expect it? What is the usual method employed?

The merchant decides suddenly that he wants to make things hum. He hurriedly jumbles together a lot of odds and ends and "out-of-dates" and marks down the prices. He then grabs a sheet of wrapping paper and carelessly writes out the matter for a dodger. He rushes off to the printer with this and dickers with him until he has received a "cut-throat" price. The printer slings it together in any old way because there is no money in the job. The merchant rushes back to the printer long before the type can be assembled and issues a number of hurry-up orders. In the end he receives a few thousand scarecrow advertisements. His next move is to hire a couple of boys, who ought to be in school instead of running the streets, to distribute them. He'll pay them a quarter of a dollar apiece for doing the work of a man who ought to get at least from \$1 to \$2 per thousand for their distribution.

But do the boys earn the quarter? Do they faithfully carry out their part of the contract? If they are new at the business they are likely to do some pretty tall hustling at first. It won't be long before that quarter will look further off than ever. But that isn't the worst of it. Left to themselves, they might go ahead and deliver the goods. But inside of an hour half the urchins in the town will be in tow, all clamoring for some of the bills to distribute, in the hopes of sharing in the fruits of the proceeds—candy, peanuts, bananas and other edibles being at the summit of the ambition of these youthful business men.

But the work soon palls on them, and one suggests as a means of hurrying things to a conclusion, "Chuck 'em down the sewer."

"Don't do that, put four or five together in every yard and you can say you distributed every last one of them," suggests another urchin. He knows his book; he has been over that road before.

Now, how can any piece of advertising bring results under such circumstances? It simply cannot, and hence the ill repute of the dodger.

We assert that the dodger is one of the most effective pieces of advertising that a merchant can use when it is properly written, properly printed and properly distributed.

It should be written just as carefully throughout as a newspaper advertisement. It should be just as carefully worded. The statements should be just as truthful. It may smack a little of the sensational without detriment, in fact, a little color of that nature will make it more forceful with a great many of its readers.

The dodger is usually used as a supplement to the newspaper advertising of a special sale. It should be literally teeming with prices—cut prices. But the cuts must be genuine and the goods must be at the store to back them up.

One of the greatest fakes in this respect is the merchant who gathers fifteen or twenty articles into one lot and advertises them at about 25 per cent. on the dollar. He does not care how antique the styles are, nor how badly broken the assortment may be. He places the highest value on them, which is often more than they ever sold for in the



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be better to invent some excuse other than "too much stock" which is worn threadbare. "A Special Purchase" or something of that kind is likely to create more interest and is perfectly legitimate when the merchant has the goods to back it up.

The descriptions and prices should be as complete as words and human thoughts can make them. The original prices should be quoted in the ordinary body type and the cut prices in the blackest type possible for the size. Don't be afraid to make these prices stand out—the more prominent they look on paper the greater the bargain appears to the mind.

It is always advisable for a merchant putting on a sale to have a few leaders. These should consist of the cheaper lines of goods and of well-known brands and qualities. The prices should then be cut deeply. These are for baits, and other goods should be urged in their place when the people get to the store, but not so that they can see through the scheme.

One of the most effective dodgers ever seen by the writer was a half-sheet in size. It was divided into eight sections, each section inclosed in a rule border. This was then folded so that each section formed a page. They were cheaply printed on common "news" stock, but the arrangement and folding added one hundred per cent. to their appearance. Each page contained prices of one class of goods only and was a complete advertisement in itself.

Many advertisers try to key all their advertising to determine the results. This can easily be done in the dodger by the use of a coupon. It may contain an offer of some specific article free, or at a reduced price, or it may be an offer of an extra discount on all purchases. The condition should always be the presentation of the coupon at the time the purchase is made.

A shoe merchant in a town of 10,000 uses dodgers about four times a year. He finds this style of advertising pays when it is not overdone. He has gone very deeply into this class of advertising and uses some scheme or other for the purpose of making the advertising produce good results. One time he used the coupon for the purpose of finding out whether the dodgers were being read as thoroughly as they should. He did this by placing a small coupon in the center of the dodger offering a pair of tagless shoe laces free for every coupon presented by an adult. As this was some years ago when these laces were a novelty, he found he had good returns, something over four hundred out of three thousand dodgers distributed.

He offered them free with no other condition than the presentation of the coupon. This was done under the plea of introducing the new lace. He had his findings counter moved to the rear of the store and hired a young lady to preside there during the sale. She not only distributed the free laces, but sold many of them besides. As everything was neatly displayed and priced, there were many dollars' worth of polish, polishers, rubber heels, etc., sold at regular prices during the sale.

Having to walk the full length of the store to get the free laces, the customers had a good opportunity to see many of the advertised lines which were tastily displayed and ticketed on special bargain tables. Altogether this proved a good live means of booming a sale.

Like all sampling, the call later for those laces more than paid for the samples distributed free.

Another way used by a merchant to assure himself that his dodgers were being read was to have the prices altered on ten different articles on only ten of his dodgers. For instance, he advertised a \$3 hat for \$1.98. On one of his dodgers he would have the one taken out of the price making the offer of a \$3 hat for 98 cents. On another he would perhaps offer a \$10 suit for \$3.98, while on all the rest it would read \$7.98. And so on until there were ten dodgers containing each a special bargain.

In the top corner he explained that there were ten dodgers of the lot printed purposely with absurdly low prices, and that those prices were good only to the ones who received the dodger containing the offer. To all others the prices would be as quoted on the dodgers.

This caused most persons to carefully read over every item and note the prices. In many cases people took the dodgers in and claimed certain bargains that he was making to every one alike, and usually before his special sale was over the ten dodgers containing the "fixed" prices were brought in and the bargains claimed.

The hand-bill is of little use for most retailers. It can be used on special occasions to call attention to special lines, or to some special advertising.

A merchant in Michigan uses advertising novelties as premiums and has thousands of these little hand-bills struck off in the course of a year. They are distributed at the market, at factories, and on the street. Here is the wording of one of them:

FREE
A first-class hat brush free to-day with every purchase of a \$2.00 hat.
BLANK & BLANK
32 BLANK STREET
N. B.—Our \$2.00 hats are the best to be had for miles around. If you have never tried our \$2.00 hat you had better try one now and get a good hat brush free.

A sixteenth sheet was used and they cost him about 75 cents per thousand in five thousand lots. What did it matter if a few hundred were wasted? They were too cheap to think twice over. If half, or one-quarter of these were read it was the cheapest kind of advertising he could do.

Advertising of any kind must reach the consumer before it can be of any effect, and that is why dodgers and hand-bills often fail to bring results—they never are seen by the public's eye.

In towns and cities where there are large factories, or when there is a large suburban traffic on trolley lines, little cards with special offerings printed on them can be distributed to advantage. Anywhere where there is a crowd there is a chance to distribute these. They can be distributed to people leaving theaters, concerts, etc. If the offering is a special one it is sure to have some takers.

The dodger of McKenney, Setterington Coffee Co. is a fair sample of many of those scattered around the streets by thousands. This one accompanied a sample tin of coffee. What housewife, upon opening it, for it was folded and wrapped around the tin, but would exclaim, "How horrid! If the coffee is as bad as that advertisement I don't want to try it." This is worse than a political campaign dodger, and goodness knows they are bad enough. It is entirely without dignity or tone, and lessens the value of the sample materially.

When samples are distributed in this way, the campaign is likely to be upon a pretty large scale. When an advertising campaign is on a large scale it should be on a good scale. Cheap dodgers accompanying samples cannot be considered good. They are cheap and—nasty. In this case a neat booklet should have accompanied the sample. This would have added to the expense of the advertising materially—but it would have added to the subsequent sales.

Another thing noticed in connection with this distribution of samples was the fact that no label was used, the sample of coffee being enclosed in a plain tin box. This was another mistake. The sample tin should have been a reproduction in miniature of the larger tins. In nine cases out of ten, we will venture to say, the dodger was not read through. The name of the brand of coffee occurs in the body type and would be missed by many who would merely glance over it. If this dodger had read something like the following it would have been more business like:

UTOPIA COFFEE

is rapidly becoming the drink of most Coffee users. Those who have tried it once continue to use it. That is the reason we present you with this

SAMPLE TIN OF UTOPIA COFFEE.

If you will try it we are sure we will number you among our increasing number of friends, etc., etc.

The dodger put out by the firm refers in no way to the sample, and it should have told all about it, what it was, why it was being distributed, and where it could be purchased. It should also have told how to prepare the coffee to get the best results.

This campaign appears to be either "on the cheap" or it is being rushed out without proper thought and preparation.

CHAPTER XXIII

WINDOW ADVERTISING

HOW many people pass your store in a day? If the average is ten a minute, in the eight busiest hours of the day 4,800 people would pass your window. This number, 4,800, represents what in newspaper parlance is called 'daily circulation.' Now, your show window occupies, say, 100 square feet of surface, and in it you can display attractively quite a line of goods, changing the display as often as you wish. In a daily paper with an actual circulation of 4,800, 100 square inches (not square feet) would cost approximately \$10 a day, and in this space you can only put cuts of the articles for sale, and as a rule the cuts but imperfectly represent those articles. Now your window space presents a surface 144 times as great as your \$10 newspaper space, has depth in addition to surface, and in it can be displayed your wares, true to life as to color, size, shape and everything; and furthermore, they are seen at the entrance to your store, inside of which a salesman stands ready to give additional information and exercise his abilities in making a sale. This window space is yours every day and all day; it presents wonderful possibilities as an advertising medium, and it is up to you to get those possibilities out of it. If newspaper space, properly used, is worth what it costs (and we are firmly convinced it is), how important it is that so valuable an advertising medium as the show window should not be neglected.

The above paragraph appeared first in a well-known house organ (store paper) and after being copied into a large number of trade and advertising journals traveled across the Atlantic and appeared in Britain's largest advertising journal and has come back again and been reprinted on this side of the ocean. There is little wonder that this paragraph has traveled. The argument in it is so conclusive that it cannot be controverted. Every merchant should memorize it so that he could never forget it and the truth it teaches.

A good advertiser will change his advertisements in the newspapers as often as they are issued, and the window advertiser should follow as closely in changing his window displays as practicable. There are some windows, small ones, that can be re-arranged every day. while there are others that on account of the time it takes to do this must be left for several days. Twice a week is not too often for a re-arrangement of the goods on display.



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The general effect of the trim need not be changed as often. An elaborate background that has cost much time to construct can be made to do duty for a longer period, but the goods displayed can be changed often without disturbing it. Many persons pass the store windows every day and a glance will show whether new lines are on display or not. If they are not, the passers-by do not give the window a second look.

Sometimes a new arrangement of the same goods will answer as well as an entire change of goods. If up-to-date styles are shown there can be no necessity for a change of lines, but it is better to make fresh displays by an entirely different arrangement of the lines.

In many cases the merchant weakens his display by neglecting to place price-tickets upon the wares. An advertisement in a newspaper may be elegantly worded, it may be convincingly set forth, but if the price is left off the result in sales will surely be small. It is the same with the window display. Here we find an advertisement that appeals more strongly than any newspaper advertisement can. The best points of the articles displayed are shown and emphasized. But if price information is lacking, it is an incomplete display. The goods are there to speak for their quality, beauty and utility, but the merchant fails to speak for their desirability from the price standpoint.

It is very desirable in a display of a number of small articles, such as books, ties, hose, etc., to group the goods so that one price card will serve for each group. When this is done a short motto can be added to the price. But when the display must be varied as in a shoe window each article can have its own price-ticket. These should be as small as possible so as not to hide any of the graceful lines of the goods on display.

Pins for attaching cards to all kinds of articles are made as low as 25 cents a hundred, and being so cheap should be much more often used than they are. When pins are used many different shapes of price-tickets can be utilized. A square, an oblong, an oval or round card, a star-shape or some other geometrical design can be used. It should be noted, however, that in no trim should more than one style of price card be used. Different sizes of the same shape when necessary may be used, but different shapes never.

A very neat price card can be made by cutting a square of "cover paper" of some dark shade and pasting over this a smaller square of white, leaving a narrow margin of the dark paper showing.

There is only one exception to what has been written above about price tickets. That is in the exclusively high-priced stores. Here customers do not ask the price but pay according to what they want. A merchant catering to this class may find it unnecessary to use price tickets. But even in the highest priced stores a price ticket may be the means of making many sales.

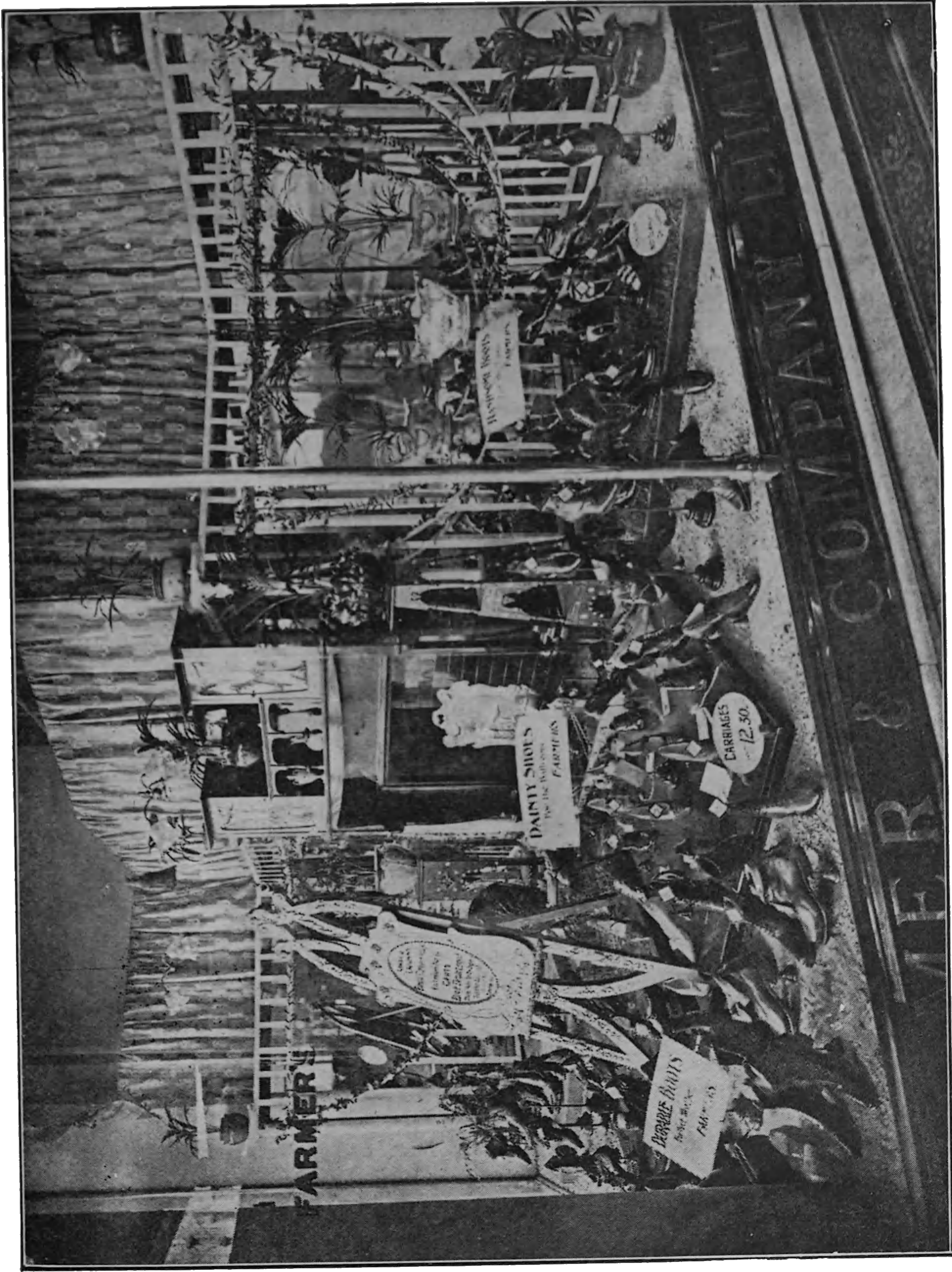
Many sales are made directly from the window display, and a passer-by is much more likely to have impressed upon his mind the desirability of an article if he knows what its price is. The duty, in fact, the whole duty, of a window display, is to make sales. Price tickets should then be freely used so that that duty can be performed.

Price tickets can be employed by the most exclusive establishments. No tasteful price ticket ever lowered the dignity of any store. It is only the gaudy, crudely-lettered card that offends.

The tickets used on individual articles should be in keeping with the article displayed. Small cards on small articles; larger ones on larger pieces of merchandise. It should however, never be larger than good taste would dictate. Where unit groups are shown the cards may be somewhat larger than on individual articles.

The motto card is a very useful means of drawing and retaining attention. The number used should vary with the size of the window. For the ordinary window one or two good cards are likely to prove more valuable than a half dozen poor ones. Too many cards detract attention from the goods on display and at the same time take up too much room.

Experience has proven the value of these window cards as an adjunct to good newspaper advertising. If the merchant advertises a certain article in the papers he should



A WINDOW SHOWING WINDOW CARDS USED TO ADVANTAGE

see that that article is prominently displayed in his windows. A couple of catchy window cards should also be used as a clincher for the newspaper advertisements.

The window card should be made as attractive as possible. It should be attractive for its neatness and good taste in color and wording, and not by its gaudy colors and far-fetched ideas. A plain white card neatly lettered in black and having a plain rule around the whole is perhaps the most attractive of all. Colors may be used to some extent as also pictures of objects and things, but these should be used very sparingly.

When there are no "sign-writers" in a store it is profitable to procure a few sets of "Rubber Sign Markers." With these rubber stamps, neat and legible cards can be made. Some of them the writer has seen that would put many a "sign writer" to shame. Legibility is often effaced by the curly-cues embellishing the very best efforts of high-priced sign writers' work.

Letter patterns can be bought for from 25 to 50 cents a set and with the outline drawn in pencil it is an easy matter to fill in with color. Care only must be used in getting the letters in alignment, the rest is easy.

The window card is a small thing in itself, but as a reminder in its influence on attention and interest no one can tell in advance what train of thought it might put in motion; but it is safe to infer that nine times out of ten it will lead to the purchase of the goods. The card is suggestive and is always sure of having people who read it think about it, and of the inducement it holds out to them to buy. The good work it does may not always be seen, but rest assured that window cards are good advertisements.

A very neat and attractive window card is made by the use of what is called an air brush. These are produced very reasonably by firms making a specialty of such things. But a very good imitation of these can be produced by any one right in the store. They are what are known as spatter work cards.

For their construction, apart from the cardboard, nothing is required except a good stiff brush and a fairly fine sieve. Any kind or color of ink can be employed. The sieve can be constructed out of wire window netting. The method of making these spatter work cards is as follows:

Draw a design on a piece of thick wrapping paper and cut it out with a sharp knife. This design may be a scroll or other figure. This design can be used as a stencil and in that case the design will be white while the rest of the card will be shaded by the spatter work. The sheet from which the design was cut may also be used as a stencil and in that case the design will be in spatter work and the card white. In either case the stencil should be laid smoothly on the cardboard and held there by a few pins being driven through both stencil and cardboard into the table upon which the work is being done. This is necessary if the design is to be neatly executed and the edges sharply defined, for the slightest movement of the stencil will show in the finished work.

Dip the brush (a stiff tooth brush brings out the best results) into the ink. Shake out the excess of ink. Hold the sieve about two inches above the design and sharply move the brush backward and forward across the screen, forcing the ink through and spattering it upon the work.

Where the finished card is to be white it must be masked with the stencil. All unprotected portions of the card will receive the ink spattering.

With a little practice any one can produce light or heavy (dark) effects by grading the amount of ink spattered on the card. The best effects are secured in dark spattering by spreading the ink lightly, allowing it to dry, and then repeating the process. By doing this there is no danger of the ink spreading or running together and forming ragged looking work.

Many beautiful effects can be obtained by the use of shading in these cards. By having the shading heavy in the center and gradually running lighter as it reaches the corners and edges it gives a very pretty effect.

Where three or four words are used on the cards the letters may be cut out and pinned on the card, and the background sprayed. After allowing the ink to dry, when you remove these paper letters you will find that the words will appear in white against the



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form—sort of “cloud-like,” the color being heaviest in the central part and gradually diminishing in intensity to the edges, which fade almost imperceptibly away. This work may be done by any one, and is a simple way of making an effective card with little work. To do it the card maker takes his sheet of card—white, preferably—lays it flat, and places upon it, where the center of the background is to be, a small quantity of “dry color”—red, blue, green, or yellow. Then he takes a small wad of cotton covered with chamois skin, about the size of a walnut, and rubs the color into the card, working away from the center with a circular motion, going over it gradually and smoothly, until he has the background shaded off to suit him. The lettering will be best made in black over either of the colors named, and no shading is required.

IMITATION SCREW HEADS

A novel effect can be easily obtained on show cards and price tickets by placing three or four paper imitation screw heads on the letters.

These paper screw heads can be quickly made by cutting out round pieces of white paper on which is printed a fairly heavy black line; the six-point border of an advertisement makes good ones. A belt punch makes a good tool to cut the paper with, and can be bought at any hardware store for fifteen or twenty cents. The printed line, of course, should be across the center of the part cut out. A thin card held under the paper will help in cutting.

After cutting, touch each screw head with the point of a mucilage brush and attach to the painted letters on show card. A pin or needle will be a great help in placing them in the proper position, as they are so small it is difficult to handle them with the fingers. The screw heads should be used only on heavy letters and figures and should not cover the entire width of the line of the letter.

This makes a very neat effect, as the letters appear to be fastened to the card with screws.

Another way to use these screw heads is to paste a light colored card containing the price or principal line, to a dark show card, and place screw heads at each of the four corners. Corners and border may be attached to the show card in the same manner.

Be careful not to use too many screw heads, as that spoils the effect; they should be placed only where it would be necessary to use real screws if the letters were cut out and fastened to the show card.

A GOOD BLACK PAINT

To obtain a good black paint, buy a fifteen-cent package of lampblack and a small can of Le Page's Liquid Glue. Pour the contents of the package in an old bucket, turn in as much hot water as needed to make a thin solution, stir thoroughly; next empty in your glue, about five minutes is needed to dissolve the glue. After this has been thoroughly dissolved, strain through a piece of cheese-cloth and bottle up. And thus, you have at a small cost, a bucketful of paint ready for use.

For colors, use what is termed Dry Colors. They can be obtained at any paint store. With an assortment of Flake White, Chrome Yellow, Ultramarine Blue, Vermilion, and lampblack, as already described, you can write almost any kind of plain or fancy cards or signs.

SILVER AND GLASS CLEANER

Precipitated Chalk.	6 ounces.
Wood Alcohol.	8 ounces.
Ammonia Water.	3 pints.

Mix together and shake well.

Directions:—Shake the bottle and moisten a clean woolen cloth with the liquid. Apply to the silver or glass to be cleaned and finish off with a dry chamois or woolen cloth.

SIGNS ON GLASS

A bar of common soap will furnish material from which a pencil can be made for marking on mirrors. It is often desirable to have a card of this nature appear for a few days, to be rubbed off later, or perhaps have the wording changed.

Soap does not make as durable a material for marking on windows as it leaves rather too faint a line to be noticed easily. Silver whiting, mixed with water, makes a good material for this purpose, but it must be put on with a brush. The sign may be marked off with soap on the outside and then traced on the inside of the glass with the whiting. Colored dyes can be used to give the mixture any desired shade.

RAISED FIGURE WORK ON WINDOW CARDS

A unique window card can be made with a little ingenuity on the part of the worker. Scrolls, figures, etc., can be made in raised work on the cards by using the point of a sharp penknife. The cutting must be done at an angle so that the surface of the card is raised up around one side of the cut, making the figure.

Representations of articles for sale, such as hats, shoes, fruits, etc., can be made by outlining as above and then with a brush filling in the color.

Flags, shields, etc., can be made to stand out in the same manner.

SOME GOOD WINDOW CARDS

After these are gone, no more; it's just changing money.

A full stock makes this store attractive.

A last chance at a good thing.

A limited number, but an unlimited value.

All our goods are choice.

All yours at your prices.

An appeal to your taste.

Antique finish, but modern prices.

A satisfactory article.

A shoe of quality.

As it comes to us, so it goes to you—at a bargain.

A value that wears.

Beautiful and different.

Because they fit well, they wear well.

Best butter in the market.

Best offer ever made.

Better than ever before.

Better to buy now.

Big bargains in bristle goods.

Buy here and save money.

Buying here is so easy.

Buy to-day and come again.

Can you resist these?

Chic and cheap.

Choose wisely by choosing here.

Come in and ask.

Come in and look around, that is what the store is for.

Come in anyway.

Cool things for hot days.

Correct shapes and colors.

Correct things for just now.

Costs a dollar and worth it.

Costs you nothing to come in.

Dandy shoes for little girls.

Dollars will do much here.

Don't miss getting your share.

Don't pass us by; give us a try.

Don't wait too long.

Don't wait until the best are gone.

Eager buyers' opportunity.

Easy shoes for uneasy feet.

Economical because it's double strength.

Elegant designs in carpets.

Ever see the equal for nineteen cents?

Every article here is a bargain.

Every article here is strictly high grade.

Every day here is "bargain day."

Every dependable and desirable kind of merchandise.

Every line perfect—every style right.

Everything that's new.

Exclusive and meritorious.

Extraordinary values.

Extra quality, leather lined.

Eye satisfaction—foot comfort.

Fall finery.

Fall goods now ready for your inspection.

Family shoe store—where honest values are offered.

Fancy goods at plain prices.

Fit for any foot.

Fit well, feel well, wear well.

For fancy hosiery there's only one place to come—here, of course.

For the busy man an accurate watch is a necessity, not a luxury.

Fragrant as the flowers.

Fresh to-day.

Gems of the season.

Give us a chance to please you.

Glad to have you come and look.

Good clear through.

Good things for cooler days.

Good values—best styles—popular prices.

Hardware that will withstand the hardest wear.
 Haven't you a place for this?
 Helps to economy.
 Here are things we know you will like.
 Here's a new idea.
 Here's a quality you'll be proud of.
 Here's how we save you money.
 Here's your opportunity.
 Hints for happiness.
 Hot weather comfort.
 Hot weather suggestions.
 How can you pass it?
 How can you resist?
 How's this for a penny?

If it's here it's worthy—if it's worthy it's here.
 If it's worth having we have it.
 If you come once we keep you.
 If you want to save try these.
 It will please you.
 If it's worth having we have it.
 Inspection invited—comparison challenged.
 Isn't it time to give thought to your winter shoes.
 Isn't your favorite here?
 It pays us if it pays you.
 It pleases us to say we are here to please.
 It takes nerve to sell at these prices.

Just a few of the many.
 Just a few real bargains.
 Just here—here only.

Knives that cut at cut prices.

Latest styles just received.
 Least price—best goods.
 Look at them anyway.
 Look everywhere—these are the best anywhere

Made on honor—sold on merit.
 Made to sell at ten cents—five here.
 Make yourself at home here.
 Meant to save and sure to please.
 Mercury up—prices down.
 Money back for faulty fit or broken promises.
 Mouthfuls of deliciousness.

Neat in style, elegant in workmanship.
 Newest wrinkles.
 New ideas at new prices.
 No headaches in these hats.
 No long waits here.
 None better—how could there be.
 No shoddy in heel, sole, leather or lining.
 Not bargain clothes—bargain prices.
 Note the quality.
 Noteworthy novelties.
 Nothing nicer, nothing newer, at next to nothing prices.
 Not the “everywhere” kind.
 Now is the best time to buy.
 Now you get the pick—later you get the remnants.

One for you, and you'll like it.
 One pair makes you a friend.
 Others like them, so will you.

Others may be cheaper—none can be better.
 Our best customers like these.
 Our best is the best.
 Our prices talk all languages.
 Out of the best we chose these.
 Out of the ordinary offerings.

Pace-makers in style.
 Patterns that please.
 Perfect in all points.
 Perfect in style, comfort and fit.
 Plenty of style, service and fit.
 Prices are at lowest ebb.
 Prices go to pieces, but quality remains firm.
 Prices that help you.
 Prices that make it an object.
 Profits pared from all prices.
 Pure, sure, sells, satisfies.

Quaint and cute.
 Quality the highest! Prices the lowest.
 Quick or they'll be gone.

Rare because of style—exceptional because of price.
 Rare values if you want them.
 Read the price tags.
 Ready made, but custom goodness.

Same snap and style as high priced clothes.
 School shoes—high school in quality, down to kindergarten in prices.
 See if it isn't here.
 See the variety.
 Sensible summer suitings superbly tailored.
 Serviceable and seasonable.
 Shapes that satisfy.
 Simply a perfect shoe.
 Size them up.
 Sleet-proof—snow-proof—rain-proof coats.
 Some garments are guesses—these are results.
 Some new propositions for you this week.
 Spring goods “blossom” this week.
 Strong shoes for sturdy boys.
 Surprise you—only —c. yard.

Tailored correctly and fit perfectly.
 Take it and leave a dime.
 Take one with you—fifty cents.
 Take your pick while the picking is good.
 The last of the lot.
 The latest creation.
 There is more in these suits than material and stitches.
 These show their worth.
 The standard of perfection.
 The tip-top of style for half a dollar.
 They'll come handy.
 Things worth owning.
 Things you want.
 Thin things for torrid times.
 This is what you want.
 This winsome ware reflects refined taste.
 This year's novelties.
 Ties which please correct dressers.
 Truly remarkable values.

Up to our standard—down to your price.



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There are a number of firms manufacturing signs, large and small, out of solid wood, and light metal that can be fastened upon barns or buildings, as well as on fence posts or posts erected expressly for them. These signs are very often much less expensive than those produced by local sign painters, so they should not be overlooked in preparing estimates of costs.

Whenever possible, the signs should be put up, so that they can be read from either side of the road, and from either approach. When this cannot be done, they should so face that the people going into the city will see and be compelled to read them. Signs are of little value when read by people who have completed their purchasing, and are on their way home. Another good reason for so placing them is that in going to the city the farmer usually travels in daylight, while in returning home it is often after sunset when signs cannot be read at all.

Some very good character signs are produced in iron and tin. These are made so that they can be fastened on buildings or on posts. Animals are often represented, the elephant being a favorite. A man or a woman in traveling costume carrying a huge valise is often seen in the fields of the farmers. They move not. They have hearts of iron and wood, but they inspire thought in the minds of the ruralite. The thought is usually of the advertiser.

Others represent the human being in many postures, and reveals them in many familiar occupations. One seen all over the country to-day is a boy climbing up the side of a building, advertising a "lye."

A sign recently seen represented a street car filled with passengers. The imitation was very realistic, being done on woods in oils. The colors used were natural, and the sight was attractive enough to stop many a rig for several minutes at a time, so that the occupants could get an undisturbed view of the "trolley off the track," as it was soon named by some wag. That sign paid for itself many times over in the publicity gained for the store that put it out.

The wind is the only element that is likely to play havoc with these signs, but if properly put out by a mechanic that knows his business they can be maintained for years at practically no expense after the first cost.

Mile posts are another source of publicity. These little boards, when properly placed are appreciated by the men and women who have to travel along that road. These can now be had from regular stock in some of the sign factories. Pictorial ones are the latest.

It is, of course, useless to go to the expense of putting out mile posts where there are others already located. They should always be located accurately. A bicycle and a cyclometer will give all the measurements required. These mile posts should be looked after every year, the spring being the proper time, and repaired, those past repair being replaced by others.

The wording on signs must be brief. Large letters and few words should be the watchword. An apt phrase well turned is good, but a variety of such phrases is better. The same phrase reiterated on each sign may get on some people's nerves.

Another kind of sign that has appeared recently in some of our larger cities in large numbers is the electric sign. These are manufactured by firms devoting a considerable portion of their establishments to them. That this means of publicity is good cannot be gainsaid, but the expense of operating them can only be borne by the larger stores. A consultation of the advertising pages of any good advertising magazine will acquaint any merchant desirous of further light on this style of advertising with their possibilities and the probable cost of the signs and their maintenance.

Billboard advertising is another class of publicity of which the retailer must be wary. The appropriation of the retailer using billboards must be large enough to cover cost of colored lithographs. Plain reading matter may be good, but a picture in color is better. It will catch the eye much more quickly, and when caught retain the attention longer. Stock lithographs can be purchased at very reasonable prices to-day, so that even the smallest advertisers may use them to some extent.

"Brevity is the soul of wit," but it is the body and soul of billboard or poster adver-

tising. A few words must be made to tell the whole story, and those words should be the smallest possible that will express the desired meaning. The story told, if incomplete, is of little value. It must be plain, and easily comprehended, and not hidden or only half expressed.

Striking colors are necessary to successful billboard advertising, although a strong sketchy black and white poster is very effective. When it is surrounded by glaring colors the contrast causes it to stand out better than colors in the same position would. It is the contrast that counts in that case.

The retailer using posters should have them put out by the regular billposter. It is useless to try billboard advertising if there are no regularly attended billboards to put them on. A few stuck up on alley fences, and in some inconspicuous place, is of little value. Prominence is the whole thing, and position is absolutely necessary.

More delivery wagons are being used each year in all classes of business. The grocer formerly had a monopoly of the delivery business, but latterly every branch of the retail business has become represented. The reason for this is not because people object to carry parcels, but that they have too many parcels to carry. They purchase more freely, and when their purchases are collected it becomes a burden to them to carry them home. The costumes of women now require both hands to manage. The natural remedy is the delivery system. This in itself is advertising or has advertising value.

There should be some advertising on every delivery wagon. The firm name alone is not sufficient to constitute advertising. Some phrase, describing the goods sold or the policy of the store, should be used.

Street car advertising has in the past few years been so generously spread through the country by the rapid development of the electric lines that it has come to be considered one of the standard means for gaining publicity. The retailer, however, is almost barred from this means of publicity by the excessive cost of the service. The larger retailer can afford to use street cars for advertising purposes, but the smaller firms must be content to profit by the advertising done in this way, for him, by the general advertiser.

Street-car advertising is still so young, comparatively, that a great many of its real opportunities have been overlooked through seeming lack of study. It is hard to tell just what does constitute a good street car advertisement. A sentence in plain type on white cards is easily read and the sentence if meritorious may be remembered. But alongside of it appears a card bearing a very catchy design in colors and this perhaps attracts more attention. The message on that card may be read and remembered or the design alone may remain fixed in the mind. In either case the advertising is accomplished, provided the design or the sentence reminds the reader of the article advertised.

The retailer with a limited appropriation may safely allow most forms of outdoor advertising to take care of themselves. If he uses up his appropriation judiciously in the newspapers and its supplementary aids he is likely to get better results than by spreading it on dead walls and billboards or by placing it in street cars.

CHAPTER XXV

ADVERTISING AT COUNTRY FAIRS

SOME merchants are of the opinion that the country fair is more of a drain on their finances than a benefit. Unless proper methods of advertising are used this is more than likely to be the case. They will have a chance to contribute toward its success in the shape of money and merchandise donations, for a country fair is no fair at all without prizes. As a usual rule they are not great financial successes and the management have to depend almost entirely upon the assistance given by the merchants

in the shape of prizes. In some lines of business the prize itself may be made to yield a certain amount of advertising for the store. The grocer may donate ten pounds of some special blend of tea that he has put up under his own special name. This ten pounds of tea may be divided into two or three prizes, and being mentioned under separate heads is good advertising of the tea, especially so when the name of the donor is printed in the prize list.

Other trades may take advantage of this by always donating a special article only to be obtained at their stores. Not only at country fairs but at picnics and excursions this special brand should be exploited. By always making a donation of the same brand or article the merchant obtains more publicity for his store than by giving something different every time he makes a donation.

But this is a minor part of the advertising to be obtained through the medium of the country fair. The exhibit of his wares should be the chief means of advertising his store. In this exhibit lies the failure of many merchants to realize benefits commensurate with the amount of time and money expended. The majority, the vast majority, of those who attend the country fair for the purpose of seeing everything there is to see are farmers. This being a settled fact a general exhibit of the merchant's wares is of little value. But let him exhibit goods used by farmers and he will notice a difference in the amount of attention his exhibit obtains.

The shoe merchant may place a glass case of fine footwear on exhibition. The case may contain the finest specimens he can obtain, but it attracts but little attention. Let him exhibit plow shoes, rubber footwear, and the sturdier shoes for women, and by the aid of a few appropriate signs his exhibit will become the center of attraction.

Tinsel and cheese cloth may make an artistic booth, but a good common sense use of his space would prove more beneficial to the exhibitor. The space may be fitted up as a sort of resting place where weary sightseers may seat themselves and cool their ardor. Cold water may be served by an attendant, who should always be on hand to distribute literature advertising the goods the firm sells. A salesman from the store could be utilized here. The salesman who has the widest acquaintance among the farmers should be chosen, no matter what other salesmen's qualifications may be. He is the one to obtain the friendship of those he knows and of those whom he becomes acquainted with by little acts of consideration and kindness displayed at his booth.

The firm who wishes to go more extensively into this feature of advertising can hire a professional magician, or a comic song and dance artist for the purpose of drawing attention toward his exhibit. When this is done a good talker should be placed in charge of the exhibit, one who understands the wares being shown and one who can explain the superior points of them over others of similar makers.

Even a phonograph can be made to serve as an attraction. An instrument of good clear tone may be rented and a large variety of songs, comic and serious, as well as monologue sketches and instrumental selections can be rendered during the time the fair is most crowded by sightseers.

A large register could be used for the purpose of obtaining a good mailing list. A souvenir may be promised all who would register their names and addresses, or it may be distributed then and there. Accompanying the souvenir should be a carefully selected lot of literature.

Even a guessing contest of some kind could be instituted to create enthusiasm among the visitors to the exhibit. No matter what the means used, so long as it has some unique or original feature it is bound to prove a success.

The fair grounds are usually some distance from the business portion of the towns and cities where they are held. A telephone could be placed there for the convenience of the public. A place can be provided where parcels may be checked free of charge; this would prove a boon to many. A bulletin board might be displayed bearing the latest news of the day and especially any news of the fair. This would also be greatly appreciated.

The merchant who desires to make the most of country fair advertising should visit



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opportunity to become better acquainted with the usual trend of the advertising done by his competitors to be. He should watch their advertisements closely so as to see just what policy each store seems to be pursuing. Should the majority be harping on low prices he may make sure that the people are being attracted by just that kind of advertising. But on that account alone he should not blindly follow in their footsteps. It might be better policy to start out as a "quality store." Still an examination covering several months of the advertising done in a town or city will show the general tendency of the people's desires. From this knowledge, to which he may add from personal interviews with other business and professional men, he must settle upon a store policy. It would be folly for him to make up his mind that he was going to run his store along certain lines before finding out the practicability of such a policy in that place. Even his purchases should be governed to a large extent upon the policy, even though he decide to carry a large range of merchandise covering all classes, low, medium and high grade.

Some weeks before his opening he should set out to obtain a good mailing list consisting of heads of families. A good directory will usually supply this. To those on this list it would be policy to send a printed invitation to visit his store on opening day. This invitation should be printed on a good quality of bond paper and be printed on one page of a folded note size, similar in all respects to a wedding invitation. It might read as follows:

ROBERT JONES & COMPANY
request the pleasure of your presence at the
formal opening of their
New Store
Nineteen Broad Street
Thursday
March Twenty-first,
Nineteen hundred and seven.
Clothing. Shoes. Furnishings.

These should be mailed about a week previous to the opening day.

Three days before the opening a small advertisement should be inserted in the newspapers stating that the store would be opened on a certain date and that on Wednesday (the day before the opening) a complete announcement would be published.

This announcement should be complete in every respect. It should give the store policy in no uncertain note. If it is intended to sell goods at very close margins so that the store would be known as a cheap store this fact should be set forth. If it is to be a quality store that point should be forcibly stated. If it is to be a combination of the two that should be emphasized.

This opening announcement should be of considerable size. A page is none too large a space to use in the lesser towns or even in the larger cities where space runs into money quickly. This announcement should give all the particulars that is necessary to give the public an idea of what the store is going to be and of what it is going to do.

We reproduce the opening announcement of the Espenhain Dry Goods Co., Milwaukee, which is a splendid example of what such an advertisement should be. It is not necessary to quote prices—that should be left for the advertisement to appear on the day following the opening. The things to be featured should be more in the nature of the entertainment to be given at the opening than specific items, prices or values. The Espenhain advertisement sets forth the important items in a pleasing manner. The illustrations are attractive, the headlines announce the purpose of the advertisement, and the introductory lines interest one enough so that he is apt to read further. The panels on either side announcing that souvenirs will be given and that good musicians will be present stand out from the rest of the advertisement on account of the judicious use of white space. The invitation in the center is intelligently worded. The "Luxu-

rions Rest Room" and the "Dainty Room of France," are features that would be quite apt to persuade any woman to make a visit to the store, knowing that she would have a comfortable place to rest and something interesting to observe while she was resting.

It will be seen from this example that the opening announcement should differ materially from the regular advertising of the store. It should be somewhat more formal, somewhat more chaste and altogether overlook the question of profits.

The Keith-O'Brien Co., Salt Lake City, announcement is even much more formal than that of the Espenhain Dry Goods Co. It is decorative in design and gives one an impression that a store making such a characteristic announcement must be a good store to trade at.

The interior of the store should be made as attractive as possible. There should be as many flowering plants, palms, cut flowers and set pieces as there is room for. No legitimate expense should be spared to make the visit of the public one to be remem-



Doors of the New Store Swing Open



MILWAUKEE and the Great Northwest are cordially and earnestly invited to attend the opening program at our magnificent new establishment tomorrow. The new store, as turned over to us by the contractors, is a model retail emporium, equal in every respect to the finest in the land.

An Array of New Features Worthy of Aladdin's Lamp

IT WOULD seem that nothing less than the power of the genii could produce this wonderful array of the new and the beautiful. There's a wealth of luxurious comfort-giving appliances in every nook and corner of this great building. All the leading department stores of the east and middle west contributed their share of new ideas, new methods, and improved service plans. No line of investigation was overlooked. Everything that could be found, or that money could buy, was procured for this great new Milwaukee retail center.

*A Souvenir
For You*

A BEAUTIFUL
souvenir Memo
Tablet will be presented
to every one entering
our store tomorrow.

*In addition to facts
for shopping notes, and
in memoranda, this book
contains a complete di-
rectory of the store, en-
abling you to find all
departments with ease.*

Your Presence Requested at 9 O'Clock

COME EARLY—before the crowds throng the aisles and passage ways. You'll find this a most excellent time to enjoy the music and view the new store at your leisure.

Features of absorbing interest on every hand. Marvels of inge-
nuity in construction and appliance are revealed with every glance.
Never before in department store history have so many varied
and adaptable plans of economical merchandising been available.

SYSTEM is the watchword everywhere. System that tends to quick and accurate service—perfect and easy selection—selling on closest margin. And they are all embodied in the construction of this great mercantile establishment.

*Orchestral
Music*

THE DeBona Quintette and the Orpheon Ladies Orchestra will render a select program.

You can enjoy this musical treat without the discomfort of crowding. All aisles and passage ways are wide and open. Program from 9 to 12 and 2 to 6.

Luxurious Rest Room

AFTER your trip through the store returns to the second floor and enjoy a rest in one of the large leather lined arm chairs that abound in the rest room. For good solid comfort there are no better chairs made than these great roomy leather rockers.

The rest room itself is one of the most pleasing features of our new home. Finished in Autumny oak and leather, and filled with arm chairs, rockers, settees, and every aid to tired nature, it's the most home-like, comfort-giving place in Milwaukee.

Patrons are welcome at all times to take every advantage of this beautiful rest room while shopping or when meeting friends down town. Telephone Booths, writing Desks and Engraved Stationery available to all. The entire room is furnished and supplied with a view to your comfort and convenience. You are cordially invited to drop in tomorrow.

Dainty Room of France

ONE of the prettiest and daintiest spots in Milwaukee will be found on the third floor of the New Store. The French Room and the Lusane Parlors will excite the wonder and admiration of every dainty woman who has the slightest interest in Foreign Styles.

We have made Parisian connections worthy of exclusive treatment. After careful consideration of methods used by other large department stores we discarded all previous systems and built a brand new French Room exclusively for this purpose.

The results obtained exceed our most sanguine expectations. We are more than proud of this most interesting and novel addition to our Women's Wear departments. The French Room as arranged with the exquisite Parisian Gowns and the chic, fairy like lingerie proves one of the most beautiful and striking expositions of the entire new store.



ESPENHAIN
Grand Avenue DRY GOODS CO. Fourth Floor

bered and talked about. Attractive goods should be on display everywhere. These should be representations of the stocks to be handled by the store.

Music should be provided and an attractive programme rendered. Ices may be served or not, as is decided. As a usual thing it is not advisable to cater to the inner man except there is a restaurant or bakery or some such department as a part of the store.

Souvenirs should be freely handed to the visitors. It is desirable that there should be four different classes of souvenirs for a store catering to the four classes—men, women, boys and girls. The souvenirs suitable for giving to women would be of practically little use for men and would not be appreciated. The boys and girls should not be overlooked





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the service of the store would be to make trading there not only profitable but pleasant. To this might be added a list of departments or a list of classes of goods to be handled.

This is the apparent advertising of the store, but it is only part of it. At the first opportunity reading notices should be placed in the newspapers. A mere formal announcement that John Smith would open up a shoe store in R. Gluns' old stand should not suffice. If left to the newspapers that is about all that would appear. Instead of that the proprietor should have a good newspaper half-tone cut made from his photograph. He should take this to the newspaper with a half column account of the enterprise to be opened which should also contain a brief biographical sketch of the new proprietor. This should be paid for at regular rates. From this time on there should be an uninterrupted story of the new store's progress given to the public through the news columns of the press. Every new and novel invention that is to be used and every innovation that is installed for the purpose of serving the public quicker, easier, or more pleasantly should be chronicled. When new goods arrive they should be announced, and so on right up to the more formal announcement of the formal opening.

It is often a question whether it is desirable or not to offer goods for sale at a formal opening. In nine cases out of ten it will prove better to offer no goods for sale whatever. Have the people come, inspect the store, the stock and its conveniences. Have a pleasant word with each, either personally or through the sales force, and bid them come again.

The Crown Tailoring Company, Toronto, used a unique and novel method of announcing their opening. Cut No. 1 shows the announcement as it appeared in every Toronto paper on the second day, there having been one on the preceding day that showed the cat at the bottom of the bag. The announcement "Watch the cat in the Bag Every Day" was hardly necessary after the first day, for people noticing the different position of our feline friend on each succeeding day eagerly looked forward to a solution of the mystery. It came with the final announcement that The Crown Tailoring Company, of Toronto, had opened up a new store. This while clever, and no doubt very effective at the time, is of questionable value. Blind advertising is either very successful or it is just the opposite—more often the opposite.

The Rexall Remedy Company some few years ago used a similar style of advertising to advertise their new remedies. The scheme began with a female in soldier costume being used. She carried a banner which she had apparently planted in front of her. It contained the one letter "R." The following day's advertisement showed another soldier girl who had brought up another banner containing another letter—it was "E." This continued for days until the Rexall Remedy being exploited was spelled out in full and there was a line of dashing young soldier girls. These announcements were successful in most cities in which they were printed.

Such advertising not only costs considerable money but is a risky proposition to handle. If the advertisements take the popular fancy they are successful, if the public does not take to it it is money wasted. That is all there is to it. It is something like the popular song question. Some one sings a song at some theater or music hall and it immediately becomes popular. Who can tell what made it so? It is very often not on account of its merits. It might even obtain its popularity from a wink of the eye of the pretty sourette who sings it. And so a popular song is born.

Blind advertising is merely an experiment, and experiments are costly.

CHAPTER XXVII

SPRING AND FALL OPENINGS

WHEN the spring season opens out the merchant should have his plans for the season all laid out. In fact, certain parts of his advertising literature, such as catalogues, booklets, leaflets, package inserts, etc., should be all stored away ready for the time when they are to be used. He should also have a general idea of just what lines he will advertise, how long he will advertise them, and how much space he will give to advertising them.

The merchant who is really ready with his advertising campaign when spring arrives is to be congratulated. Very few ever are.

The preparation of the spring advertising plans should begin when the merchant buys his first bill of goods for spring. It should continue throughout the rest of the buying season. Sometimes the traveler makes a suggestion, sometimes the samples suggest some line of advertising, and often in reading his trade papers ideas present themselves that are stowed away in his memory for future use. A better plan, however, is to use an "idea" book, and place these ideas under one heading, i. e., Spring Advertising.

Manufacturers and wholesalers often supply printed booklets, window cards, etc., copies of which are usually shown with the samples. The merchant must make arrangements for receiving the necessary quantity and have a place for each piece of such literature in his plans.

Then there's the question of cuts. Many of these are provided by the manufacturer, and proofs of these must be preserved and advertisements woven around them for use at the proper time.

During the holiday rush and the period of clearance sales that immediately follows, the merchant may lay aside his spring thoughts. He requires all his energies concentrated on the present business. But as soon as the clearance sales are over he must once more get into the spring harness. The new lines are being shipped, received, reviewed, priced, marked and stored.

New suggestions for advertising crop up and the plans begin to mature. Booklets and leaflets are prepared and sent to the printer. Cuts that are necessary are ordered. Envelopes are addressed if the store possesses a mailing list. Often the mailing list is selected from the latest directory or tax list.

But that is only a part of the general plan. Some of the fixtures in use have to be altered. New furniture has to be ordered. New rugs, carpets, eases; perhaps new window fixtures and stands are required. These all have to be looked after so that they will be in position for the spring opening.

Painting and decorating follows the alterations; following these, the spring house-cleaning. Floors must be scrubbed and oiled, broken cartons must be replaced by brighter and newer ones. In fact, everything must be thoroughly overhauled, dusted washed, cleaned.

All this must be done with as little confusion as possible, for business must go on just the same. Goods are being sold and goods are coming in. Some merchants very wisely

The honor of your presence

is requested

at the opening of the

Big White Store

Schipper and Bloch
Dana, Illinois.

Monday, Tuesday and Wednesday.

September twenty-fifth, sixth, and seventh.

one thousand nine hundred and five.

hold back the new goods until the latest possible moment. This is done for the purpose of forcing out the winter lines. It has another effect that is often overlooked. When all new, or nearly all new lines are brought out and shown simultaneously an impression is given that the styles are in reality new. If they are placed in stock as received, by the time the spring selling is on in real earnest the styles are old to both the salesmen and the patrons of the store.

The real spring advertising of a store should start off with a spring opening. Every store of any pretensions whatever, any store that has any following at all, and any store that desires to build up a permanent trade should have at least two opening days, one in

*The honor of your presence
is requested by
Marshall Field & Company
at their retail store in Chicago
during
Exposition Week
October second to seventh
One thousand nine hundred and five*

spring, the other in the fall. The opening marks an epoch in the store, for both patrons and salespeople. It brings forward the new season with much more force than if allowed to be gradually ushered in, and, as before stated, the new styles are brought forth, one with another, the whole making a complete show-

ing. Then, too, there are the attendant decorations, music, eclat, all adding much to the value of the styles shown.

As a usual thing the formal opening of new styles is extended over two or more days in the larger cities. In the smaller cities where there is usually some farming trade it is advisable to have a three day opening, commencing on Thursday. If this is done the opening may be further divided, when both men's and women's goods are kept in stock, into Ladies' Day, Men's Day and Farmers' Day. The exhibits should be changed to meet the requirements of each day, the decorations being the same for all, although the general program of the entertainment might be varied.

The decorations for the spring opening should partake of the nature of the season.

*We are cordially invited
to attend the Grand Fair of the
State Fair, October 23 to 28, 1906.
Special Sale on Every Department Every Day During Fair Week.
If you buy elsewhere you will regret it when you see
Our Immense Stock.
Largest line of Suits, Vests, Shirts, Hosiery, Shoes and Caps to be
found in the Country.
Open Every Day from 10 A. M. to 10 P. M. at
the Grand Department Store of
The James E. Tapp Company,
1002, 1004 and 1006 Main Street,
Columbus, O.*

What more simple than living plants, flowers and foliage. Artificial plants should be used as sparingly as possible for the spring decorations, although for winter use they do very well. The extent of the use of blooming plants and cut flowers will depend largely upon the amount of cash set aside for decoration purposes. It is a well-known fact that many of the large department stores spend thousands of dollars for cut flowers and plants when having formal openings. These vast sums are usually con-

*The honor of your presence
is requested at the
Fall Opening Exhibit of
Lace and Dress Trimmings,
commencing upon Thursday morning
September the twentieth
one thousand hundred and five
and continuing throughout the week.
And our Special Trade Ladies, come then
178-180 North Dear Street,
Fall River, Massachusetts*

*The honor of your presence
is requested at the
Formal Opening
of our New Store
Corner Water and William Streets
Brother, Illinois
Saturday, October the fourteenth
one thousand five
Williams Bros. Company*

*Geo. H. Williams
Charles H. Williams
Ernest H. Williams*

NOTE.—This notice is hereby printed in our paper in order to save the public the trouble of going to the store to see the goods. There is no charge for this notice.

sidered to be well spent, too. One shrewd merchant in a small city made arrangements with a florist, the only one in the place, to decorate his store for his opening days and as recompense gave him the privilege of placing price tickets on each plant and of having an attendant present to make sales and take orders. The scheme worked well. Small cards were used on each plant for sale, stating that it was loaned for the exhibit and was for sale, giving the price. The co-operation of these two resulted in benefit to both. The merchant had an abundance of fresh flowers for decoration purposes, and the help and skill of the florist in decorating for absolutely nothing. The florist sold many plants and took orders for many more and got sufficient advertising, at no expense other than



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The fall opening should be conducted on practically the same lines. Seasonable goods being the central figure of the display. At these fall openings there can be made elaborate decorations of the beautiful colored leaves and branches of trees that are to be had for the cutting in the country. The expense of the decorations for fall openings are thus cut down considerably below that of the spring openings.

The Easter opening announcement of Chas. A. Stevens & Bros., Chicago, is typical of the announcements of the large metropolitan stores. A reading of such an advertisement will arouse in any woman a desire to see the newest creations to be shown by a store that is recognized as an authority on style. The advertisement is a fine specimen of an opening announcement.



CHAS. A. STEVENS & BROS
Women's Outfitters 109 to 111 East Wabash, Chicago

The most delightful, the most interesting, and the greatest success of any opening ever held in Chicago—the Stevens

Easter Opening

Today will be another exceptionally interesting day

Beautiful styles, music, flowers and great throngs of delighted women—that's the story in a nutshell of yesterday at this beautiful style show.

The fact that all women of Chicago who appreciate the truly artistic in women's attire now look to this store as their authority is very gratifying to us. It is also gratifying to us to know that the leading merchants in these lines, of this and other great cities of this country, whenever possible, delay their openings until after ours has occurred, as a careful inspection of our stocks enables them to put forward, as indicative of the season's styles, merchandise that they then feel safe in recommending as correct, as they fully realize that the enormous display made by Stevens each season contains not an article to which the slightest question as to its correctness could be attached.

The idea should be as gratifying to the thousands of our loyal customers as it is to us to know the position this house unquestionably holds, and the extent to which others attempt to copy our original style of advertising, our window exhibits, and our method of interior decoration and display.

The high standard we have set in these matters has been copied by a score of stores in this and other cities, and while they imitate our methods successfully in a degree, our position is unique in that they only reach here and there what this store sets forth in such a striking degree and in such wonderful variety, everything that is truly artistic and desirable in women's wearing apparel. The phenomenal growth of our house on these lines is conceded on every hand, and the reason of this phenomenal growth is explained in our merchandise and methods.



Opening Days

Wednesday & Thursday

March 21 & 22

**MILLINERY &
COSTUMES**

W. EDW. MALLEY & CO.

The Edw. Malley Co., New Haven, Conn., advertisement is altogether too formal. The illustration is excellent, but the text of the advertisement is lacking in inviting power. While it is the intention of the store to invite all women to view the new lines in millinery and costumes it does not say so. It merely implies the fact. Then there is lacking the details of attractions that are offered in the way of entertainment. The Chas. A. Stevens

CARSON PIRIE SCOTT & CO.

SPRING OPENING



TODAY and throughout the remainder of the week this store will present the authoritative and representative exposition of 1905 fashions.

In our displays of Millinery, Costumes, Wraps, Suits, Coats, Waists, Linen, etc., you will find not merely adaptations and copies of imported models but the original masterpieces, created at first hand, direct from the foremost style creators of Paris.

In connection with the style show you shall also possess an interesting and comprehensive display of all kinds of spring merchandise. This part of the opening will reveal:

The best results achieved by manufacturers of fabrics and furnishings in adapting their products to the new style demands and in producing exclusive effects.

Ample assortments of bright spring merchandise, including many lines that are to be found only here.

A series of value offerings throughout all stocks that will emphasize the ability of this store to sell fine merchandise all the time at lowest prices—offerings represented by a few typical quotations on this page.

NOTE—THE "BLACKSMITH" will be withdrawn from exhibition after this week.

Women's Silk Suits, \$25.00.

FANCY Blouse suits of chignon tulle, in brown, blue and black; colorless style, plaited front and back, trimmed with braid to match; soft plaited girdles and plaited skirt, at \$24.00. *Fourth floor.*

Silk Redingote Coats, \$22.50.

MADE of fine soft black peau de soie, collarless style; double bon plait front and back, brand trimmed at neck and down front; new full sleeves, plaited girdle cuffs, full skirt, plaited front and back—\$22.50. *Fourth floor.*

Opening Value in Misses' Suits.

WE had made especially for this opening a line of Misses' Suits that for material and style distinction will bear critical comparison with similar offerings anywhere. *Fourth floor.*

Misses' handsomely tailored Blue Coat Suits, with belt, double-breasted coat, new full sleeves, collar and cuffs, trimmed in contrasting broadcloth, matched coat and heavy plaited skirt, in checks and mottos, sizes 14, 16 and 18 years—\$14.75.

Opening Showing of Spring Silks.

OUR Silk section is completely stocked with rare and exclusive designs in handsome silks. Novelties are arriving daily. *Fourth floor.*

Imported Mouseline Tulle Frocks, five different styles of lace; color effect "Auburn of Roses," a silk for dinner wear, a yard, \$1.25.

Imported Plaid Lingerie and Tulle, small and medium designs, in exquisite color combinations, with satin lace on the Lingerie gowns, latest French effects, a choice value, a yard, \$1.25.

Black and White Novelties, on white and black grounds, in Pompadour, brocade, crevel, wrap print and the scotch checks—a unique collection, a yard, \$1.50, \$1.25 and \$1.00.

English Mohair Dress Goods.

WE show effects and values in these goods not duplicated elsewhere. For shortwaists and shortwaist suits at 14c a yard. *Fourth floor.*

30-inch Plaid Suits 70c. 50-inch Plaid Suits 70c. 50-inch Tartan Plaid in English Mohair Suits 70c. A new lot of our famous 44 inch Green English Suits, a yard, 80c.

Fine Imported Lace Novelties.

FOR this opening sale we have secured a special assortment of latest importations and are putting them on sale at a very low special price. The assortment consists of:

Elegant net top lace. Handsome veiled bands. Handsome Irish point bands. Fancy colored lace novelties. Rich black silk appliques. Black silk bands, etc.

Very remarkable values at the "opening" price, 80c a yard.

Beautiful New Spring Waists.

THE detail and finish of the new spring waists, the distinctness of the fabrics and the individual style, together with the extremely low prices, will make them appeal to women of taste. We quote three "Opening Week" special values. *Fourth floor.*

Real Lace Waists—A sorting display of exquisite crinoline made exclusively for us, at \$100.00, \$110.00, \$120.00 and \$140.00.

Lingerie hand-made waists in soft and delicate lace and French embroidery, at \$14.75, \$20.00 and up.

Three new styles in flower novelties with fine flower lace and French embroidery, at \$14.75, \$20.00 and up.

Corsets: An "Opening Special."

TO signalize Opening Week this section has provided a surprise for all women who seek a corset modeled on correct lines at a very low price. *Fourth floor.*

The corset is made of French embroidered silk tulle. It has the ultra high bust and is extremely long over the hips, has two pairs of garters attached. A special for the opening—\$5.00.

Smart House Gowns, \$10.50.

THIS section is prepared to satisfy practically every possible demand for negligees from the simple Kimono to the elaborately trimmed house gown. *Fourth floor.*

For "Opening Week" we have a special line of house gowns that will delight you. Fine Albatross, beautifully embroidered, elegant styles in chamois, French flannel and Chamois silk, choose at \$10.50.

Specials in Novelty Jewelry.

THIS section is fully supplied with large assortments of the prettiest jewelry that go with the spring styles in dress. *Fourth floor.*

Vanity boxes, heavily gold plated, with chain, combs, powder puff, mirror, and more toilet, negligee and \$5.00.

Fancy jeweled back combs, \$5.00. Jeweled crosses, with gold chain, \$5.00. Neck bands, gold \$10.00, \$1.25. With chains attached, \$5.00. Hair pins, some jewel studded and richly ornamented, 50c and 80c. Graduated neck bands, light turquoise, Roman pearl, cut amethysts, etc.

Swiss Embroidered Flouncings.

WE have placed on sale at a special "opening" price 250 pieces of the finest embroidered flouncings—the embroideries for waists, costumes, skirts, etc. *Fourth floor.*

They come in the beautiful Irish point, Anglaise, openwork guipure and English eyelid effects—all the season's best importations—widths 18 to 72 inches. Every piece in the lot would ordinarily sell from a third to a half more. Special opening price, 80c a yard.

TO THE PUBLIC:

At the beginning of this new season we desire to express our thanks for the gratifying evidence of your good will and confidence that has come to us in greatly increased business since we took possession of this corner a little more than six months ago.

We can best show our appreciation of the favor we have received by striving harder than ever to merit a continuance of it. That we shall do. Our constant effort will be to work each day some improvement in the selling of good merchandise at lowest prices and to make this store more than ever the most convenient and comfortable and satisfactory shopping place in Chicago.

CARSON PIRIE SCOTT & CO.



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dition, and that was that the person holding the winning number must be present in person to claim the gift. These circulars were distributed about a week before the opening and the same day the windows were trimmed with the gifts. A large card stated the conditions under which they were to be given away, and that any adult who did not possess a circular could obtain one by applying within the store.

The evening before the opening the gifts were removed from the windows, and the mayor of the city and a local banker acting as a committee selected the numbers. These numbers were selected from those that had been given out on the circulars. After fifteen numbers had been chosen they were placed in separate envelopes and thoroughly mixed. They were then passed over to another committee composed of a lawyer and a school teacher. This committee placed one of these envelopes upon each of the articles to be given away. This done the envelopes were opened and the numbers attached to the gifts.

Now mark this: All of this was done in the presence of another committee consisting of the editor of the local daily and representatives from the three labor organizations in the city.

All of this was not absolutely necessary and seems to be a long way around a little corner. But the merchant had two purposes in view and he attained them. First, to insure an absolutely impartial offer, and, second, to thoroughly advertise the event. You may be sure the different committees did not hold their tongues, especially as a light lunch was spread after these very arduous labors had been completed.

The opening was a success and it was due entirely to the fifteen gifts which were every one of them claimed.

This may be considered by many as sensational but it proved successful. Had it failed it might have been censured, but success will always atone for any mild shortcomings like this.

We are also reproducing several of the formal invitations, issued by prominent stores in different parts of the United States, and mailed to customers, inviting them to store openings. They are all good, although all are different in wording. These examples will clearly show how these invitations should be worded and in what style of type they should be printed.

Part Three

SCHEMES AND SELLING PLANS



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affair is that the crowd was composed mostly of women. The couple were married in the window. Outside the police had to use their clubs or batons on the heads and shoulders of the mass of onlookers in a frenzied effort to preserve order and cause the people to disperse. A local paper in describing the affair, said: "Women fainted; dresses were torn; babies were lost; every one stepped on and jostled every one else, and pandemonium reigned supreme."

The merchant was roundly scored by the authorities, and heavily fined, with the alternative of two months in jail. The wonder is that the poor misguided merchant did not further seek public sympathy by spending the two months as a prisoner instead of paying the fine.

Does any intelligent merchant consider for one moment that that scheme as carried out was good advertising? The writer does not.

The above is only one example of the lengths that some merchants will go in pursuit of publicity. Some of the schemes used, unlike this one, are really good from an advertising viewpoint. Here is one that drew an orderly crowd to the store of the merchant who used it, and at the same time was productive of much direct business.

This firm had a large number of tickets printed similar to the following:

<p>No. 1967.</p> <p style="text-align: center;">REWARD</p> <p>We will present to the person who brings to us the lucky number before 6:30 P. M., Show Day, a fine Silver Tea Urn, displayed in our show window.</p> <p style="text-align: center;">BURNING BROS., Cardigan, Ill.</p> <p>Sign here.....</p> <p style="text-align: center;">No one allowed to deposit more than one ticket.</p>

Each ticket had a serial number, running from 1 to 5,000, and was about the size of an ordinary business card. These were distributed on the streets, at the show grounds, and the railway stations on Show Day. The urn was exhibited in one of the windows, and a suitable card shown with it explained the scheme. It also stated that a card and number could be had for the asking inside.

The advertising manager, said of the scheme: "Altogether, the plan was very satisfactory. The store was crowded from morning until evening, and a splendid business was done. The most important effect, however, was the new customers that the advertising brought to the store. Many people came to the store for the first time, and we were able to interest a number of them in paying a second visit."

The success of a scheme can only be gauged by the benefits derived from it, and in this case it was perfectly satisfactory. Besides this new business gained on Show Day, the firm found themselves in possession of a very valuable mailing list, which they used for circularizing, and obtained good results from that also.

A clothier advertised a special sale of trousers, and in his advertisements was prominently displayed this offer:

<p>The first three men entering our store on Sale Day, August 2d, will each be presented with a pair of \$3.50 trousers, absolutely free. All those who wish may sleep on our doorstep all night.</p>

An offer of this kind is likely to cause trouble for any merchant making it. Then, again, it is likely to attract to the store an undesirable class of persons. They will be

there, ready to fight for the goods offered free, but with no intention of paying any price, no matter how low, for anything. Such an offer would never be attractive to the persons intended to be reached by the advertiser.

Any scheme of a sensational character that is calculated to bring into or about the store the unruly element of the locality is more likely to prove injurious than beneficial.

A clothing merchant in one of our larger cities drew a large crowd in front of his store (the inside was deserted) during a Thanksgiving sale, by letting loose one hundred live turkeys from his upper story windows. Some one hundred persons got live turkeys after a chase, and some thousands witnessed the proceedings, but not many of these same thousands ever went inside of that merchant's store. The results were less than expected. The cost was never made up from the sales made through that species of advertising.

The idea of throwing goods from the roof of a building to the waiting and expectant crowds below can sometimes be made the means of considerable talk about the store.

On a market day in the latter part of August, when the weather was still warm and bright, but sales had stopped in the straw hat department, a men's furnisher announced that he would throw from the third story of his store building a barrel of straw hats and thirty suits of clothes. When the appointed hour arrived an immense crowd had collected outside the store, and while a large part of them were there merely to look on, the excitement was just as keen in every part of the throng. While many of the hats were not presentable after the row, the boys of the town extended the advertising for the merchant by running around the street with rimless or crownless hats on their heads. The suits were of little use to the store, but were as eagerly fought over as if they were the best procurable. This is one way of getting away with unsalable goods; another way would be to send them to some charitable institution. The advertising that would accrue from this latter disposition of them might prove to be quite as good and some poor fellow might be made happier by it.

Sometimes some of the schemes used by the merchants are intended to be "smart," or are made with the intention of having the public adjudge the merchant as a sharp, or shrewd, or cunning advertiser.

Here is a little thing that proved successful. A druggist had a large number of folders printed, advertising his business. One page was given up to the scheme. The folder was entitled "Vest pocket rules for all games," and was suitably illustrated. These were advertised freely in the papers and were given away free. When the seeker after knowledge had secured one he found that the "Rules for all games" was in reality only one rule, which applied alike to all games. It was:

"KEEP YOUR MOUTH SHUT."

This was an intentional "catch" on the part of the advertiser, and the public took it as it was given. Not so was it with a cigar dealer, some years ago, who made himself very unpopular by his smartness. He was ever on the lookout for "gags" and schemes, whereby he could catch his customers. One that he used was to place a card in his window, stating:

I WILL PAY \$15.00 FOR 1906 PENNIES.

One or two respectable persons were taken in by this. When they found that the offer made was \$15.00 for \$19.06, or "nineteen hundred and six single pennies," they transferred their trade to a cigar dealer who was not quite so sharp.

A shoe merchant made a lot of trouble for himself not long ago by using a simple little scheme. He had a waterproof shoe that was guaranteed to withstand any amount of water, and had one placed in a glass dish of water. Before doing this he resorted to the vaseline bottle, and after a liberal coating of this preparation it kept out the water per-

fectly. After this practical test (?) had sold a large number of the shoes the purchasers began bringing them back with the complaint that they leaked. The merchant explained how the shoe in the window was made waterproof, and by liberal allowances on new shoes kept his customers. Had he frankly told his customers when they made their purchases that the use of vaseline would aid the shoe in resisting water he might have saved himself a good deal of worry and loss.

A trick of a similar nature was used by another shoe merchant but it was one that was not calculated to do him any injury, because in reality no one was injured.

He had two thermometers in his window. One was placed in a cushion-soled shoe, and the other alongside of it. A window card called attention to the difference in temperature, inside and outside of the shoe. The one inside of the shoe registered about twenty degrees more heat than the one outside, but, of course, it was "faked." It attracted a great deal of attention from its uniqueness. This same scheme might be used in summer, showing an oxford to be many degrees cooler than a high shoe.

There are a great many schemes that are beneficial without bringing direct results. Others there are that cannot bring any good results no matter how they are worked. Then there are many that will not bring results adequate to their cost. Unless the scheme is such that direct returns will accrue it is perhaps best left alone. Sometimes a scheme that is merely intended to remind the public that the store exists will in the end pay, but it is best to have a dozen little schemes bringing in direct results than one intended merely to familiarize the name of the store.

A merchant in a "factory" town made use of the following scheme to get direct results:

In the first instance he held what he termed "An Envelope Discount Day." He advertised that every employé of the factories in the town who would bring his pay envelope to the store on a certain date would receive a discount of five per cent. on all purchases made for cash on that day. To help the scheme along he had a number of manila envelopes printed with the following inscription in one corner:

Present this envelope at H——'s store on December 12th and receive a discount of 5 per cent. on all purchases made on that date.

As this is the kind of argument that appeals to most men the store was crowded on the date named. The store had to be kept open during the evening to supply the demands that were made on it.

From this idea was evolved another. They contracted to supply the factories with their weekly pay envelopes for the privilege of placing their advertisements on them. They continued the five per cent. discount idea but varied it by offering it on only one line of goods one week and on another the next, and so on. Besides this they had printed on these the words, "Look out for the Blue envelope." These blue envelopes were used occasionally. Whenever trade slackened up a blue envelope was used and this blue envelope entitled its holder to a five per cent. discount on any article purchased within five days of its date.

This merchant captured a large part of the factory trade by this little discount scheme. Had he merely offered to every one a discount of five per cent. on their purchases on a certain date there would have been no appreciable increase of sales on that date. But by making the special offer to a "class" of customers he appeared to favor them and the idea proved successful.

Any scheme that stamps a merchant as progressive, as original, as determined to stand in the front rank of his line of business, is bound to win the respect and support of an ever-watchful public. There is a perfect thirst for novelty to-day, and when a business man finds that some competitor more active than himself is leaving him behind in the race, it is time for him to cut loose from some of the cut-and-dried business methods of a generation ago. Give the public something new and they will call at your store if for nothing more than to pay a tribute to your progressiveness.

In order to get rid quickly of a large quantity of shopworn and unsalable goods, one



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The back cover contained a half-tone picture of Washington's residence at Mount Vernon, and also mention of the firm. The two inside pages contained the information for which the program was issued and appropriate advertisements at the top and bottom of each page. It was a timely advertisement, and undoubtedly was appreciated by the people of that city.

The window can be used very often for attracting attention to the store. Some very clever ideas have been used. A good one for arousing curiosity is the smashed window idea, where a piece of timber is supposed to have been hurled through a plate glass window, and remains, a portion of it outside the store and the remainder inside the window. The effect is produced without any damage to the glass, by gluing a portion of the piece of wood inside the window and the remainder on the outside, and then drawing lines with soap and glue to give the appearance of cracked glass. Such a window is talked about, and commented upon; and if the right kind of window cards explaining the "accident" are used, the result is added publicity to the store.

Years ago if a window was accidentally smashed it was quickly boarded up and the glass replaced at the first opportunity. Now when an accident happens the merchant tries to make something out of it by some clever advertising scheme.

A Milwaukee dollar hat man used a new dollar bill in a window display. One night some fellow used a brick on the plate glass and got away with the dollar. Next morning the hat man put up a card which said: "The man who threw this brick is a thief, but no more so than the man who charges you \$3 for a hat we sell for \$1."

This idea was clever enough, but the sentiment expressed is open to criticism. It implies that the \$3 hat is no better than the \$1 hat he is selling, and the man who is selling the \$3 hat is a thief. Such advertising is unworthy of any first class establishment, because it is false. Most people would recognize the lie and resent it.

A little trade scheme somewhat out of the ordinary is one recently instituted by a city store. The store decided that on a certain day of the month to be selected, cash purchases made by all patrons would be refunded. To further increase interest in the scheme the store inserted coupons in one section of their advertising in the daily newspapers, on which the public was invited to write the name and address of the most popular young woman of its acquaintance, and the five young women who received the highest number of votes cast in the contest would be selected to name the day of the month on which all cash purchases would be refunded. Each of the five women to be selected was to be rewarded with a fine silk dress pattern for their kindness in lending their efforts to the success of the scheme.

The above scheme is an enlargement upon the idea of refunding cash purchases, in that it enlists the attention and interest of those who are desirous of seeing the most popular woman of their acquaintance selected as one of the judges.

This scheme has proved so profitable with some firms that they have used it over and over again, varying the details slightly to add freshness to it.

Some merchants may think that this is an expensive thing to do, but it seldom amounts to more than a five per cent. discount on the month's sales, often less. The idea looks bigger than it is. It is like the refunding of every fifth purchase of like amount. This is a discount of twenty per cent. But to the buying public it looks far more.

Some men endeavor to attract attention to their business by making themselves remarked by their personal peculiarities. A well-known hatter in an eastern city wore, year in and year out, a bell-crowned silk hat of pronouncedly antique construction. Everyone wanted to know who he was, and his hat became a standing advertisement of his business. A furnisher always wore vests of startling construction and color effects. A famous rubber dealer was a well-known first-nighter, always occupying the most conspicuous box in the house, making offerings of the largest bouquets to the actresses, and invariably hissing when the audience applauded. Being known as a startling nuisance, his business became well known also. The public has little patience with such forms of advertisement nowadays. The motive is too apparent, and sensible men are disgusted at the lack of self-respect that leads a man to become a Merry Andrew for money.

CHAPTER XXIX

GUESSING AND VOTING CONTESTS

SOME merchants would allow a good business to slowly dwindle down and die before they would turn their minds to a voting or guessing contest. These merchants class these innocent schemes as gambling, and without thought cast them aside. If this was the result of religious principles it would be excusable, but it is usually because they are too deeply in the "rut" of routine that this is so.

Among the best of schemes that can be used to revive a dying business or turn a dull season into a busy one, is a voting or guessing contest. These contests awaken interest in the store holding them and might often be used to avert disaster.

The success of any scheme, whether a voting or guessing contest, depends largely upon the publicity given to it. No matter what the scheme a merchant decides to use, unless it is well advertised it will prove a failure. People must know that the scheme exists or they will not have a chance to participate in it.

Guessing how many beans in a bottle; how many seeds in a pumpkin; how many votes will be cast in some election; when a clock or a watch will stop; how long a huge candle will burn, and others of this kind, are familiar schemes for attracting attention and trade. Guessing contests of this order are so familiar that they hardly require any explanation.

There are a great many ways of conducting these contests, however, and each way may be considered good to attain certain results. Providing a merchant merely wishes to secure a good mailing list, and incidentally to have people visit his store so that they can be shown around and made familiar with it, a guessing scheme with no other conditions than the one causing them to visit the store to make their guess on cards provided for that purpose, is necessary.

If the scheme is meant to liven up trade during a dull season, the main condition should be the purchase of some article or articles of a certain value. For this purpose the following method is perhaps the best:

A number of prizes are offered to the persons making the best guesses. A coupon is issued for every purchase amounting to, let us say, 50 cents; two coupons for a \$1 purchase; three coupons for a purchase amounting to \$1.50, etc., the larger the purchase or the greater the number of purchases, the more chances of guessing the customer has. Each coupon is printed and numbered in duplicate. The customer writes his name and address, and guess, on one part of the coupon, detaches it and drops it into a convenient receptacle provided for that purpose. The other coupon with a similar number upon its face is retained until the contest is over and is used for purposes of identification.

When the time limit for guessing has passed, some prominent man or a number of men are requested to act as judges and make the awards.

Guessing contests should not run, as a usual thing, any longer than a month. Good results rarely ever attend a contest that runs so long that the first participants lose all interest in it. Some schemes of this nature have run three months and been attended with good results, but these have invariably been contests where the prizes run up into greater values than usual. A contest for an automobile should run for three or four months successfully. A contest for a \$5 gold piece would not run more than a month and interest be kept up in it. When prizes of small or moderate value are offered it is far better to have three contests in three months than to run one contest three months. People are apt to tire of waiting for the results to be made known and forget all about it. This, of course, is not desired, because the scheme is to keep up the interest of a great many people in the store.

When a date is set for closing a contest it should never be closed at an earlier date. Trouble is sure to follow, and many will consider that they have been cheated out of a chance to guess, even though they had never had any definite intentions of guessing at first. The time may be extended, if for any reason it is deemed necessary, but should not extend far over the original date.

Such contests as these are always productive of good lists of names which should be classified as carefully as possible and used in circularizing. These names represent persons who have bought goods at least once in the store and should produce better results from circular letters than names selected from among strangers to the store.

New forms of guessing contests are being devised every day by progressive, energetic and enterprising merchants. The best of these usually receive notice in the retailers' own papers, the trade journals of the country.

A large variety of different schemes are given in a succeeding chapter of this book. Most of them can be adapted to any business of any size, in any place.

It is always desirable that a scheme of any nature should be presented in a new character. Guessing contests have been held in almost every town and city in the Union, but the same scheme can be presented in a new dress and receive as much attention from the public as ever.

For instance, one merchant offers a prize of \$10 for the nearest guess to the number of seeds in a pumpkin displayed prominently in his window. This can be varied and improved upon by following the method of another merchant. He procured a large number of new pennies and heaped them in his window and offered them for the nearest guess made of their number.

Another merchant offered a Shetland pony to the boy or girl who guessed nearest its weight. The same contest could be varied by offering a guess as to its best time in driving from one place to another. By varying guessing and voting schemes in this manner new interest is added to old schemes.

A voting contest is conducted on very similar lines to the guessing contest. For instance, Brown, the shoeman, advertises that he will send the most popular school teacher on a four weeks' vacation, paying all expenses of board and railway fare. The teacher receiving the largest number of votes to be adjudged the most popular. If the teachers enter into the contest in friendly rivalry Brown will be besieged by their friends wanting footwear. Each 50 cents on each purchase representing a vote, many will purchase higher price shoes than usual. Then there are the school children. With them working for the different teachers it can easily be seen that Brown will have plenty of business to do. Besides the direct business to be obtained there is the constant advertising that is going on. One will say: "Why don't you go to Brown's for your shoes? I got these there and they are perfectly satisfactory in every respect." That recommendation, in its various wordings and manner of expressing it, means good advertising.

But, on the other hand, if the voting between two teachers is close, and a little spark of jealousy is allowed to creep in, Brown's bed will not be always of roses. Usually when there is strictly no favoritism shown by a merchant he need fear no dissension. If it should enter into the contest he should ignore it entirely.

Here is a case in point: A merchant in one city offered an organ as a prize to the church that should secure the largest number of votes. The congregations and their friends threw all the trade his way they could so as to register their votes. He reaped a harvest through his enterprise. Another merchant in another city hearing of it made a similar offer to the churches in his city. Unfortunately for him there had been open rivalry between the two churches (there were but two churches in the town) and when the offer was made known each congregation set in to win the organ or die in the attempt. At first everything seemed to run along nicely, and the merchant did a large business. Many goods were purchased and laid away for future use. But towards the end of the contest the losing congregation began to murmur "fraud" and other remarks equally uncomplimentary to the merchant were uttered. He tried to defend himself and at last gave each



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appear more than once in "Columbine Music Co.," but not oftener. Arrange all answers in alphabetical order, beginning with the letter "A." State whether or not you have a piano or organ. This is for the purpose of enabling us to know how many homes there are in this part of the country without instruments. Sign full name and address. The contest is open to all excepting those who live along the line of railroads north of Colorado Springs. In case two or more contestants tie for first prize—a \$500 piano—then each shall receive a pro rata certificate good for his or her portion of the \$500 certificate and which will be accepted by us as part payment on a similar piano—or any other new piano in our store. In this offer, which means the giving away of \$3,500, we wish it distinctly understood that the successful contestants shall have the opportunity of selecting from our regular line of instruments—which comprises the very best makes of pianos in the world—any desired piano in our wareroom.

For children, a "drawing" or "writing" contest is likely to produce as much interest as anything. The number of prizes should be as great as possible, even if they have to be made of but little value. The more children who receive prizes the better the store will be advertised in the home.

It is always advisable to have the best exhibits shown in the window. Proud fathers and mothers will then talk about the store, too, and as that is practically all such a scheme is likely to produce it is well to secure all of it one can.

A Western advertising man hit upon a good plan to have his advertisements read. He offered prizes for the largest number of his advertisements in which a certain phrase would occur. He also announced that in each advertisement it would occur at least twice. It was thus necessary to read the advertisement through to see how many times the phrase appeared.

The contest ran for three weeks. Every subscriber of the several papers used by the merchant would read and clip each advertisement as it appeared for someone who was collecting them. During this six weeks' contest the advertising man made special offerings, that being read as they were by all readers of the papers, produced the biggest business the firm had ever known.

WARNING

GUESSING CONTESTS RULED OUT

By a recent ruling of the Post Office department, guessing contests of a certain class have been barred from the mails. This rule embraces all contests that are dependent upon chance rather than skill. For instance, under this head would come contests for guessing the number of beans in a glass jar; guessing the majority of a candidate in an election, or the attendance at the World's Fair. While there is some judgment necessary in contests of this kind, they depend for the most part upon chance in hitting upon the exact number. In the future all matter pertaining to them will be precluded from the mails.

This does not mean by any means that the merchant may not conduct guessing contests—it only prohibits him from advertising them in newspapers or circulars that are to be sent through the mails.

The number of schemes that would not come under this ruling are legion, and any merchant can find many to fit his business that can be properly advertised in the papers. If, however, he has any doubt about the scheme violating this ruling, he should submit it to the Post Office department and get a special ruling upon it before deciding to use it.

CHAPTER XXX

DRAWING CONTESTS

A PERIODICAL drawing contest will liven up the deadest business. If it is conducted squarely and openly there can be no fault found with it. If the prizes offered are generous and liberal the winners will be satisfied.

The advertising value of a periodical drawing is good. Each participant in the drawing becomes an advertiser for it. And as the public must purchase goods to enter the drawing, the goods themselves are advertised.

The periodical drawing is something like an endless chain affair. The holders of winning tickets may be depended upon to talk incessantly about it. The holders of losing tickets, seeing the successful ones satisfied, are anxious to secure numbers for the next drawing. To obtain these numbers or tickets they must make further purchases. So it goes on.

A Providence (R. I.) shoe house holds weekly drawings in which four pairs of shoes are given as prizes each week. When a sale is made the salesman asks the name and address of the purchaser, at the same time telling him—or her—to retain the sales slip, which contains a number. Numbers corresponding to these are made out and divided into four lots, viz., those for purchasers of men's, women's, boys' and girls' shoes respectively. Each of these lots is publicly placed in a box, well shaken, and a number drawn. The persons holding the four winning numbers are entitled to a prize of a well-known brand of shoe. Purchasers of men's shoes have a chance to win a pair of men's shoes; purchasers of women's shoes have a chance to draw a pair of women's shoes, etc.

This is, and has been for some time, a regular feature of this store, and has proven very successful in making the name of the particular shoe advertised better known than any other plan could have done.

This periodical drawing can be carried out in a little different way in a small town, or even in a large city if the store is a large one. The plan used above is carried out with the exception that the winner of the prizes must be present at the drawing. When this plan is followed it creates a great deal of excitement, draws crowds to the store operating the scheme and clearly shows that the contest is open and above board.

When this latter way of drawing is conducted the party drawing the numbers continues to draw until numbers are drawn that some one present holds.

This scheme could be modified so as to have a drawing but once a month and the number of prizes increased. The drawing could then take place in some public hall. A short program of music and songs might be added to further attract the crowds, not only of ticket holders but of those who do not hold tickets.

In some communities a drawing contest might be looked upon as merely a species of gambling. When this is the case, or where the retailer thinks it might be the case, he can follow a plan modeled somewhat on the following scheme:

Let him procure a glass box that locks with a key. In this he may place whatever sum of money he desires to give away, in plain sight of all. He can then procure 500 or 1,000 keys similar to the one that locks the box, but that will not, and give one key away with each purchase. On a given date all those who have keys may try to unlock the box and the one holding the key that does takes the prize.

This scheme may be carried out in a great many ways, and the prizes may be money, a parlor suite, or anything else. There may be several keys that fit the lock and there may be a number of prizes to correspond with these keys. The first one to open the lock takes the first prize, the second one who is able to open the box takes the second prize, etc., until the prizes are all awarded.

The key scheme was worked by another firm in this way: They had a common door fitted over their safe door, and sent out three thousand cards with keys attached. The tag read: “Five dollars in gold for \$1. Bring this key to Bien Bros.’ store, open the lock in their safe and you will be entitled to \$5 in gold. The condition is that you must make a puchase before testing your key.” Some of these were distributed in the homes in the city, while the balance were mailed to farmers in the vicinity.

There were ten keys in the lot that would fit the lock, and as each key was tried and found to open the lock the holder was given five dollars. The condition that a purchase must be made, amounting to at least one dollar, before the key could be tried, helped the firm to make the scheme self-sustaining as well as get a lot of good advertising out of it.

Here is another method of holding a drawing contest that is so cleverly disguised that no one would actually call it a lottery scheme.

The plan is to have a numbered coupon, similar to the one that follows, in one corner of the advertising matter sent out. It is used usually in connection with a special sale or store opening.

Coupon No. 3463.

This coupon, if the number thereon corresponds with the number tagged to any of the articles to be seen in our window during the week of March 12, 1906, entitles you to that article *Free of Charge*; only one coupon received from any one person.

(Name of firm and address)

NOTICE:—Sign your name and address on the lines below and bring the coupon to us on our .

SPRING OPENING DAY .

Thursday, March 21, 1907.

On that day the numbers selected by a committee will be placed on the articles, and if your coupon bears the number on any of them that article is yours, free of any cost.

Name.....

Street.....

Town.....

The object of this contest is to draw people to the store, and is usually successful in making many new customers.

A great many schemes have been tried for the purpose of getting the customers of the store working among their friends in favor of the store. This is done, of ‘course, by the offer of liberal prizes. One of the best of these was conducted by a Dayton firm. The *Merchants’ Record and Show Window* describes this scheme in detail in its November, 1905, number, as follows:

“Willner Bros. & Co., Dayton, Ohio, have just concluded an auto car contest for boys. The prize was a ‘boy-power’ auto, made in imitation of the large machines. It was quite an expensive machine, with ball bearings, cushion tires, upholstered seats, and many other points, making it very desirable from a boy’s point of view. The advertisement showed a cut of the machine, and read as follows:

““This automobile free to the best boy hustler in the city.

““We want every boy who sees this advertisement—no matter how old or how young he may be—to come to Willner Bros.’ store and see this little beauty of an automobile.



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The street gamins were allowed to participate in the "licking" and right heartily did they enter into the sport. When a crowd had been attracted an advertising banner was produced. This sensational form of advertising is frowned down upon by all sensible persons, and the merchant indulging in it is very sure to lose more trade than he can gain.

CHAPTER XXXI

SCHEMES THAT HAVE BROUGHT BUSINESS

THE schemes given in this chapter have been clipped from various sources. Nearly every one of them can be adapted to any particular business. Some are such as require but little or no preparation, while others require much consideration and planning to inaugurate. All have been successfully used by live up-to-date firms who have proved their usefulness in drawing customers to their stores. None are copyrighted, so that any merchant may use any or all of them freely if he wishes.

FREE INSURANCE POLICIES

Fortner, Bunt & Co., tailors and men's furnishers, Yonge street, Toronto, gave an accident insurance policy for \$500 with every \$10 purchase in their tailoring department. After the scheme had been running for two weeks Mr. Fortner said that he could trace definite results to it, and he found that all his customers were interested in it, and asked for it with their purchases.

These accident policies can be procured for mere nominal figures from companies making a specialty of low premium accident insurance.

WAGON LOADS OF WOMEN

Valleau & Co., Crawford, Okla., offered a three-dollar hat to the farmer bringing the greatest number of women in one wagon to their store by noon on one of the days during a special sale which they conducted recently.

This scheme can be used weekly or monthly, the object being to bring people direct to the store door and make them acquainted with its locality.

CAR FARE PAID

Johns Clothing House, Racine, Wis., recently closed out their business in that place and moved to Kenosha, Wis. They advertised that to all customers living in Racine who would come to Kenosha to trade they would pay all expenses to and from the latter city.

This scheme of paying railway fares to customers from near-by cities and towns is a good one and should be a feature of most stores all the time.

POSTAL CARD COMPETITION

C. R. May, Hedrick, Iowa, held a postal card competition, offering a prize to the person who would write "May sells Walk-Over shoes" the greatest number of times on a common postal card. The winner wrote the sentence 940 times. He reports the competition as very successful as a mode of advertising his store and the Walk-Over shoes.

This scheme is an old one, but one always calculated to arouse much interest. Direct sales are not expected from it, but it is a good one for popularizing a store.

GIFTS TO CHURCH SOCIETIES

Warren M. Crosley & Co., Topeka, Kan., used this scheme successfully:

"This store will give one hundred dollars as a Thanksgiving offering to the church societies of Topeka, and we want our customers to vote who shall have it. The hundred dollars to be divided this way: \$50.00 to the church society receiving the highest number of votes; \$25.00 to the church society receiving the next highest number of votes; \$15.00 to the church society receiving the next highest number of votes; \$10.00 to the church society receiving the next highest number of votes. You can vote once for every half dollar purchase made of us during our fourteenth Thanksgiving sale. The voting merely decides how this money shall be distributed, and we think it better to give the societies the benefit rather than spend the money in other advertising channels. The votes will be deposited in a regular ballot box, sealed until November 25th, when a committee from the societies will open it, count the votes, and name the successful societies. It has been suggested to us that the ladies concentrate their efforts on one society in each church."

WORD-BUILDING CONTEST

A leading wholesale shoe firm of this country is making use of a guessing contest to advertise its products. It advertises that a pair of shoes will be given free to one person out of every one hundred who sends in the largest list of words that can be made from the letters contained in the firm's trademark. No letter can be used twice, unless it occurs twice in the trademark. This form of advertising is becoming ancient, but that it is still effective is demonstrated by the hundreds of lists of names submitted daily to the shoe firm. Each prize winner is sent a coupon which entitles him to a pair of shoes at any one of the stores which handle the output of this firm. Of course, the manufacturers reimburse the shoe dealer who gives a pair of shoes for one of their coupons. The contest is well advertised in the newspapers, and it creates a demand for that make of shoe, thus helping the dealer as well as the manufacturer.

A TOPSY CONTEST

Scott & Company, Carbondale, Pa., had a contest which might be adopted by any merchant. They called it a Topsy contest, and with every purchase of 50 cents a Topsy ticket was given, which was to be filled out with the name and address and a guess at the number of pairs of Topsy hosiery which the firm would sell from July 1st to December 25th. The prize was a horse, rubber tire buggy and harness, the whole valued at \$200, and a picture of this rig was printed on the back of each ticket. Well-known gentlemen were selected as judges of the contest, and it was decided that if two or more persons made the estimate that should win the rig, it would be decided between them by mutual agreement. In order to give the guessers something to base their estimates upon, the firm added that during the corresponding period for the previous year they had sold 4254 pairs of Topsy hosiery.

A GUESSING CONTEST

De Young & Co., King street, Toronto, placed a gunpowder keg of coppers in their window with the announcement that every man who entered and left his name could guess at the number of coins. The first one to guess the correct number got the money. The barrel was silvered over, and a couple of holes in the side near the bottom, out of which the coppers flowed, showed that the barrel was an ordinary one without false bottom or other fake. The barrel remained in the window for a week, and the firm claim it was a great success.

The object of using such a scheme is to secure a good mailing list that can be used for circularizing. Schemes of this nature also help to make people acquainted with the store who otherwise would pass it by every day without notice.

PRIZES TO LUCKY PURCHASERS

Summerfield's, Yazoo, Miss., recently gave away a \$65.00 sewing machine, a \$35.00 rug and a \$65.00 steel range. With every dollar's purchase a numbered ticket was given which entitled the holder to participate in the drawing. On a specified day duplicate numbers were shaken up in a box, and the first number drew the sewing machine, the second the range and the third the rug. They advertised that if the person holding the lucky number was not present the ticket would be held thirty days, after which time a new drawing would take place.

PUZZLE ADVERTISEMENTS

Stewart Brothers, Pittsburg, Pa., publish a puzzle in connection with their advertisement, and the first person sending a correct answer is given a useful prize, which differs each week.

This scheme not only popularizes the firm but it draws attention to the firm's announcements. Advertisements containing puzzles are eagerly looked forward to, and while many look for the advertisement for the purpose of trying to solve the puzzle the larger portion of them will read the advertisements also and talk about them, too.

DOLLS' SHIRTS FREE

There may be a hint in this. The Z. M. C. I., Ogden, Utah, on a certain day announced that they would give away 300 dolls' shirts, made by the manufacturers of a certain brand of underwear. Every little girl in Ogden was asked to come with her mother, or some other grown-up person, bring her doll and get a shirt. The shoe dealer might distribute dolls' shoes in the same way.

A SHETLAND PONY FOR BOYS AND GIRLS

W. E. Davis & Company, Alliance, Ohio, offered a Shetland pony as a prize. A ticket was given with every sale, and holders of tickets were allowed to guess at the weight of the pony, which was weighed on a certain day; and the nearest guesser of the weight on that day took the pony, which, however, was to be given only to a boy or girl less than 18 years of age. All guessers over that age had to make their guesses in favor of some one within the age limit.

TO SECURE TESTIMONIALS

Edward Fennell, Havelock, Ontario, offered as a prize for the pair of shoes which had given the best and longest service a pair of \$5 shoes. It enabled him to get some good stories of the shoes which he sold, and these specimens, left in the window with a full account of the good service they had given, made a most excellent advertisement for the store, and was well worth the cost of the prize paid.

This little scheme brought forth many testimonials as to the wearing qualities of the shoes sold by this firm. Clothiers, batters and others could use this idea as well as the shoeman.

A PIANO DEALER'S SCHEME

Here is a good scheme of a piano dealer. He advertises that he wants everybody in the city or country to find the number on their old piano or organ, and send it in with name and address. On a certain date the number of a new piano will be uncovered, and the person holding the old instrument whose number comes nearest to the number of this new piano takes the new one in exchange for the old one. There is no money payment required. The idea is to advertise the new make of piano, and at the same time to get the name and address of possessors of undesirable instruments, with a view to making a trade with them later.



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rienced the thrill of the gamester as to whether the prize he drew would prove to be an I or an L, as the size of the prize was in no way dependent on the price of the garment. Each \$500 given away was divided as follows: One \$50 bill, three \$20 bills, four \$10 bills, ten \$5 bills, fifty \$2 bills, two hundred \$1 bills. It was announced that \$15,000 in all would be distributed in this manner. Talk as you like, there is nothing that has the pulling power of money. It transcends everything else as a window attraction, and there is small doubt but what this scheme brought grist to the mill.

PACKAGE SLIPS

Nebe Brothers, Atlantic, Iowa, place in every package which leaves their store a slip about 3 by 7 inches, which gives the customers an exact idea of what they will and what they will not do, and which they find of material benefit to them. One side of the card reads:

THANK YOU

We take great pleasure in thanking you for your patronage. We believe the goods which you have bought of us will give entire satisfaction, and that you will come again when in need of anything in our line. However, if for any reason you are not perfectly satisfied with your purchase, we ask, as a favor, that you report to us at once, so that we may adjust the matter to your entire satisfaction. We want you to make this store your store. We want you to feel that when we show you a shoe or recommend an article you can rely upon it. That makes customers that bring other customers. Again we thank you for your trade.

Yours very sincerely,

NEBE BROS.

The other side of the card has upon it the following "by-laws," which will be read with interest:

1. Our time, labor and experience, will be devoted to catering to your requirements.
2. No effort will be made to force a sale. See that you are perfectly suited.
3. Complaints will be heard with patience. Our best judgment will prevail towards rectifying errors.
4. Our advice will be given with no selfish interest. To enlarge our business, sincerity will not be spared.
5. Our warrant will be given as a sacred obligation.

A PAIR OF SHOES GIVEN AWAY EVERY MONDAY

E. Kepler, Peoria, Ill., gives away a pair of shoes every Monday morning. Everybody, whether a customer or not, is invited to call at the store and receive a number; and the holder of the right number gets the shoes when the drawing is made.

A VOTING CONTEST

W. B. McClellan, Holliston, Mass., is running a bicycle voting contest. Every ten-cent cash purchase entitles the customer to one vote as to what girl over twelve years old shall receive this \$20 bicycle. He publishes every week a list showing the number of votes standing to the credit of each contestant, and he finds it a good advertisement.

A DISPOSSESS SALE

Stout's Factory Shoe Store, Indianapolis, is running a "dispossess sale" which they advertise by a formidable looking fac-simile of a legal document, a writ of dispossess against Jane Oxford, George Oxford, Sam Lace and Mary Lace to vacate premises forthwith for non-payment of rent. The scheme is ingenious and original, and is working well.

CRISP ONE DOLLAR BILLS TO CUSTOMERS

The Davis-Alderson Company, Bristol, Tenn., give to each customer for each fifty cents paid on account, or for a cash purchase, one numbered ticket, keeping the coupon, which bears the same number in duplicate. On a certain day, a disinterested party will draw out one of the retained coupons, and the holder of the ticket having the corresponding number will get ten crisp one dollar bills.

SOUVENIRS AT SPECIAL HOURS

A department store in Los Angeles gave away souvenirs between eight and nine-thirty each day in the last week of February. The souvenirs were given each day, and special sales were held at the same hour.

This is a good idea for drawing crowds in the morning, thus relieving the congestion of customers in the afternoon.

HOW TO WASH A SHIRT

Attached to every shirt sold by one firm are instructions for washing the garment. The instructions run as follows: "To prevent this shirt from shrinking and to keep the colors bright, wash in warm water, don't boil, hang from shoulders and dry rapidly. Rinse the soap out thoroughly." Information of so useful a nature ought to be appreciated by buyers, and we trust is duly respected by the washerwoman.

The dry goods merchants could easily use a little booklet telling how each class of goods should be washed. Such information would be treasured and the advertisement lasting.

EVERY TWENTIETH PURCHASE FREE

Eben S. Baird & Company, Columbus, Ohio, advertised to give away every twentieth purchase. This looks more than it really is. Take your day's sales and figure out just what it would have been. The twentieth sale might have been five cents or it might have been \$50. But more likely it would have been an amount that would about equal that of the average sale you made.

TEN DOLLARS FOR A NAME

Gabell & Company, Altoona, Pa., offer a \$10 prize for the best name for their special \$3.50 shoes for men. The contest is open to all, whether patrons of the store or not.

This is an old but ever interesting scheme that usually brings forth many responses.

GUESSING POSTAL RECEIPTS

The Miami Shoe Company, Hamilton, Ohio, sent out in an envelope a circular and estimate blank. This estimate blank was good for one estimate of the total postal receipts at the Hamilton postoffice for the month of June, the contest to close May 31st; and to the person making the nearest correct estimate the shoe company gave a high-grade, upright, mahogany finished piano. One of these estimate blanks was given with every fifteen-cent purchase at their store, and two blanks were given when the purchase was of Uncle Sam shoes. Extra estimate blanks were sold at the store at the rate of five for twenty-five cents. The company advertised: "You can buy as many of these certificates as you like, and anybody can use them; but only our customers get them free."

This is one way of getting back some of the cost of the prize. This scheme savors more of a lottery than most of them do.

FEEDS HIS CLERKS

The value of good salesmen in contributing to the success of any business cannot be overestimated, and the plan adopted by one firm to increase the efficiency of their clerks is intended to strike right at the root of the matter. Once every year a supper is provided by the firm at one of the leading hotels, to which all their salesmen are invited. After dinner, speeches and toasts are in order, and then the balance of the evening is devoted to a talk by some business building expert on the principles and art of salesmanship. At its close, the clerks are invited to freely ask questions, and offer suggestions or criticisms. Good salesmen, doubtless, like poets, to a certain extent are born, not made; yet the best as well as the poorest cannot fail to profit by the suggestions offered. The management of the company is so impressed with the importance of training its clerks along the lines suggested by one business expert that they have arranged for fifty of their employees to make a special study of the principles of scientific salesmanship under his guidance.

CIGAR POCKETS AS PREMIUMS

A Boston druggist is giving away cigar pockets on the coupon plan. These pockets are made of genuine seal leather, calf lined. Coupons are given with every twenty-five cent purchase, and twenty-five coupons, if presented before a certain date, entitle the holder to one of these pockets.

AN AUCTION SALE IDEA

This novel idea was made use of by a firm to get customers interested in their custom department. They displayed in one window a line of fall suitings, about half-a-dozen desirable patterns being shown, with the price per suit, the patterns being marked "Style A," "Style B," etc. They then announced an auction sale on these goods in this fashion. Any one who wished might put in a bid, for any amount he desired, for a suit from any one of the patterns shown. These bids were to be deposited in a box in the store, which was to be opened on a certain date, when the highest bidder on each pattern shown would be given a suit, made to his measure from the pattern designated, for the price stated in his bid. But one bid was allowed to one person, but a cordial invitation was extended to all to step inside and examine the different goods before putting in a bid, and to find out the full particulars of the scheme. The thing was well advertised, and one of the best clerks in the establishment was detailed to explain matters and show the goods. The full pulling power of the scheme as an advertisement lay in this. It drew new people into the store to look at the goods, when the clerk in attendance always adroitly managed, before the caller departed, to so cleverly demonstrate the superior fit, workmanship and quality of his firm's clothing that the casual visitor, in many cases, became a customer.



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AN AUTUMN DISPLAY

A very striking autumn window was arranged as follows: All the price tickets were exact imitation, in shape and color, of autumn leaves, and were stuck in the buttonhole of the coat. A huge autumn leaf was suspended in the middle of the window, lettered in gold, "Autumn Styles." A border of autumn leaves was pasted just inside the glass, and in the background a great number were suspended from boughs by fine threads, and kept in motion by concealed electric fans, so that they resembled a shower of falling leaves, the floor being strewn thickly with leaves to heighten the illusion. The reflection in the big mirrors in the back gave a fine effect after night.

TO SELL SCHOOL SUITS

Just about the time of the fall opening of the schools one firm had a large window showing of boys' school suits. Suspended high above were two lines of wooden blocks, forming letters each about a foot square, arranged to spell "Blank's School Suits." Down each side and across the bottom of the window pictures from familiar nursery tales were pasted just inside the glass—"Jack the Giant Killer," "Mother Goose," etc. A pile of ancient school-books, evidently the property of the "oldest inhabitant," occupied the center, bearing a placard "Knowledge Is Power." Some quill pens, an ancient ink-horn, and a couple of formidable-looking birch rods, gentle reminders of the discipline considered wholesome for our forefathers, rested in front of the pile.

AMATEUR CARTOONS

Mr. McKee, who runs a cash store at Phoenix, Ariz., is giving prizes for the best cartoons illustrating the advantages of trading at his store. These cartoons are being published in the local newspapers.

A credit store could also use this idea to advantage, the cartoons to be in favor of the credit plan.

A SNOW MAN

In a Canadian town, a live merchant took advantage of a heavy fall of snow to advertise his winter overcoats. He hired a number of small boys to construct a mammoth snow man in front of his establishment. A careful sponging over with water glazed the surface and the image soon became hardened and lasted for a long time. A fur cap was perched on the head, while the outstretched hand held a big placard, reading, "If you want to keep from freezing better invest in one of Blank & Co's splendid winter ulsters or overcoats." The image was eloquent with the awful meaning of the fate likely to befall those who failed to safeguard themselves as suggested.

AN APPROPRIATE SIGN

One large store has added a unique sign this fall. Big wooden letters, formed apparently of scantling and stained a dark color to give them a rustic appearance, extend clear across the front of the store, just above the first story, forming the word "Overcoats." Each letter is about three feet in length. Dashes of white cement on the tops and angles of the letters give the illusion of a recent snowstorm, and the whole thing is striking and appropriate.

FOR A THANKSGIVING WINDOW

Any merchant could utilize a large wish-bone in his window at Thanksgiving time. It could be made of wood and covered with a buff-colored mercerized material, puffed. A card might be used bearing the following:

"What do you wish?

We wish you would come in and see our lines of——."

A MEASURING BEE

This novel offer was made by a firm during the dull season, in an effort to enliven their trade. They advertised to hold a "Measuring Bee" on a certain date. Men of eighteen years of age and over were invited to call at their store at any hour of the day or evening and be measured for height and girth. The tallest man and the shortest man, the stoutest and the slimmest, would each be given a pair of \$5 trousers free, while all who struck the happy medium in height and girth between these extremes would be given a discount card, good for thirty days from date, entitling them to a reduction of 25 per cent. on any purchase of clothing at their store. For instance, if the shortest man measured 4 feet 10 inches, and the tallest 6 feet 2, the slimmest 24 inches and the stoutest 44 inches, the medium size would be 5 feet 6 inches in height and 34 inches girth. Two clerks were detailed to do the measuring, and the name, address and size of each contestant were recorded on a card and dropped in a box. The cards were carefully gone over, and the results announced the following Monday. The date selected fell on a Saturday, as such a proposition is more likely to interest the average man on pay day. A special effort was made to interest those who touched neither extreme in size, and a big placard in the window announced: "Step in and let us take your measure. If you are of the average size it may mean \$5 or \$10 in your pocket. If you reach either extreme in height or girth, you may become the possessor of a pair of our \$5 trousers free, of which we are showing such splendid values. Not necessary to purchase anything, just come in and let us size you up." A great number of circulars fully explaining the scheme, and incidentally containing good advertisements of their clothing, were widely distributed, and the novelty of the idea seemed to strike the fancy of the usual big Saturday night crowd, for numbers stepped in to watch the fun, and, as a matter of course, looked over the goods displayed before leaving, and usually found something in the way of shirts, collars, ties, etc., that they needed.

A NOVEL IDEA

It should not be forgotten that the women of the family have oftentimes a word to say in regard to the purchase of their male relatives' wearing apparel, and sometimes some scheme that includes or appeals especially to them is likely to prove a shrewd move. The following has features that will appeal to the feminine contingent, while its novelty gives it value. Advertise that every woman who makes a purchase at your store during a certain month will be given a card on which to record the date, the hour and the minute when the sale was made, also her name and address. Every woman who accompanies a male friend when the latter makes a purchase will receive a ticket to be filled out in the same way. These tickets, as soon as filled out, are dropped in a box in the store. At the end of the month a responsible party is named to draw one number from each of three different sets of numbers, the first representing the day of the month, the second the hour and the third the minute. For instance, if the month selected were October, the first set would include the numbers from 1 to 31, with Sundays omitted; the second set, from 1 to 12, neither A. M. nor P. M. being designated; the third set—the minutes—would run from 1 to 60. If the numbers drawn in their order were 15, 9, 27, the winning time would be announced as 27 minutes past 9 o'clock, October 15th. The three persons the time on whose cards is found to approximate nearest to this time should be announced as winners of the prizes offered. Monthly drawings could be conducted in this way as long as the scheme is found to pay. This scheme is also likely to prove equally attractive for male customers.

GUESS FOR A HOUSE AND LOT

A Pittsburg dealer advertised that he would give away a house and lot valued at \$1,450 to the best guesser of the total vote in the last Presidential election. Every purchaser of merchandise at his store had the privilege of guessing. The prize was of considerable value and could only be used by a large dealer in a large city.

A CLEVER GIFT SCHEME

The Baltimore Shoe Store, Limited, New Orleans, La., used a scheme which is explained fully in the following circular which they sent out in large numbers:

To Our Friends and Patrons:—

As an advertisement and as an effort to bring the Baltimore Shoe Store again before your notice, we are going to offer our friends and patrons a chance to start the New Year "Decked Out and Out" absolutely free of any cost.

Here is our proposition in a nutshell.

Every person making a purchase in our store of \$1.50 or over, between this date and Dec. 30th, 1906, will be given a sales slip of which we will keep a copy. On this slip and copy your name and address will be written.

Monday, Jan. 1st, 1907, at 10.30 A. M. Sharp, the copies will be placed in a box, shaken up and one taken out by chance. The person whose name and address is on it will be given an order for a Twenty Dollar Suit, a \$3.50 Stetson Hat, and the money paid for the shoes will be refunded. The order will be given on any clothier in the city. It will be mailed.

The only condition attached is: The lucky person will be required to give us a receipt before our notary, attesting receipt of the order, Suit, Hat and refunded money. Also attesting to the "Squareness of the transaction." This is in protection to ourselves.

You are also invited to witness everything yourself Jan. 1st, 1907.

Thanking you for the year's past favors, wishing you a Merry Christmas, and wishing that you will be the lucky person.

We beg to remain,

Respectfully Yours,

BALTIMORE SHOE STORE, Limited.

P. S. We keep open evenings 8 p. m.; Saturdays 11 p. m.

THEATER TICKETS FREE

"Our tenth birthday. Two theater tickets to every tenth customer at our store to-day. No matter whether your purchase is large or small, if you happen to be tenth purchaser you will be given two tickets free for the Saturday evening performance at the Empire Theater. If you happen to be the hundredth customer, you will be given one of our splendid \$20 suits free. Come in and try your luck." This was the way in which one merchant celebrated his tenth anniversary.

FOR A HATTER'S WINDOW

A Hallowe'en hat window showed a skull, a big, fresh-looking cabbage, and a pumpkin hollowed out and cut in the regulation manner, with a light inside. These were placarded respectively, in the order mentioned: "This head once wore a hat;" "This head never wore a hat;" "This head does not look well in a hat. You wear a hat and want one that you will look well in. You will find just what you want in the splendid line of hats we carry."

A CURE FOR COLDS

In one city a man was posted on each of several busy thoroughfares one cold Saturday evening late last autumn, with a satchel filled with little wooden boxes, like those used as receptacles for pills, labeled, "The greatest thing on earth for the prevention of coughs and colds." These boxes were distributed gratuitously to every male passer-by. On opening, instead of the tablets the recipient naturally expected to find, a small circular was disclosed, extolling the merits of the winter ulsters and overcoats sold by a local clothing firm.



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CLIPPED ADVERTISEMENTS

A. C. Smith, Thamesville, Ont., tried the following scheme with success. He says: "For a couple of months previous to a fair, which was held here a short time since, we advertised extensively that for the largest and neatest collection of our 'ads,' no two alike, clipped from local papers and neatly pasted on ordinary manila paper, either in sheet or book form, we would offer a certain prize. In all we gave three prizes, each one being well worth striving for. The effect was most gratifying. By the way, each collection was to be prominently displayed at the fair. Many who were regular customers and many who were not customers entered the contest. At the hall, the display of our 'ads' covered one side of the building, and gave the name Great Publicity, and we found that those who under ordinary conditions would not bother reading an 'ad' had their curiosity aroused and read several advertisements, just to 'apparently' compare them.

"But this was not the only benefit derived. Those who saved the 'ads,' of course, read them. The first thing they would look for after receiving the paper would be our advertisement. We gained a number of new customers through this scheme."

A FIVE PER CENT. DISCOUNT SCHEME

Another firm had manila envelopes printed with a small space on one side for the name of purchaser, date and amount of purchase, and a cut of one of their most popular suits. On the other side was printed: "This envelope will entitle you to a discount of five cents on every dollar purchase if presented at our store within the next thirty days." These envelopes were filled with advertising matter and distributed in business offices and workshops throughout the city.

HOW MANY SEEDS IN THE PUMPKIN?

George A. Wilson, "The Live Shoeman," La Salle, Ill., held a guessing contest. A pumpkin was displayed in the window, and the contest opened September 26th, and closed October 7th—the day of the agricultural fair. Every one was invited to register a free guess as to the number of seeds in the pumpkin. The three nearest correct guesses won prizes. The seeds were counted in public on the last day of the contest. The first prize was a handsome drop-head sewing machine, the second a pair of Queen Quality shoes, and the third a pair of Wilson Special shoes.

A GOOD WINDOW DISPLAY

A curtained recess in a big window, somewhat resembling the mysterious cabinet at a spiritualistic seance, and a sign in front reading, "The Seven Ages, with Apologies to Billie Shakespeare," drew a crowd of those returning from work about six o'clock the other evening, with the expectation of seeing "something doing." Presently the show began, and the spectators were treated to the following scenes, one after another: (1) The College Man, (2) The Business Man, (3) The Stock Broker, (4) The Millionaire, (5) The Society Man, (6) The Lover, (7) The Groom. There was a wait of but twenty seconds between each act, and as the curtains parted each time an appropriately dressed model was shown—thus the business man held a telephone in his hand, the stock broker the tape from the ticker, the millionaire a huge bag labeled "\$, Frenzied Finance," the lover held a bunch of violets, while the groom gazed rapturously at a wedding ring. The originator of this project made the most of all its advertising possibilities, and the placards shown with each scene also contained an announcement of some line of their goods with price, such as young men's suits, business suits, etc. Straw hats were displayed in an attractive manner by means of a lattice work of violet and white ribbons interlaced, in the back and sides of one window, the hats being stuck in the meshes of the ribbons. Another straw hat window had a live owl enclosed in a little straw-thatched house in the center of the window, bearing a sign, "Wise heads wear our hats."

PRIZE PACKAGES

H. L. Bendel, the leading clothier of Huntington, Ind., gave a unique sale a few years ago, that for genuine crowd-drawing eclipsed all previous efforts of this kind ever attempted by him. As a rule the month of July in the clothing business is the dulllest month of the whole year, and to enliven business for a couple of days Mr. Bendel conceived the idea of giving to each person who would purchase goods to the amount of 25c or more on either of these two special sales days a sealed box containing a prize. He had 1,000 boxes made, and put a prize in each box, guaranteeing that each prize would be worth not less than 25c and from that to 50c, \$1, \$2, and as high as \$5 in merchandise useful for men's and boys' wear.

Each box had a label or wrapper pasted over the same, upon which was printed "This prize will not be exchanged." The prizes consisted of articles that were sold in the store, such as neckties, suspenders, hosiery, hose supporters, handkerchiefs, cuff buttons, etc., and for the larger articles a ticket was placed in the box, calling for a hat worth \$1, a suit of underwear worth \$2, boys' suit worth \$3, pair of pants worth \$5, etc.

To say that the experiment was a success was putting it mildly, as Mr. Bendel showed the writer the 80 boxes remaining after the sale, and to have 920 customers come in one's store inside of two days, during the dulllest month of the year, and make the sales on those two days amount to as large or larger than any two days in the busiest month of the year is enough to make any merchant feel that it is worth the effort when such results can be obtained. The scheme was advertised by means of small hand bills, as such printed matter is not allowed to pass through the mails. Also two large muslin signs were painted and put across both show windows for a couple of days before the sale. The muslin signs contained the following information:

"Prize Packages Given Away Free, July 14th and July 15th.

"We have placed a prize in each one of one thousand boxes and will give one to each customer who spends 25c or more at our store during these two days. We guarantee that no prize given out is worth less than 25c, and from that to 50c, \$1, \$2, \$3, \$4 and \$5 in merchandise useful for men's and boys' wear."

ADVERTISING A BOOK

Herbert S. Stone & Company, publishers, of Chicago, use a very original method of advertising a book named "Brewster's Millions." Recently, for several days, an advertisement appeared in a Los Angeles, Cal., paper, reading: "Watch for the man with the hundred dollar bill." This was finally supplemented by an announcement that on a certain day, between 10 and 12 o'clock, a representative of the Hamburger Department Store in that city would be on a certain street, and would give a genuine one hundred dollar bill to the first man, woman, or child who asked him the question: "Are you the man with the hundred dollar bill?" The only condition was that the person who asked the question must have in plain sight at the time a copy of the book, "Brewster's Millions."

A LIVING PICTURE WINDOW

A "living picture" window is one of the latest schemes adopted by a big firm famed as original advertisers. A corner window of their establishment is fitted up as a college students' room, with the customary trophies and pictures on the walls. One student reclines in an easy chair reading a newspaper, while two others sit at a breakfast table daintily set with china and tempting viands. The "living" part of the scene appears only in the evenings. Dressed in the latest style he takes his place opposite the figure at the breakfast table and carries on an animated conversation with his "Dummy" vis-a-vis, while a boy in white livery stands behind him and at intervals holds up different placards which give the salient points of the conversation, the main topic, of course, being the firm's suits for students and young men in general.

DODGE'S LATEST DODGE

N. D. Dodge's latest dodge in booming the business of the Oklahoma Shoe Co., of Oklahoma City, of which he is manager and proprietor, is worthy of a full description here, that wide-awake merchants elsewhere may adopt it to their advantage. Mr. Dodge has had printed a very large number of cards, consecutively numbered, which read like this:

No. _____ ORIGINAL

10 of these cards, constituting a set, have been issued in the name of

If every one of the ten cards are returned to us by other purchasers of shoes from our store, the above subscriber will be entitled, as a premium, to any pair of shoes he or she may select from our stock FREE OF CHARGE when set has been completely returned.

The OKLAHOMA SHOE CO.

202 W. Main St.

N. D. DODGE, Jr.

Phone 2535

As is stated upon them, ten such cards, numbered in rotation are issued to any customer who may desire them—such customers who appear pleased and would like to try to get another pair of shoes as a premium for the sale of at least ten pairs through their introduction to us of ten other customers, each of whom presents a card at the time of purchase which in turn has been handed to them by the original purchaser in whose name cards were issued. Mr. Dodge claims for this scheme the following advantages:

First—The securing of an accurate and valuable mailing list.

Second—The free distribution of advertising matter.

Third—The sure acknowledgment of value received in shoe leather by the person giving out the cards; his or her recommendation being the best possible form of advertising.

Fourth—The demand resulting from reason No. 3, for "a pair the same as my friend got."

Fifth—A corps of talking adherents and friends who must deliver the cards in order to win.

Sixth—The cards must all be on file with us showing that purchases have been made on their delivery or premium cannot be obtained.

Seventh—An endless chain feature. When Mrs. Smith returns the card given her by Mrs. Jones, we cite the conditions and Mrs. Smith is only too glad to try as Mrs. Jones, her friend, is doing.

Eighth—The criticism that we cannot afford to give a pair free for every ten sold is not worthy of consideration simply because it doesn't happen. We believe that not more than one in three can possibly win, but that every one who will take a series of cards will get some success (for us) and will deliver all the cards, and from these we will receive at least one return and all the way up to nine returns. Therefore we can afford to give a pair free to those who are successful.

Ninth—Increased business through the efforts of those handing out the cards. Our experience has been, so far, that many are induced to buy ahead of necessity or intentions by the influence.

Tenth—We expect to have the Oklahoma Shoe Co. breathed into the ear of every local inhabitant within eight months.



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MIND READING

Pinto Bros., men’s furnishers, Broadway, New York, recently originated a little scheme that has given them a great deal of good advertising. It is said that the scheme comes from the fertile brain of Mr. Joseph Pinto, one of the members of the firm.

Mr. Pinto is supposed to have an expert mind-reader in his employ, a young woman, by the way, to whom the will power, or mental capacity of the inquirer is of no consequence. Even distance imposes no handicap. He who holds the clue to the enigma may wager with absolute confidence that the seemingly impossible may be accomplished almost immediately by the Miss at the other end of the wire. Any one with a drop of sporting blood in his veins will show a willingness, if not an eagerness, to test her ability.

The man who is prepared to subject his mental power to the strain is requested to choose a playing card. We will assume that he selected the ace of hearts. He is informed that he must not reveal his identity, but call Pinto Brothers on the phone. When he has the connection he is told to ask for Miss Brown, and inform her that he is thinking of a card. A feminine voice is heard shortly, and Miss Brown is prompt with the reply:

“You are thinking of the ace of hearts, are you not?”

The inquirer will hang up the receiver with an expression of mingled delight and bewilderment on his countenance.

The person who proposes the test is actually an accomplice of the young woman at Pinto’s. While his friend is calling central and awaiting the connection, he casts a hurried glance at a card which contains the table here presented. Not having divulged the name of the young woman, he at once gives the one corresponding with the card chosen—Brown for the ace of hearts, and so on.

	Hearts	Diamonds	Spades	Clubs
1	Brown	Collins	Adams	Keenan
2	Burns	Cummings	Anderson	Kellar
3	Baker	Clark	Alcott	King
4	Bates	Cleary	Alexander	Kennedy
5	Browning	Clayton	Allen	Kerr
6	Bright	Clements	Allison	Kessler
7	Briggs	Clifford	Andrews	Keyser
8	Brooks	Crocker	Armstrong	Kingman
9	Bock	Coleman	Arnold	Kilpatrick
10	Becker	Carrigan	Armond	Kirkman
Jack	Bennett	Cook	Ayers	Knox
Queen	Bender	Connor	Atkinson	Knight
King	Bell	Connelly	Ashton	Kline
Joker	Smith			

From the day of its introduction the device has brought a constantly increasing number of inquiries, until the 'phone bell is working the day long. As most calls mean another man learning of the shop, the value of the trick from an advertising standpoint is apparent. The idea has been snapped up by haberdashers in other boroughs of the metropolis and in other cities, with equally good results.

Naturally most people have no suspicions. The few who do and require a second trial may be further perplexed by the news that another young woman in the place is endowed with the same strange gift, and when another card is selected the proper name is given.

AN OLD TABLE

Allen, Stephenson & Co., Knoxville, Tenn., had a good deal of fun and got some advertising out of a little hoax they used recently. On the back of an ordinary business card was printed the following:

"All residents of the city, as well as visitors, will doubtless be much interested in the old table which we have on exhibition at our furniture store, 322 and 324 Gay street. We have had the table on exhibition for the past twelve months, and it has been examined by thousands of visitors, as well as residents of the city during that time. There is no doubt of its rare antiquity, which is admitted by all scientists who have examined it, although, naturally, there is considerable doubt as to its origin, and the maker's name will probably never be known. The researches of several scientists have shown that such tables were manufactured as early as 100 A.D. It is known, for example, that one Nichomachus, a Greek, constructed some such a table in the year mentioned. This was said to have been made of rare woods, dovetailed together in a way that gave it something the appearance of a modern checker-board. Another table of which historians have taken note was either made or owned by Victorias, in the year 456 A.D. This particular table is believed to ante-date either of these, and has proved one of the greatest curiosities that has ever been viewed in this city. It is considered too valuable to keep in the main salesrooms, and is placed in one of the rooms on an upper floor, and is always shown visitors by a member of the firm in person. The table is not for sale, but we have arranged to give or send to all inquirers an engraving or reprint showing the table just as it appears to-day."

When any one called at the store to inspect this great curiosity (and many people called daily) they were escorted to an upper room by a member of the firm. With a good deal of ceremony, a cloth was removed and the visitors were permitted to behold the wonder. It proved to be a copy of the Multiplication Table.

SMALL DOSES

A Boston druggist announces that he will open bottles and sell any amount of a patent medicine, from two ounces up. He is a cutter from Cuttersville, as this latest move shows. Not content with cutting prices, he now offers to cut the bottle in two.

Such a scheme is bad. To cut the prices on standard remedies is bad enough, but to open the bottle and sell a portion of it is worse. The idea is too mean and small for any self-respecting druggist to use and is offered here as an object lesson, showing what not to do. It has no merit whatever.

DOLLARS WORTH \$1.05

An enterprising merchant is distributing broadcast small round labels, the exact size of a silver dollar, and, besides their advertisement, printed on it is this novel and sometimes interesting information: "Paste this sticker on one side of a dollar, and it will be received at our store for \$1.05 in goods."

This is not a bad way to offer a five per cent. discount and should result in bringing new customers to the store making the offer.

A SCRAMBLE FOR LIVE PIGEONS

A sensational scheme sometimes adds business and often brings much notoriety if not real advertising to a store. The Davis & Waters Company, Waterloo, Iowa, made use of a novel scheme which is explained in the following newspaper item:

This progressive firm is not content to do as others do, but continually "do things different." In talking to a representative of the *Reporter* this morning, they gave it out that at 4:00 o'clock Thursday, February 18th, they will let go from the second story of their big store on Commercial Street, twelve live pigeons. Each bird will carry a card securely tied to it, on which will be written the name of some article of merchandise.

The card will be large enough to impede the speed of the bird and it will come to the street below, and the person securing the bird and card will be given absolutely free the article marked thereon. There's no other condition, so we take it for granted that all are invited to be on Commercial Street Thursday afternoon at 4:00 o'clock to see and participate in catching these live pigeons.

These are the Articles which will Be Given Away

- 7 yards of dress goods, regular \$1.00 quality, \$7.00.
- 1 Smyrna rug, \$2.50.
- 2½ yards fine table damask, \$1.00 quality, \$2.50.
- 1 W. B. Corset, any size, \$1.00 quality, \$1.00.
- 1 suit men's best Balbriggan underwear, \$1.00.
- 1 lady's 26-inch umbrella, \$3.25.
- 2 fringed bleached linen towels, 50c each, \$1.00.
- 1 pair lady's kid gloves, any size, \$1.50.
- 1 pair hose supporters, 50c.
- 1 heavy Marseilles bed spread, \$1.50.
- 10 yards novelty wash goods, at 19c yd., \$1.90.
- 1 pair Brussels net lace curtains, \$5.00.

A SENSATIONAL ADVERTISING SCHEME

During the progress of the twenty-mile Marathon run, which started at Evanston, Ill., and ended at the Washington Park race track, Chicago, the Imperial Shirt & Hat Company, proprietors of six Chicago stores, perpetrated one of the cleverest advertising schemes of the season. During the latter part of Saturday afternoon expectant crowds lined the Chicago streets over which the Marathon runners were to go. At Washington Park twenty thousand people had assembled to witness the finish of the race. About ten minutes before the first runner in the road race made his appearance at the north end of the city, a man clad in the regulation running costume started at the north end of Lincoln Park. On the front of his athletic shirt was a large letter "I" and on his back was pinned a banner, reading: "Ahead of Them All. Imperial Shirt & Hat Company." He raced down through the cheering crowds in Lincoln Park, across the river and down Michigan Avenue. Out at Twelfth street two of the officials of the Imperial Shirt & Hat Company, who had followed the runner in a carriage, picked him up and drove with him almost to the entrance of Washington Park, where he got out of the rig and, running, followed the course of the race into the grounds. The crowds in the grand stand burst into cheers as they saw what they supposed was the winner of the long run. As he approached down the track they could not see the banner pinned to his back. The leader of the band, noticing the "I" on the runner's breast, took him to be the representative of the Illinois Athletic Club and the band struck up "My Illinois," while the 20,000 people cheered. After the runner passed the grand stand, and the officials of the race were able to see the sign pinned to his back, he was chased from the track, but he had accomplished his purpose. For the rest of the afternoon and until the last tired runner was in, the Imperial Shirt & Hat Company and their clever hoax were the main subjects of conversation in Washington Park.



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DOCTORED WALNUTS

Here is the method used by a merchant in advertising his store. He had just opened up and was entirely unknown. He says:

"I hired two girls for three days at \$1 a day. I bought six bushels of large English walnuts at a cheap price. The girls halved the nuts, cleaned out the meat, ate it, and then, after inserting a little circular, they pasted the shell together again. I got next to the girls in the candy stores, where nuts were sold, and had them add one of mine to every order they filled. When the people about town cracked their nuts, they read something like this: 'Hard luck to say anything about my business now, but this is the only way I can afford to advertise when I am selling shoes so cheap. This circular is good for 25 cents if you bring it to our store, and purchase something to the amount of one dollar or more.' I did not distribute these to my trade. I made people come to the nuts gradually. I got these circulars for a period of three years. That's how I got my start. I never said a word. Before long the whole town was talking about my store. Then I did a little business. Now I am the largest fellow in the town."

Schemes like this one sometimes bring about surprising results, but it would be folly for any merchant to depend upon them entirely for advertising his business. They should be used more for the purpose of enlivening a dull season or for attracting attention to the store. Newspaper advertising should then be stronger than ever so that the attention given the store through the scheme can be turned into sales—the ultimate result of good advertising.

EMBROIDERY LESSONS FREE

William Oswald & Co., who conduct the Boston Store at Lawrence, Mass., recently conducted a series of free embroidery lessons in their store, which were well patronized by their women customers. The plan, besides drawing attention to the store in a general manner during the entire time, gave the firm an opportunity to make a special sale of embroidery goods, which was very successful. Such a plan is not very difficult to put into operation in any store. There is hardly a town which does not boast of some good local talent in the art of embroidering, and a competent person can easily be engaged to give instruction for a few weeks. An art embroidery department is a needful branch of the business for any department store, and can easily be the means of attracting women who will patronize other counters.

AN OLD SCHEME IN A NEW DRESS

A new variation of the old bean-guessing contest is reported from New York State. A merchant there, who is in the habit of giving away each year some substantial prize, recently introduced it.

He took an ordinary boy's display form about three feet high and had it filled with pins. All over the body from neck to feet at every conceivable angle the pins were inserted until the form wore a veritable coat of armor. The whole was surmounted with a cap, also thickly studded. The form was then placed on a revolving platform in the window, which was kept turning very slowly so that a view could be had of every part, showing exactly how the pins were placed. The form remained in the window for three months, at the end of which time the pins were counted. During the allotted time, each customer who made a twenty-five cent purchase was allowed one guess, and to the one who came nearest to the exact number the prize was awarded.

The storekeeper in question gave an automobile. He is a firm believer, so he announces, in giving away objects of good value. On one occasion he presented a pony and cart, again a piano, and on a third occasion a cottage organ. He found that the automobile contest created a great deal of attention and materially increased his sales. For the average dealer such a prize might prove entirely too expensive, and if he fancied the contest, something more in keeping with the business that he did each year and the class of trade that he handled might be selected.

FOR THE WINDOW DISPLAY

A clothing merchant hit on a good plan to insure his show windows receiving more than a passing glance. He instituted what he was pleased to call a "Grand Guessing Game," and makes an exhibit with some hidden meaning and invites all to guess and guess again. Last week he had a bandit dressed up in fiendish attire, flourishing a broad sword and close by was a big piece of sidewalk flagging, with the word "Miss" marked on it, and the merchant's placard asked, "What incident of national importance does this represent?" and a reader of the news of the day would quickly say, "Miss Stone's captivity." This week the show is more simple. A pretty plump doll is dressed in the color of the confederacy, and the sign says, "What popular song does this illustrate," and every one bums "Dolly Gray."

This idea was developed some years ago, but it can be made new by using up-to-date subjects in the exhibits. Everyone likes a puzzle and many will take infinite pains in trying to solve one. This idea is worth trying.

AN OPTICAL ILLUSION

An enterprising merchant used a clever optical illusion to attract attention to his store during the opening days. A large iron safe was shown in the window, the door of which was opened at stated intervals disclosing the head of a pretty girl, who smiled and winked at the wondering glances of the spectators that crowded around the window to witness this remarkable illusion.

Other illusions of a similar nature can easily be constructed and will always draw immense crowds around the store presenting them.

INSURANCE AS ADVERTISING

An English publication tells about a novel plan of advertising which is proving a great success for a firm of tea merchants. To every married woman who sends to them a satisfactory certificate of her husband's health and buys a half pound of their Pension tea weekly, to the time of her husband's death, should it occur after five weeks from the time of her filing the certificate, they will pay a pension of ten shillings (\$2.50) weekly as long as she lives or until she marries again. The weekly purchase of a quarter pound of tea insures a pension of five shillings a week. The firm is said to be doing a large business through over 3000 agencies in Great Britain and Ireland with 2000 widows in regular weekly receipt of this tea pension, which amounts to nearly £40,000 a year. That the widows should continue to purchase tea of the firm while receiving their pension does not appear to be made a condition.

With a large and increasing business, there is no doubt of the present ability of these dealers to fulfill their contracts with their customers. How long they can continue to do so as the husbands grow older and the death rate increases is a matter which depends upon the accuracy of their actuarial calculations and their profit on tea. But as the women presumably get the worth of their money in the tea, their loss in the event of the failure of the firm would not be one of money paid solely as a premium.

This matter of furnishing insurance as a premium in business is not given the attention it might in this country. It has frequently been tried by magazines and newspapers, but has been used but little by men of business. There is a company which furnishes an accident policy for \$1000 and it only costs \$1 a year. Of this the agent gets probably 40 per cent. Possibly he gets half. A business man could use this policy as a premium with a purchase of \$5 or over. A bicycle dealer, a seller of buggies, or of farm machinery, clothing, tailoring, in fact almost any business man could use this accident insurance to advantage. This is only accident insurance, but the giving of it would prove a good advertisement, and if any of the holders of the policies were injured it would be a great thing for the merchant.

A SENSATIONAL SCHEME

The following sensational scheme was employed by a Western firm, who announced a great sale of clothing:
One of the members of the firm appealed to the courts for an injunction restraining his partner from making such ruinous prices. When enough free advertising had been obtained, the suit was withdrawn and the "ruinous price" sale continued. It was a good thing for that sale, but it is doubtful whether such schemes are advisable if a permanent benefit is desired.

A HOLIDAY SUGGESTION

Small sprigs of holly, with a few bright berries are not expensive and it would seem that some stores of certain kinds—candy stores, book stores, fancy goods stores, etc.—might profitably adopt the idea of tucking such a sprig under the wrapping-cord of each package during holiday week.

A GOOD VOTING SCHEME

A country dealer in a little town, held membership in the Odd Fellows, and managed to get around to the meetings every week. There was only one lodge hall in town, and it was occupied by the Odd Fellows on Tuesdays, the Good Templars on Wednesdays, and the A. O. U. W. on Fridays. The ballot box and gavels which did duty for one organization performed a similar service for the other two, and continuous use hadn't improved their appearance.
The dealer, who had commenced to wake up things, hit upon this scheme. He would buy about the handsomest ballot box and set of gavels to be found, and he would let his customers decide by vote to which organization (for their exclusive use) they would go. He sent to a regalia company making a specialty of paraphernalia of this sort, and ordered two silver mounted gavels, with a suitable plate on which to inscribe the name of the best vote getter. Then he secured a list of members of each lodge from the secretary, and a mailing card similar to the following was sent to each:

VOTE EARLY. VOTE OFTEN

At considerable expense I have secured a beautiful set of silver mounted gavels, and a ballot box. On — 190 these will become the property of
.....Lodge.....I. O. O. F.
or.....Lodge.....A. O. U. W.
or.....Lodge.....I. O. G. T.
which one depends upon the voters. One vote goes with every 25c. purchase at our shoe store.

The day these cards were sent out the gavels and ballot box went into the display window, together with a large show card reading similar to the mailing card. At the same time a "specimen ballot" was shown in the window. The ballots were like this:

(FIRM NAME.)

Please credit — votes in Ballot Box and General Contest
to.....Lodge
Name.....
Address
Date

Near the door was a padlocked box with a slit cut in the top for placing the votes. There was a large sign on this reading "POLLS OPEN," WILL CLOSE—190—.



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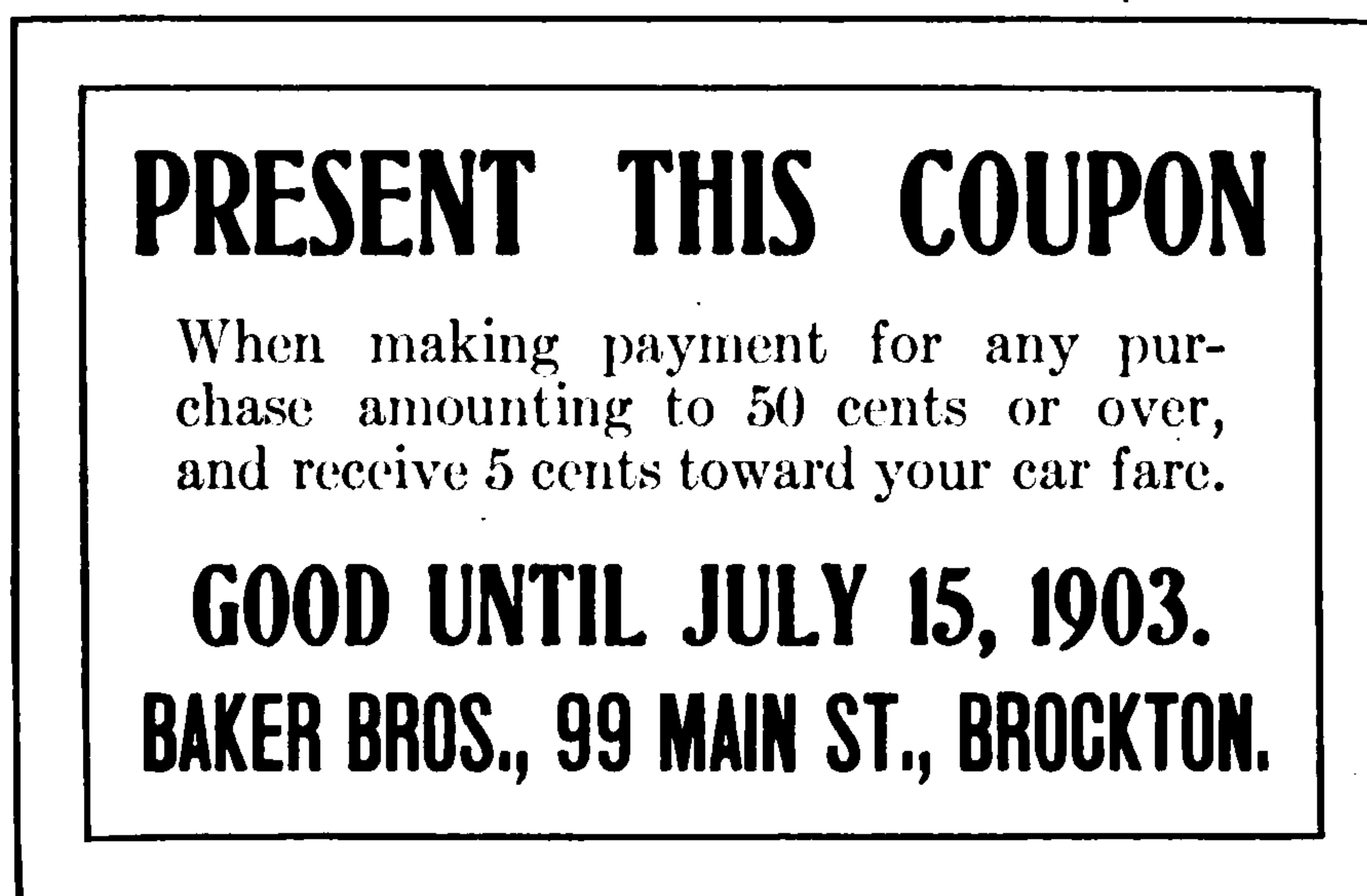
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COUPONS EXCHANGED FOR CAR FARE

Baker Bros., of Brockton, have an inexpensive method of reaching the near-by out-of-town trade. They work one town at a time, and the four-page circulars, 12 x 8½, which they use are thoroughly distributed by carriers. These circulars contain illustrations of leading and attractive summer styles in men's, women's and children's shoes, together with well-worded descriptions. On the fourth, or last, page of the circular is printed a coupon similar to the following:



Lee Baker, of this firm, says: "We usually commence to cash these coupons just about as soon as we put out the circulars, which is the most substantial evidence that the scheme is a winner."

ATTRACT THE DANCERS

A shoe dealer presented the dancing master of his town with a handsome pair of dancing pumps for the privilege of placing in the Academy a small show case containing specimens of footwear suitable for such pastime. The styles were changed frequently and the case paid expenses many times over.

A GOOD CIRCULAR

AUBURN, IND., Aug. 17, 1903.

DEAR SIR:—While you are in attendance at the Teachers' Institute in this city, August 24 to 28, we want you to call at our store and let us show you the new fall styles in footwear.

This store has a reputation for style and quality second to none in northern Indiana, and our fall styles now arriving are the prettiest ever shown.

You need not feel under obligation to purchase, but we think that you should see what is newest and best in footwear and we should be more than pleased to show you.

Should you desire to purchase, bring this letter and hand it to the salesman who waits on you, and we will, as a special inducement, allow you a discount of ten per cent. on your purchase.

Trusting you will avail yourselves of this offer and our special invitation, we beg to be,

Your shoemen,

BISHOP & BEIDLER.

A MISSING LETTER CONTEST

The following advertisement, or one similar to it appearing in the newspapers would attract considerable attention from the mystery that would surround it. Most every one would try to solve it, and as it should be made easily solvable, would usually be able to do so.

— O — N S — I — H S — — — S T — —
 P — R — S — G — — C — — I — — O —
 — A — — H

A fine present to the first person who fills out these spaces.

A New York Merchant.

When the advertisement is filled out properly it will read, "John Smith sells the purest groceries on earth."

In case the advertisement proves too hard to solve more letters can be added until it is made easier. The proof of the difficulty in solving it will be proved easily by the number of the coupons presented for redemption at the store.

TESTING NEWSPAPER ADVERTISING

This is "Brother Hagan's" idea of testing the "pulling qualities" of the Boston papers in which he advertises:

A TEST CASE

I want to know which of the Boston papers show the best results as advertising mediums.

I also want to close out every pair of "Oblast" Oxfords I have on hand.

To accomplish both purposes I make you this offer.

Present this "ad." at time of purchase.

IT IS WORTH \$2.00 ON EVERY SALE OF OUR \$5.00 GRADE "OBLAST" OXFORDS, AND \$1.00 ON EVERY SALE OF OUR \$3.50 GRADE "OBLAST" OXFORDS.

This makes the \$5.00 grade cost you \$3.00 and the \$3.50 grade cost you \$2.50.

GOOD ONLY FOR FOUR DAYS, AUG. 19 to AUG. 23.

Brother Hagan
 The "Oblast" Shoeman
 Hagan's Corner—Wash. & Boylston Sts.
 BOSTON

SOUVENIR POSTAL CARDS

Brill Bros., New York City, sent to each name on their mailing list, a pictorial postal card, dated at Paris, containing the following statement: "Greetings from a member of Brill Brothers, who is now abroad in search of new styles and ideas for men's wear."

CHRISTMAS PRIZE CONTEST

If you are a "gent's furnisher" or clothier, offer a nice prize, either cash or merchandise, to the man who sends you the most complete, most sensible, and most tasteful list of presents suitable for men. Then publish the winning list and perhaps the next best in your advertisements. Stores handling feminine finery could also make good use of this plan, giving the prize for the best list of presents for women. Toy stores, too, can arouse interest among the young folks by a similar contest.

AN EASY SCHEME TO WORK

First procure photographs of ten of the most prominent men in the place. Have these grouped together and reproduced with masks hiding the greater part of the faces.

Offer prizes for correct lists containing the names of the men.

If this proves at all difficult the scheme can be carried further by giving slight biographical sketches, one at a time, of the men in the group. Care should be taken however in doing this that enough is left unsaid to still keep the public guessing.

A PHONOGRAPH IDEA

A cigar dealer had a phonograph so attached to his cigar cutter that whenever it was used it would be set going. The first intimation of its connection with the cutter was made known by a bugle call which was followed by the words, "My friend, smoke the Owl cigar, only five cents." This attracted considerable attention and sold many Owl cigars.

THE LEFT GLOVE

S. B. Stern, of Shanfield & Stern, Kokomo, Ind., sent out a number of gloves to customers during a glove sale. The right glove only was sent and a message with it explained that the left one could be obtained by calling at the store. It was also explained that if the glove did not happen to fit it could be exchanged for one that did.

Such an idea could be adapted to many articles. Hosiery, for one thing would stand advertising in that manner.

Purchase a good-sized job lot of fancy hose, say something that would sell in the regular order of events for about twenty cents the pair. Mail one of these hose to a selected list of men and women—preferably people of families—in your town.

With this odd hose mail also a card printed with a legend something after this fashion:

"This is the left hose; the *right* one can be procured free at the *right* store by presenting this card filled out with your name and address, together with checks showing that you have purchased — worth of hosiery at the *right* hosiery department.

"If this hose is not just your size, you can obtain, free, one that is, by calling at the hosiery department of Push, Hustle & Co."

Besides drawing a crowd to a store this scheme could be made the means of securing an excellent mailing list of customers who are susceptible to that kind of advertising.

A NEWSPAPER CONTEST

Very often newspapers would assist the local merchants in making their advertisements more resultful if they knew how. The *Boston Post* hit upon the following unique and novel prize contest which shows how the one can help the other:

The paper offers prizes aggregating \$50 each week for the biggest bargains found in the *Sunday Post* advertisements. Only women may compete and purchases must be made and then a letter written to the editor, stating why the reader thinks they have secured a "good thing." This scheme should prove profitable to the merchants, the paper and its subscribers.



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A SUMMER SCHEME

Hood's clothing store in Sparta, Ill., attracted a good deal of public notice recently at a small cost. A large picnic was held that was attended by the whole town and Hood's got into the limelight by distributing a lot of cards which contained the following:

WHO IS THE MAN?

A genuine South American Panama hat free to the first person to guess who is the man.

There is a man on the picnic grounds (from 1 to 5 P.M.) representing THE YELLOW FRONT, Sparta's Good Clothes Store—he is wearing a "HOOD" outfit from head to foot. To the first person—man, woman or child—who hands him one of these cards and asks him in these exact words, "Do you buy your clothes at Hood's Yellow Front?" he will present an order for a \$6 Panama hat. Should a lady be the first, she will also receive an order for a two pound box of candy in addition to the hat.

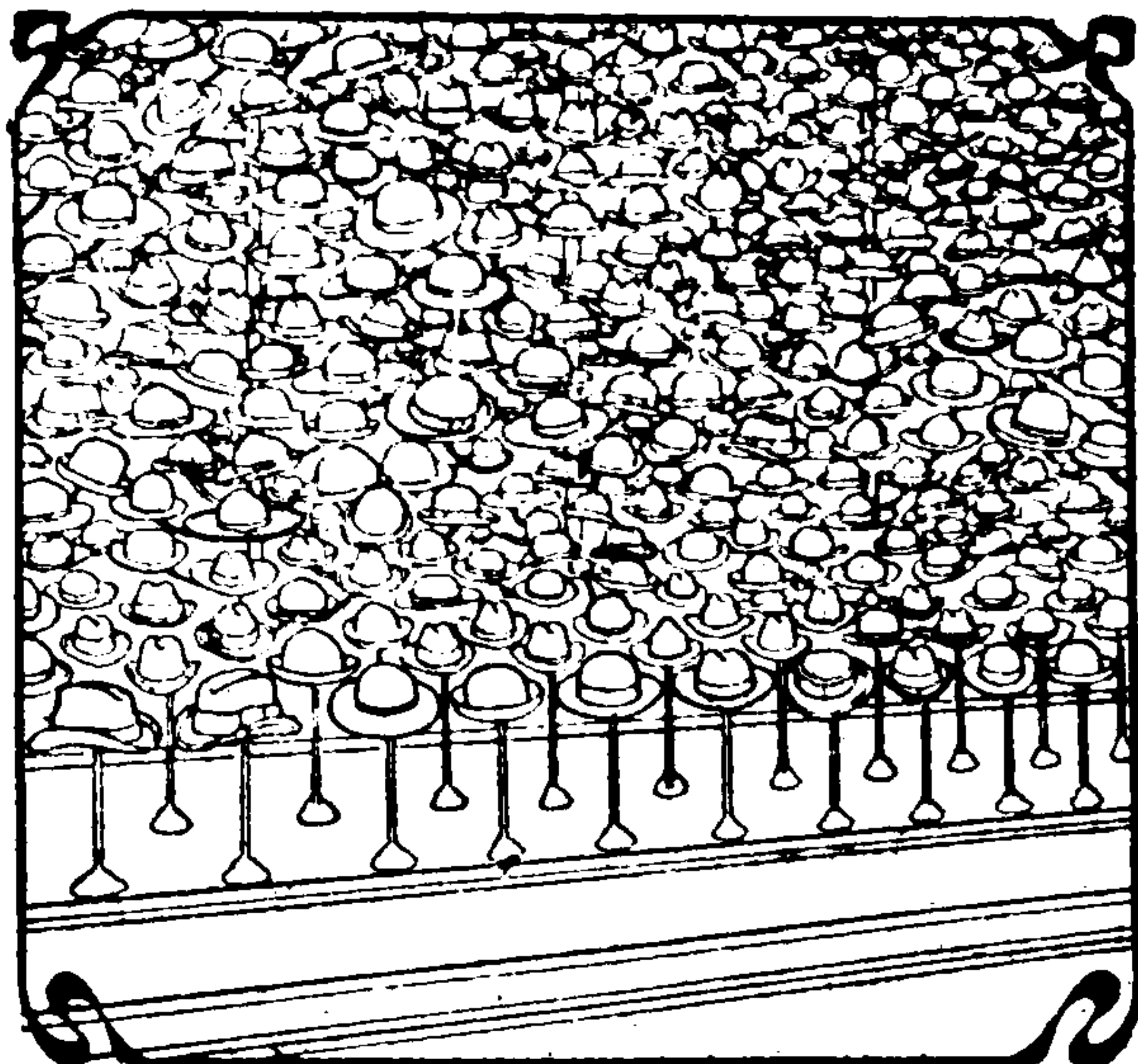
Get busy; spot the Hood suits on the grounds, ask the man, and it's your Panama. Positively no one knows his identity, except the members of our firm—you have an even chance. Hood's clothes are different; you can easily tell them by the distinguished fit and hang as well as by the smart and exclusive patterns.

W. J. Mitchell, of Waco, Tex., gave \$100 in cash free to customers who were able to count all the Texas hats in his window. Herewith we reproduce the ad announcing this offer.

J. S. Ivins' Son, Philadelphia, Pa., struck a lucky idea to increase the sale of his cakes. These cakes are sold to grocers throughout the city and are cleverly advertised through the newspapers to the customers of these stores.

\$100 IN CASH GIVEN AWAY!

Dec. 31, 10 a. m., To the Customers of the Mitchell Store



Count the Texas Hate in this Window.

Write or call for "Mitchell's Talk," its free and it gives full particulars of this GRAND FREE DISTRIBUTION OF CASH. If you live in any town where Texas Hats are sold you are entitled to compete when you buy a Texas Hat. Ask your dealer to write for information.

W. J. MITCHELL
THE CLOTHIER AND SHIRT MAN
WACO, TEXAS

Ivins Bride-ring Cake

20c lb., at grocers.

In buying Bride-ring Cake, you do not have to trust to luck for anything except the

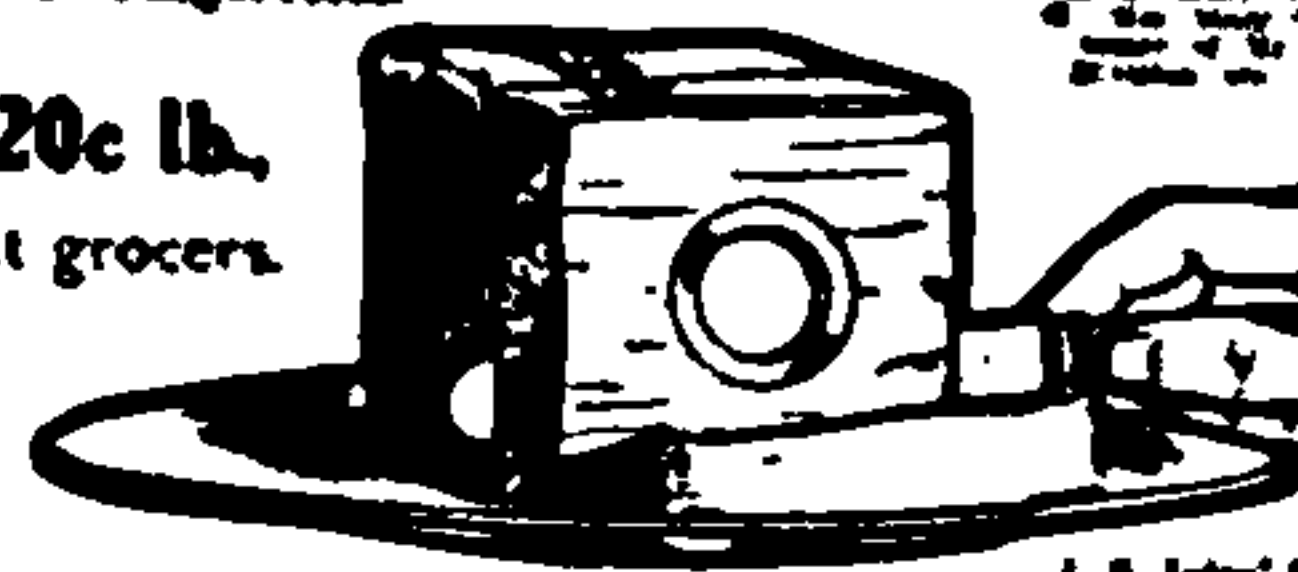
finding of the 18-karat gold ring.

The flour, the eggs, the butter, are the freshest and best the market affords, our half-century reputation is a guarantee that Bride-ring Cake is at the apex of excellence in pound-cake making.

The new endless shape doing away with crusty ends, the wrapping in waxed paper, the packing in sanitary boxes, the keeping of the grocers' in glass cases—all contribute to make Bride-ning as nearly perfect as a cake can be.

Your grocer will cut any size piece you want, out of the air-poured cake we furnish him. The cut you get may contain the ring. If it does, notify us promptly and we will present you with a tin of Icing Confection.

20c lb.
at grocers



J. V. Loring, Gen. 605-607 W. Grand St.



Orina
Bride-ring Cake
20c lb.

The most extraordinarily successful cake that has ever come out of any bakery.

First—because of the interest excited by the prospect everyone has of getting a Bakery, Banks & Biddle

Solid (18k) Gold Ring, Free

Second—because of the surprising excellence of Bride-ring Cake. Finest flour, freshest eggs, best butter, and the most deliciously mouth-melting icing.

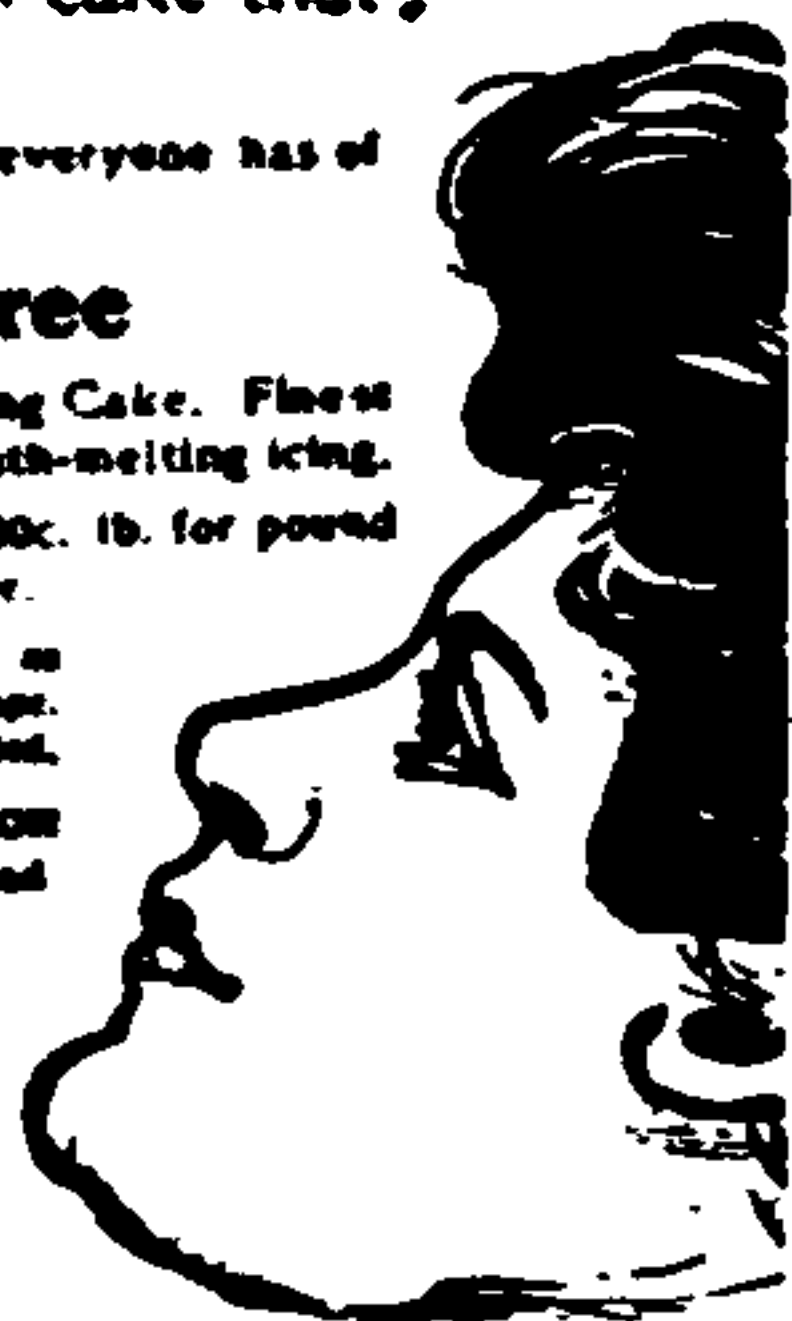
Third—because of the never-before-heard-of price of 30c. lb. for poured cake of the quality sold at double this price, and even higher.

We need a two-pound Birdie Ring Case to your grocer! He puts as much as you want. The "rusty" ends, because of the new endless shape. The rust you get will be as delicious as any pound cake you ever tasted, and may contain the ring. Finders of the ring are rewarded for promptly reporting it, with a four-pound cake of the quality sold at below this price, and even higher.

J. A. WYNN SON
602-257 N. Broad
St. Louis, Mo. 63102

Last week's leading ring leaders

1. Mrs. Edith G. Manning, 1925 G Street, S.E., member of the Eastern Star and Poughkeepsie A.O.U.	4. Mrs. Julia Pitt, 222 University St., president of St. Andrew's, 1925 G. St. and St. Paul's.
2. Mr. John Boland, 1925 Maryland Ave., member of the First Presbyterian and First Ave. Churches.	5. Mrs. J. Goodwin, 1925 G. St. and St. Paul's, member of the First Presbyterian.
3. Mrs. C. Oliver, 1925 North G Street, S.E., member of the Eastern Star and Poughkeepsie A.O.U.	6. Mrs. A. Simpson, 1925 University St., member of the First Presbyterian and St. Paul's.



Very often it is necessary for a selling scheme of some kind to start the ball rolling and place a business upon a paying basis. A careful reading of the two advertisements of Ivin's Bride-ring Cake will give the reader a general idea of the whole scheme and of how it is worked and advertised.

CHAPTER XXXII

SCHEMES TO ATTRACT BOYS AND GIRLS

A NUMBER of merchants throughout the country to-day are making a strong bid for the juvenile trade of their towns. Boys are a hopeful class to work among, and will work like Trojans in the hope of a small reward. There are avenues without number through which their trade may be attracted to the store of the dealer who gets up and hustles after it in dead earnest. If the goods are what they ought to be a boy can usually wheedle his parents into buying his clothes at the store that offers him some personal inducement for his trade. A strong characteristic of every boy, yes and of "children of a larger growth," is a love of the element of mystery and chance; therefore, an offer of a "mysterious package" with every purchase of boys' clothing will be apt to greatly stimulate trade in this line. These packages should contain articles dear to every boyish heart—jack-knives, balls, fishing outfits, etc., and the contents should vary in value according to the amount of the purchase. A variation of this same idea would be to have sewn up securely in one pocket of every boy's suit or overcoat an order for some one of such articles on some store making a specialty of such goods. Many stores now give baseball outfits with boys' suits, but the uncertainty is what lends charm to the above schemes.

A firm down in Maine recently stirred up their trade in this line by instituting an advertisement-writing contest for the high school pupils, offering two weekly cash prizes to the pupils who compose the most catchy, pointed, telling advertisements that will leave no possible doubt in the mind of the reader as to the preëminence of this firm's line of men's and boys' clothing, with reference to economy, style, durability, etc. This double-barreled advertisement has struck right at the root of their patronage by exciting the interest of parents, besides drawing some really creditable advertisements from the brightest of the youngsters. At the end of several months the prize-winning advertisements are to be collected and published in booklet form, and it is pretty safe to say they will be more widely read and give this firm more desirable publicity than if prepared by some high-priced expert.

The following scheme, which originated in the fertile brain of a resourceful manager, was unique and of a character to commend it especially to boys. He organized a baseball team from among the boys of a neighboring school, whose ages ranged from eleven to fourteen, named them "Blank's World Beaters," and equipped them with blouses and caps bearing this name. The team challenged everything of its size in its own and neighboring towns, and whenever it won it was given some small prize by the firm which it so ably helped to advertise in this manner. A vacant field at no great distance from the store was leased and put in proper shape, and here the team practiced regularly several times a week, always surrounded by a good-sized audience. Bats, balls, mitts and all necessary equipments were furnished by the firm, and expenses to and fro when matches called the team out of town.

A very spirited voting contest, in which the prizes were two scholarships in a local business college, one to go to the young lady and the other to the young man getting the highest number of votes, was instituted last year by a firm carrying both ladies' and gentlemen's clothing in a bustling little town. The contest opened April 1st and ran until graduation day in the neighboring high school. One provision of the contest was that

all votes cast must be confined to members of the graduating class of this particular school. This served to concentrate the interest, and set the numerous friends and relatives of the class to work in their cause with a will. Every twenty-five-cent purchase at the store carried with it one vote; thus a suit costing \$20 entitled the purchaser to eighty votes. The prizes were worth striving for, and of such a character as to commend them especially to the parents of ambitious young people, and the scheme gave the firm a well-deserved publicity.

Training in the art of self-defense has a strong fascination for boys, and one store scored a "bit hit" by offering to give free boxing lessons to all youths between the ages of ten and eighteen who patronized their store. Arrangements were made by the firm with an instructor of the manly art for a certain number of lessons for their youthful patrons, one lesson for every \$5 worth of goods purchased. They further supplemented the advertising value of this scheme by issuing an illustrated booklet on the art of boxing, which also, of course, contained much good advertising of their goods.

"Mocking Bird Day" was the heading recently seen over the newspaper advertisement of a clothing firm. The advertisement stated that every boy who visited their boys' clothing department on the following day in company with either of his parents would be presented with a wonderful mocking bird whistle, whether any purchase was made or not. Attention was called to a special line of boys' summer blouses at very low prices.

To celebrate the re-opening of their enlarged and improved department of boys' and youths clothing, one firm instituted a painting competition for boys by issuing a book containing six copies in colors, having the outline of each copy on the opposite page ready for coloring. Ten prizes were offered, and the competition was open to all boys under the age of sixteen. The books, of course, were likewise valuable advertising mediums, being filled with illustrated advertisements of their offerings in boys' wear.

A store on a busy corner recently had, in the midst of a big window showing of boys' clothing, a hanging glass shelf piled with wooden rattles, with a placard reading: "Boys make a noise and let people know you are on earth. One of these watchman's rattles given with every purchase of a boy's suit."

A scheme which, so far as known, has not yet been tried by any house, but which at least contains food for thought, would be to start a boys' camp in some favorable locality. Then advertise that all boys or young men between certain specified ages, whose purchases at the store during the year aggregated a certain sum—say \$50—might spend a week at the camp, enjoying its fishing, boating and other privileges, all free of charge. This would be a treat greatly appreciated by numbers of city boys, and the scheme ought to prove a winner if worked out in the right way.

Some of the large department stores are spending many hundreds of dollars every year in interesting the juveniles of the family. One of these stores had a miniature Coney Island on the roof in full swing. A real Italian organ-grinder was provided, also a menagerie of monkeys, pigeons, rabbits, dogs, fish, alligators, etc. A live donkey was also kept busy giving the children rides. The roof was sodded, and plants and flowers were arranged in such a way as to make a most delightful scene. Another great departmental store is making plans to entertain the children on a larger scale than ever, with the addition of popular musical entertainments. Another proposes to give a vaudeville entertainment twice daily during the season, while another has secured the services of a clever magician. These facts show how the services of the children in drawing trade is esteemed by these great mercantile concerns. Every dealer, if he be so disposed, can do something to attract the little folks.

A good scheme to attract the attention of boys and girls can be used for any Fourth of July. Boys, and girls, too, always take a lot of pleasure in the noise made by fire-crackers. A plan similar to the following could be worked by any merchant.

About the 20th or 25th of June advertise the fact that ten packages of fire-crackers will be given for the best picture of "Washington Crossing the Delaware" drawn by a boy or girl under twelve years of age. If a good copy of this picture is obtainable it might



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and modern, fiction and
non-fiction books.

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be displayed in the window together with the fire-crackers. Other prizes of five, two and one packages should also be offered. Or one package might be offered for every entry that received honorable mention. There could be three first prizes and twenty honorable mention prizes given at a very small cost.

Such a contest will take a lot of interest right into the very homes of the contestants and others. It ought to prove good in any town or city.

Another scheme in the nature of a souvenir or gift plan could be used. Have about 500 little flags with the inscription "Compliments of ————" printed on them. Hire some one to walk the streets and give one to every child he meets. This distribution might extend to three or four days before the fourth according to the number of flags to be distributed and the size of the city.

One store, some time ago, advertised to give away four \$10 dolls to girls between the ages of three and ten. With every purchase made at the store was given a regular sales check. The name and address of the purchaser was written on the sale's slip and deposited in a box. From this box were selected, on a day set for the drawing, four of these slips. The names and addresses upon them determined who were to receive the prizes. They were notified to bring the girls, to whom they wished the prizes given, with them on another day set for the purpose, when they were presented with the four dolls.

Various articles of interest to children, such as baseballs, bats, footballs, dolls, knives, fishing rods, etc., can be successfully used as souvenirs or premiums in any store selling children's wearing apparel, or articles used by children.

Children can even be made to work for the store by the offer of prizes or commissions. A Massachusetts shoeman originated a little scheme of this nature and had nearly every boy and girl in his town working for him. The scheme was in reality little less than a discount sale put forth in an original manner. The discount was not made to the customer but was given to the hundreds of little agents that worked for the commissions. The scheme was described in a circular as follows:

"EARN SOME MONEY FOR CHRISTMAS

"Every boy and every girl in Stoneham may with a very little effort earn some extra money for Christmas—and none of these boys or girls need to be told how handy extra money is at Christmas—or for that matter at most any time. Zitren the Shoeman is going to be the Santa Claus—only he is going to give this money as fast as the boys and girls earn it—and let them have it to spend now or put away for Christmas.

"He is going to pay a commission of 10 per cent. on any shoe repairing work brought to him by any boy or girl—from now until Christmas. Ten per cent. means 5c. on a 50c. repair job—10c. on a \$1 job, etc. It will surprise some boys and girls how easy it is to earn extra money by this plan.

"Regular repairing prices will prevail, and these prices are the lowest that can possibly be made for the finest workmanship and honest, high grade leather. Under no circumstances will we reduce the superior value of our repair work, which cannot be equaled in Massachusetts.

"Boys and girls should keep this circular and remember to bring all their repairing to

"ZITREN THE SHOEMAN, Main and Hersham Streets, Stoneham."

This kind of advertising scheme can be adapted and suited to a great many different lines. A card can be presented to children of certain ages with amounts of various sizes running from 5 to 25 around its edges. These amounts could be punched out when purchases are made and the card presented. The boy or girl holding a card with all the amounts punched out could be given a certain premium. This will help to interest the boys and girls to advertise the store.

' Musical entertainments calculated to interest the children could be given at times in the store and would no doubt draw forth a lot of youngsters. Magic lantern shows and moving picture exhibitions make another excellent attraction for children and would attract the grown folks as well.

The dealer who goes systematically after the trade of the children by the use of little advertising schemes will find it worth a great deal of trouble and time in their preparation. It is said that "train a twig in the way it should grow" and it will ever after grow in that direction. This can be logically applied to our present contention: Train the youngsters to come to your store and they will ever after come to you with their needs. If they don't it must be your own fault. You had a chance at any rate to hold them, and you should have done so.

A Boston merchant offered a valuable present to the boy or girl turning in the five most attractive show cards for window use. The result was exceptionally good and the dealer secured a great many good cards. The children were told that the cards were to be of a certain size. This plan would work well with any merchant using window or show cards. The present or presents can be one or more useful articles. It should be advertised by circular, by a notice in the local paper, or both. In some places instructors of drawing or the school teachers might be interested. The number of words on each card should be limited.

A scheme along somewhat similar lines was used by the London Clothing Co., Columbus, Ohio. They describe it as follows:

"We got out, and distributed at the schools, a circular to this effect:

"Boys of fifteen or under were to make a drawing of a subject appropriate to the London Clothing house, on a sheet of white paper 6 x 9 inches and in black ink. These were to be brought into the store before a certain date. For the best five drawings we paid \$1.00 each, and these we had engraved and printed in the local papers, one each on successive Saturday nights. The boys took to the idea and we had no end of drawings handed in, most of them done with spirit and with excellent ideas, so that it was really difficult to pick out the prize winners. We made an exhibition of all the drawings received, in our show window and it was a big attraction. We required no purchase from contestants; that might be a better plan. A circular advertising such a scheme must be carefully written, as the wording must be clear to everyone. The whole scheme cost but little, and paid well in boys' clothing sales and the advertising gotten out of it."

A photographic contest, between boys and girls from ten to sixteen years of age, would prove a winner in some of our larger towns and smaller cities. Have an attractive trim of goods suitable for their use or wear and have it photographed by the amateur. Most boys and girls own cameras to-day and the amateur photographer is usually a very enthusiastic person, especially when it comes to taking pictures. The contest should be advertised in the newspapers. The week before place a neatly lettered card in the center of your window, announcing the contest. The prizes should be shown in the window. The prizes might consist of a handful of silver. Twenty quarters for the first prize; twenty-five dimes for the second and twenty nickels for the third prize would make an elaborate showing in the window.

The center of the window should be given to the display of the prizes. We believe that your store window will be the mecca for amateur photographers all during the contest. If there are any mirrors in the window cover them with cloth or crepe paper so that flashlights may be taken at night, as it is difficult to take a window with strong reflections in the daytime, and many of the camera fiends will want to avoid the crowds by trying their skill after business hours. We would suggest that the contest extend not over three or four days, as it is difficult to keep up interest longer than that time. This will also give ample time for several trials, if the photographers at first do not have good luck. Have the rules for the contest so simple that they may be lettered on a card and placed in the window. Do not require that every contestant make a purchase at the store. Bar

all professional photographers. When the pictures are handed in and the prizes awarded make a window of the various photographs, giving the most prominent place to the three prize winning pictures, which could be marked with the names of the successful contestants.

To prolong the interest in such a contest the public could be asked to name the winners. This could be done by giving every customer a vote as to the best photographer. The three highest could then be awarded the three prizes. The voting should be all done in about a week's time so as not to keep the youthful contestants waiting too long.

Jenkins Bros., Chippewa Falls, Wis., were fortunate recently in planning a novel scheme that not only drew trade to their store, but enabled them to make several improvements in their management and methods which were extremely beneficial in getting good results.

Their plan is not particularly new in the main, it has been worked in a variety of forms before, but Jenkins Brothers application of it is original. The concern announced that they would give a beautiful doll to the little girl who wrote the best letter giving the reasons why her mother liked to trade with Jenkins Brothers. Every effort was made to bring it to the attention of all the school children in Chippewa and the surrounding towns. Their newspaper displays contained several clever announcements of the plan, and in addition an attractive circular was sent to nearly all the householders. The doll, an exceptionally fine one, with a splendid assortment of lingerie and dresses, was given a place in one of the show windows. At her feet was the following placard:

Do you know why your mamma trades at Jenkins Bros?
Ask her. Then write and tell me. The best letter gets me.

Hundreds of letters were received, a large percentage of them commonplace and what might have been expected. The rest were bright and unusual and contained some good ideas. Some mammas had evidently given any reason that came into their heads, reasons that were no reasons in many instances; others had honestly endeavored to decide why a preference should be given, and in some letters the evident sincerity of the expression told plainly that the little girl's mother was a customer from some particular preference which she found no difficulty in expressing.

The store was liked because it was clean, near at hand, and goods cheap, clerks were polite and they had things no one else had, gave rebate checks, etc. One of the best letters which came to our notice was the following:

DEAR MR. JENKINS:

I am eight year old and would like to get that nice doll you have in your window.

My mamma says she likes to do her trading at your store because you always have the best goods, and mamma says all the clerks are so polite, and I think so too, because they always wait on me when my turn comes, even if I am small. And besides we get rebate checks and we can get so many things with them. I have told you all I can think of on why it pays mamma to trade at your store, and, hoping I will get the big doll, I remain,

It gives a valuable suggestion to the clerk. He can learn that it evidently pays to be polite to the youngsters. Occasionally they can say a good word, and almost always they grow up. At any rate childhood impressions are lasting.

During a trip to Boston recently a dealer from Connecticut happened to be passing an auction room, and out of curiosity stepped in and joined the crowd. He had been there but a few minutes when a large oil painting, a well-executed copy of one of De-



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human knowledge in
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In some instances the work was done in a manner that was remarkable for its thoroughness. The boys and girls had regular routes among their friends and acquaintances, which they traversed every day to learn if any member of the household was intending to make a purchase, or if they needed anything which could be bought at the store. In many cases they carried around with them copies of the last advertisement that the firm had issued and called attention to the different bargains that were being offered, and tried in this way to work up a sale.

Clubs and societies were importuned to get whatever fittings they needed from the store that was giving the picture, and in a very short time there was scarcely a person in the place who had not been affected in one way or another by the contest.

The merchant on his part took every advantage that the contest offered. In his advertisements he endeavored to present bargains that the boys and girls might talk about to their friends and so arranged his displays that they appealed directly to the children. Each week the result of the contest was announced in the paper in detail. The publishers soon saw its value as a news item and devoted considerable space to it, which helped it immensely and did not cost the merchant anything.

On some days he announced that two and even three coupons would be allowed with purchases of certain lines of goods, and in this manner not only was enabled to move certain slow stocks that had resisted several other advertising campaigns, but effectually livened up many days which might otherwise have been dull indeed.

The contest continued over forty-eight working days, and something like 25,000 coupons were issued, while the total sales for the period were much increased over any former year. The awarding of the picture and the installation was made an occasion of much ceremony. It was held in the evening at the schoolhouse, and was turned over formally, with short speeches by the proprietor, and some of the prominent men of the town, who were present at his invitation. Here is an additional opportunity for the storekeeper to get more newspaper publicity. He should work up this presentation in a way to attract a great deal of attention and thus to give it a good news value. Few publishers would pass it by, and the great majority would be glad to give it a very satisfactory notice.

Summing up the contest the merchant found that including the cost of the picture and the printing of the coupons, the only extra expense that he incurred, the results obtained were far more satisfactory than could be shown in any other advertising that he had ever done. The good was permanent, for he made many new customers who continued to buy in his store.

We reproduce on the following page a form of ballot that could be used in one of these boy and girl contests. The blank spaces are to be filled in with name of store and dates.

This clever scheme was recently employed by another Boston merchant to interest the boys and girls in his store.

He had printed on 4 x 7 cardboard, in a plain, neat type the following:

“Ask the questions which are found in this column and find the answer on the penny which is fastened to the lower corner of the card. To the one who first turns in a correct set of answers, or nearest correct set, we will present a handsome and useful present.

- | | |
|-------------------------------|-------------------------------|
| 1—A messenger. | 10—An animal. |
| 2—A piece of armor. | 11—An emblem of royalty. |
| 3—A devoted young man. | 12—Youth and old age. |
| 4—A South African fruit. | 13—Part of a river. |
| 5—Portion of a hill. | 14—Implement of writing. |
| 6—A place of worship. | 15—Two sides of a vote. |
| 7—Three weapons. | 16—Plenty of assurance. |
| 8—Spring flowers. | 17—Part of a stove. |
| 9—The first American settler. | 18—Something found at school. |

“The contest will last two weeks, and at the end of that time the answers will be examined and the prize winners will be announced. To the first child sending in a correct answer we will present a handsome lead pencil case. To the second a school bag, and to the third a luncheon box. Bring in your answers as soon as you have them ready, for the first correct answer will get the prize.”

In one corner of this card a new American one-cent piece was fastened with mucilage, underneath which was inscribed the following: “You will find your answers here. Let your nimble wit ferret out the problems.”

One of these cards was given away with each five-cent purchase at the store, and the plan was well featured in the advertisements of the house. On the whole the storekeeper found the plan very satisfactory. He distributed several hundreds of the cards to the

THE most popular boy and girl, as decided by the vote, will each receive a nice, bright \$2.50 gold piece. The five boys and five girls receiving next highest numbers of votes will each be presented with some nice little prize.

One ballot may be voted with every 50c worth purchased at.....

..... The child must not be over sixteen years of age, and must write his or her own name on the ballot or have it written and make his or her mark.

The leading candidates will be announced in.....

window—WATCH IT. The contest closes,

The announcement of the winning candidates will be made at.....

.....store, on the evening of Saturday,(Over)

Ballot

The most popular Boy and Girl Contest at

.....

My name is.....

I am a.....and am.....years old
(Boy or Girl)

I live at.....

I would be glad if you would Vote this Ballot the Next time You Buy 50 Cents worth at

.....

.....(Over)

FORM OF BALLOT.

children, and his store during the period of the contest was kept in a pretty lively state by boys and girls who came in to ask questions, or turn in their answers, as well as to buy the puzzles.

The answers to the questions were the following: 1—One sent (cent); 2—shield; 3—beau; 4—date; 5—crest or brow; 6—temple; 7—arrows; 8—tulips (two lips); 9—Indian; 10—hare (hair); 11—crown; 12—1898 (the date); 13—the mouth; 14—quills; 15—eyes and nose; 16—cheek; 17—lid (eyelid); 18—pupil. Care must be taken to have the coins bear an 1898 or similar date. 1900 or any of the succeeding dates will hardly answer for question twelve.

The cards can be used to stimulate the sale of some special article or articles in the children’s department, and they are particularly good just before schools open. To any one who makes a specialty of children’s trade, and of trying to get the attention of the little ones and their parents this might be well used as a step to a series of schemes. It will pay a dealer to have some plan or other going all the time, or at least a new one every month.

The idea gives a chance to make an effective window display. The Boston merchant filled one of his windows with the cards. He got several large packing cases, covered

them with white paper, and piled them in pyramid fashion and the cards were fastened to the front and sides of them. Throughout the store placards announced the conditions of the contest, and told the children how to get the puzzles, and other particulars.

The Christmas season offers an excellent opportunity for the merchant to cater to the children, or to gain their influence. Children of almost any age will take a lot of interest in a Santa Claus, even when they know he is only an imitation one.

A Philadelphia store recognizing this fact opened up a postoffice at which Santa Claus delivered letters addressed to the children. Parents often wrote the letters, and as there were a great many big, bright red letter boxes placed in different parts of the store, it was easy to have it so. Every two hours Santa Claus in person made the rounds and collected the mail. Many of these were addressed to him and were of course burned. The children went wild over the whole affair and it is likely that the scheme will be repeated each year.

A. E. Dinet & Co., Joliet, Ill., presented their young friends with toys and gifts of a similar nature. The following circular explains the scheme:

DEAR LITTLE FRIEND:

We thought maybe you'd like to know about the arrangements we have made with Santa Claus about Christmas presents this year.

Of course, every boy and girl in Joliet knows that about this time every year the Dinet Store gives with every sale of a dollar's worth, or more, of Boys' or Girls' goods a ticket entitling the holder to a present.

Last year, you know, we didn't wait for Christmas, but gave the presents out as soon as a sale was made. Well, Santa Claus didn't like that plan a bit, and he told us so. So after we told him he could have his way he sent us this message:

"I'll be at Dinet's Christmas morning at 8 o'clock. Tell the Boys and Girls I'll be loaded down with the finest lot of presents I ever had.
"SANTA CLAUS."

Every time you buy of Dinet's any Boys' Clothing or Girls' or Boys' Shoes—costing a dollar or more—you get a ticket with a number. You keep all your tickets 'till Christmas morning, then bring them down to Dinet's and Santa Claus will hand you out a present for every one of them. Maybe you'll get a \$5 Kodak, or a \$3 Tool Chest, or a \$2 Chocolate Set, or a 50c. Toy, or a beautifully dressed Doll—only Santa Claus knows *exactly* what *you'll* get—but every ticket draws some present, and Santa Claus says they're the best that he ever had.

We hope you will tell mama all about it and have her come to Dinet's for everything you need.

We begin the giving of tickets Saturday morning, November 9th, and continue up to Christmas Eve.

Now don't disappoint old Kris Kringle, 'cause he expects you.

Your old friends,

A. E. DINET & Co.

CHAPTER XXXIII

THE GREATEST SCHEME OF ALL—PREMIUMS

THERE can be but little doubt that among the hundreds, yes, thousands, of schemes devised by retail merchants to draw business to their stores that the premium scheme is the greatest of them all. It is of the most lasting value as a trade bringer.

In the last few chapters the majority of the schemes mentioned are of the premium



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served, it becomes a source of ever continuing trade. When premiums of little worth are given, so that the customer making a three or four dollar purchase can secure it it is merely a cash discount, and of less trade bringing value.

In some cities, where trading stamps had a strong hold this principle was conclusively demonstrated. Some merchants who did not give stamps offered a straight five per cent. discount in cash. Did they gain anything by it? No. The mass of the people wanted a lamp, a table, or a book-rack, and continued to accumulate the little green or red, or blue stickers for the purpose of exchanging them for those articles. The discount in cash, was, of course, much more valuable, but the public could not see it that way. What did five, ten or fifteen cents in cash look like alongside of a beautifully decorated table lamp? It looked so insignificant that it was not considered at all.

Other merchants gave rebate coupons good for five per cent. in purchases at the stores giving them. These met with but indifferent success, but strange to say, with more success than the straight refund of five per cent. in cash. When people think they are getting something for nothing they are happy. In the case of premiums, they are really receiving free gifts. So were they in the cash rebate, but in most instances the people thought it was first "tucked on to the original price."

The merchant who wishes to open up a premium department can do so with but little outlay in cash. A tea-set of china, nicely decorated, can be procured at small cost. This might be used for the first season. If a stock pattern is obtained he can allow certain pieces to be taken when purchases reach the required amount. While this breaks the set, he can easily replace the dishes selected. There is always the incentive here on the part of the customer to procure the remaining dishes to complete the set.

Silverware, jewelry, china, furniture, all make premiums of great value, and in most cases the value at retail is nearly double what they cost at wholesale. These are the lines for the merchant to select. His object should be to give the greatest value at the least cost to himself.

Sometimes it is advisable to offer a premium with purchases amounting to a certain sum, and so much cash. A shoe merchant in a small town did this, and made quite a lot of trade by it. He had cards made, on which a certain number of figures, amounting in all to five dollars, were printed around the edge. The premium was a gold-plated watch, either gentleman's or lady's size. The whole scheme was printed on the card. The customer was to purchase footwear to the value of five dollars, the amount of each purchase being punched out on the card, at the time of purchase. When the five dollars had been spent, a payment of \$3.50 was required, and the watch was forthcoming. The cost to the merchant of these watches was \$2.75 each, and express charges or mailing charges. He had to purchase one of each size as samples, and pay for the printing and punch. That was his only initial outlay. The premiums were in reality purchased only as they were sold to the customers. The writer was closely connected with this firm for some years after the plan ran out, and there was not one complaint, or any dissatisfaction shown on the part of customers who received the premiums. This instance merely goes to show how easily a premium plan can be carried out at very little cost.

Another firm had a list of premiums, consisting of some twenty or more articles, and with every purchase of one dollar a certificate for one dollar, redeemable in premiums, was issued. Fractional parts of a dollar were disregarded so that the purchases often represented considerably more than the amount necessary to procure the premium.

His premium list ran something like this:

For \$5 in certificates could be procured:

- A Silver Thimble.
- A Boy's Pocket Knife.
- A Ladies' Hat Pin.
- A Pair of Men's Cuff Links.
- An Ornamental Ink Stand.
- A Briar Pipe.

For \$10 in certificates could be procured:

- A Fountain Pen.
- A Ladies' Pocketbook.
- A Man's Pocket Knife.
- A Silver Handled Tooth Brush.
- A Man's Watch Fob.
- A Sterling Silver Pen Holder.

For \$15 in certificates could be procured:

- A Silver Plated Cup.
- A Fine Leather Purse.
- A Gold Plated Pencil.
- A Gold Plated Chain and Locket.
- A Chatelaine Bag.

A Display of Dependable Spring Clothing for Men and Boys That for Excellence of Make, Correctness of Style and Great Variety Is Unequaled in the Northwest

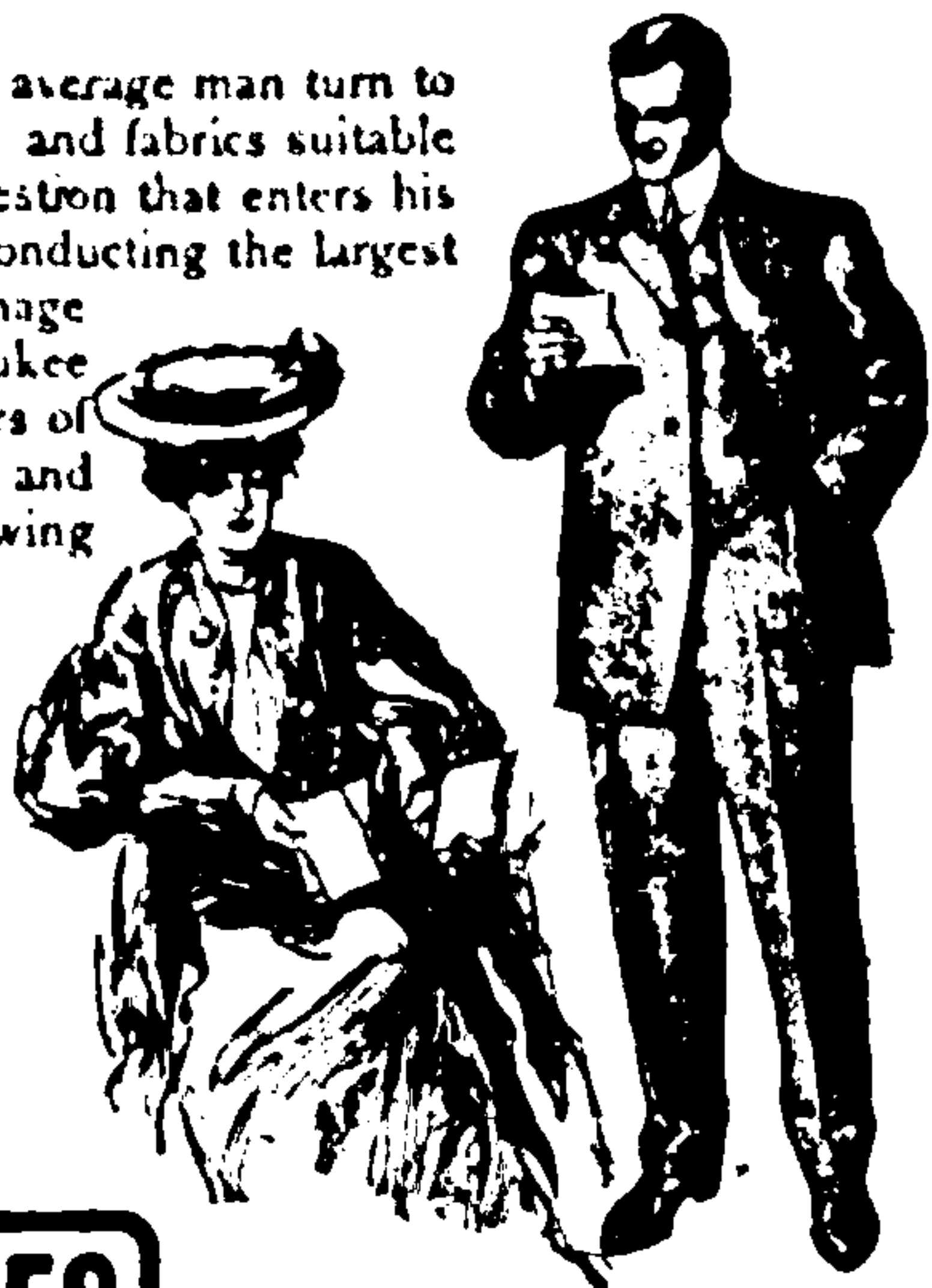


With the opening of Spring the thoughts of the average man turn to new clothing and the proper selection of the styles and fabrics suitable to the season's wear. "Where to buy," is the question that enters his mind. Common sense will tell you that the firm conducting the largest clothing business in the city has gained its patronage by giving the best value for the money. In Milwaukee the Stumpf & Langhoff stores are the largest sellers of strictly high-grade clothing and furnishings for men and boys. Their Four Great Men's Stores are overflowing with new spring stocks, and you owe it to yourself to make your selection from these great stocks if you would experience perfect satisfaction at the lowest possible cost.

Suits . . . \$7.50 to \$25.00

Topcoats \$10.00 to \$25.00

Raincoats \$10.00 to \$30.00



A Boys' Section That Will Please All Mothers . . .

All that we have said about men's clothing applies to our boys' departments, (one at each store) as well. The growth of our boys' departments have been but little short of phenomenal. The little fellows, tired of wearing any old thing just because it's shaped like a suit, welcome the nobby styles in which we can clothe them. The department finds favor in parents' eyes because of the unquestioned quality of the garments and the saving that they experience in buying here.



Boys' Suits and Overcoats
In a great variety of styles and of the most dependable makes. The prices begin at \$1.95 and then by easy stages advance to \$7.00.

National Ave. and Grove Street
Third and Lloyd Streets

SAVE YOUR CERTIFICATES The Gifts Are on the Way



The certificates you receive with every dollar purchase may shortly be exchanged for your choice of hundreds of beautiful gifts that have been ordered and are now on their way to Milwaukee. Valuable rugs of the rarest oriental patterns from far off Smyrna—Beautiful Italian Statuary—Handsomely Upholstered Morris Chairs—High grade Silverware—Highly decorated Vases of genuine Austrian ware—Dinner Sets—Cut Glass Ornaments and Dishes—Watches—Pocket Knives—and many more beautiful presents too numerous to mention. As soon as these gifts have arrived, they will be displayed in the show windows of our four stores, and may be redeemed at that time, so begin to save certificates now.

Latest Styles in Men's Hats For this Spring's Wear

The stocks from which we ask you to make the selection of your new Spring hat are so varied that just the style you are seeking is sure to be found here. All of the great hat makers of the country have contributed to the showing, which includes the many different dip fronts and brims to the new thunder cloud grays that will be very popular this season. We offer you selection from

The celebrated "Bowler" line of hats. The best hat made. \$3.00
The very complete line of other makes that start with our famous "Dollar" hat in both soft and derby shapes and then go up. The prices
\$1.00 \$1.50 \$2.00
\$2.50 and \$3.00
For those that wish them, we carry a full line of the celebrated Stetson Hats at prices ranging from \$3.50 to \$5.00



The New Spring and Summer Patterns in Shirts for Men

Not a week passes but large shipments are received from the best known shirt makers of the country, thus insuring for our patrons selections from the new patterns that are constantly being brought out in New York. Our enterprise in keeping our shirt stocks "right up to the minute" has gained us a very great patronage and facilitates our buying power, thus enabling us to give you the very best shirt values offered in Milwaukee. Men's Shirts in genuine mohair and madras cloth, plain or with dot and stripe effects. All the well known brands at
50c \$1 \$1.50 \$2 and \$2.50

The Stumpf & Langhoff Stores.

369 and 371 East Water Street
Eleventh and Winnebago Streets

A premium plan should be well advertised to bring about good results. The plan of distribution should be given as much publicity as the value of the premiums.

He also offered several premiums for \$20, \$25 and \$30 in certificates.

The whole outlay for samples and printing cost him less than \$50, and the list was a good one. His success in business can be attributed to the premium plan, for he had strong opposition, and was slightly outside of the trading center of the town.

There is just one other point that should be emphasized. When a merchant gives premiums at all he should induce as many as possible of his customers to participate in the distribution. The more there are who begin to save coupons or certificates, or who start to have their cards punched (according to the plan used), the more advertising he will get out of it.

It would hardly seem necessary to mention this point, but it is. The writer not very long ago was in a store where premiums were used, and the merchant was heard "calling down" a salesman for introducing the subject to the customer. "Don't you know that those premiums cost money," asked the irate merchant. The salesman tried to explain that the woman was a stranger in the store, and in the city, having lately moved there, and that he was merely offering her an inducement to make further purchases there.

The merchant had taken hold of premiums as a last resort in a struggle for business, and either could not, or would not, see that the more persons interested in the scheme the more money there was in it for him. He could only see more premiums going out of the store at his expense. He never thought of the hundreds of dollars that must be spent on wares that paid him a profit before the premiums could be claimed.

Enter into the premium scheme with enthusiasm or leave it entirely alone.



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CHAPTER XXXIV

ADVERTISING SPECIAL SALES

SPECIAL sales have an important place in the advertising plans of an up-to-date, modern retail establishment. They are exploited not only as a means of clearing out undesirable wares quickly, but as the means of increasing business and in making new customers acquainted with the store.

Special sales may be divided into two great classes: first, sales for increasing receipts on new and desirable lines; second, sales for the purpose of closing out merchandise that has become unseasonable, or that is likely to become unseasonable before it can be sold in the regular way.

The department stores of the metropolitan cities have reduced the art of sales-making to a science. They have "Great White Goods Sales" in January, following closely on the heels of "A Great Clearance Sale" after Christmas. Then follows in quick succession, a "Great House Furnishing Sale" and a "Pre-inventory Sale," then an "Inventory Sale." Soon after that a "Great Sale of Spring Costumes" and so on throughout the whole year.

Some of these stores have a sale on of one nature or another all the time. Hardly a day in the year but a special sale is being advertised. The question arises, does it pay? It certainly does pay, or they would not continue to hold them.

It does not necessarily follow, however, that the exclusive shoe dealer, or clothier, or hatter could follow the same tactics to obtain trade. If they were to try it they would soon find that the public were beginning to look upon the store with disfavor. Then too, the advertising expenses would be so high that there would be no profits shown at the end of the year.

It is the same with the general store in the smaller cities and towns. The great aim of these stores these days is to be known as department stores, and to do business as their big brothers do in the larger cities. Unfortunately, existing conditions are somewhat different, and greatly against this. If they try to follow in the steps of the big stores they usually end in failure to show profits.

The exclusive stores and the general stores can follow the methods of the larger department stores only at a safe distance. They can hold frequent special sales, at which goods are offered at special prices, but these sales must not be of too frequent occurrence. They must conserve their dignity by doing an apparently legitimate business, part of the time, at least.

It must not be thought that we consider special sales or their advertising illegitimate. We consider them as fair and legitimate means of getting trade. But the public looks upon the firm who has a special sale of some kind on all the time as a "Cheap John" concern. The large department stores are exempt to a certain extent from this sentiment, on the part of the public, but even with them there are some people who regard them with suspicion.

The special sales exploited at the proper time and in the proper manner will gain both prestige and profit for the stores holding them.

The special sales advertised by the larger stores are sometimes planned out months in advance. The lines to be placed on sale are often specially ordered by the firm to be made in a specific way, and delivered at a certain date, at an agreed on price. The illustrations to be used in the advertising are all prepared in advance. In some cases a great deal of the special printing is done before the goods arrive in the store.

Then there are special sales put on that have to be prepared on short notice. A manufacturer offers a buyer a line of goods at a reduction in price. The buyer, seeing his chance, snaps them up, and they are speedily placed on sale.

This chance to buy "snaps" comes at times to every merchant who has "ready money." If his stock is in such shape that he can place them on his shelves without overcrowding or overloading himself, he makes the purchase, and has at hand the material for a rousing special sale.

It is the policy of some merchants to mark these goods at regular retail prices; place them in stock with the other lines on hand, and obtain the increased profits. This method may seem, in a way, the best, but is it? These special values are purchased at from 10 to 50 per cent. discount. The merchant already has his stocks complete, so that by adding these special lines he is duplicating what he already has on his shelves, or he is adding lines that conflict, which amounts to the same thing. At the end of the season he finds he has rather more stock on hand than he should have, and it is sacrificed. His extra profits soon disappear beneath the cut in price made to clear out the balance of the stock.

The special sale method on the other hand results in a slight profit from the sale of the goods, and the cash in hand for further investments. The merchant following this plan takes the goods upon their arrival, and marks them at a closer margin than ordinarily. He then advertises a special sale and sells them immediately, turning over his money at a slight advantage. This method is a good teacher to the public, who soon learn to look for these special values every once in a while. They also learn that the firm gives the special values they advertise they will. It teaches the public to expect fresh and fashionable goods when a special sale is held and they soon learn that a special sale in that particular store does not mean that a lot of old junk will be thrown upon the bargain counters or that the goods offered are shopworn or out of style. The public confidence is gained, and this results in much business. It helps to make steady customers out of those who are apt to run around from store to store, looking for the best values.

Let us presume a case. A shoe merchant in a city of 10,000, in which there is one daily paper, purchases 300 pairs of ladies' shoes, at a bargain. These goods are all of that season's make. Some lots are fairly large, some are small. The regular wholesale price on the lot varies from \$2 to \$3. He purchases the lot at \$1.85 per pair. The lot consists of fine turns and welts, of kids and patents, lace, blucher and button.

When these lines are received he goes through them and divides them into two lots. The ones of lesser value he decides to sell at \$1.98, the others at \$2.68. At these prices he can make a great sale, and do a great deal of good for the store. The profits will average about 50 cents per pair, out of which he must pay for the extra advertising which, say, will amount to \$100. This leaves him a profit of only \$50 on the lot, but it will probably have made for him 300 friends. Perhaps 300 or nearly that number of new friends. He has had his sale at a slight profit, and has 300 new customers, whom he can count on making future purchases at his store. He has laid the foundation there for future business. He has also made a good impression on a large number of persons who did not require shoes at that time. Isn't that the better way? "Snaps," as a rule, are useless to the merchant unless he can turn them immediately into money again in some such way as this.

It must not be presumed however that \$50 was his sole immediate profits. Besides the profits to accrue from future business with the new customers of the store it is likely that his business on his regular lines was increased at least twenty-five per cent. It is here where his immediate profit comes in. He should not expect to net much from the lines offered at sale prices. The profits on those lines will ordinarily be only sufficient to pay the expenses of the sale.

After all is said and done, the advertising of special sales is merely a rounding up of the people who are in the market for the goods on sale, and either driving or coaxing them into the store. Toward the tail end of the sale, extra inducements must be offered to bring in the stragglers.



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The necessity of a sale arising, or it being found desirable to hold a sale for some reason, it must have a name. More depends on the name than would appear possible to the casual observer. A poor name has been known to kill a sale that should have been eminently successful. "Special Sale" is hardly sufficient now to attract attention, it has been used so often that it is often overlooked in the search for something new.

The name selected should be novel if possible; it should mean something; it should be such that the name can be used as the text for the introduction of the advertisements. It may consist of the name of the article and the word "sale," such as, "Shoe Sale," "Shirt Sale" or "Hat Sale." It might allude to the time the sale is to run, such as "Nine Days Sale," "Friday Bargain Sale," or "Two Weeks Sale." It might be called a "Success Sale" or a "Prosperity Sale" and the introduction, or reason why of the sale be along the lines of "having had a good season, desire to share prosperity with customers." A list of sales names that have been successfully used can be found at the close of this chapter.

Having decided to have a sale and selected a name for it, the preparations begin. First of all the goods must be there to be sold. It is folly to advertise a line of goods at a very low price only to have them all sold an hour after the sale opens. People must not be disappointed in this way. Have plenty or say there are only a few which will all be sold out early in the day.

The usual method of advertising a sale is to make special announcements in the newspapers, using large spaces; by announcing the event through circulars mailed to the firm's list of prospective customers, and by house to house distribution. Special interior and window displays also form an important part in advertising a sale.

The newspaper advertising of a sale is very important. There is no way in which a merchant can waste money so easily as in newspaper space. It can be wasted by using too little space as easily as by using too much.

If it is thought desirable to announce the sale before hand, and it often is, the first advertisement need not be large. In cases where space is comparatively cheap, a space of five inches double column deep, would be ample. This advertisement will merely announce the preparation of the sale, the date upon which it is to open, and give just enough information to make the public curious. In some cases it may be desirable to make two or even three announcements like this, before the day the sale opens. In this case, a little further information should be given each day as the time of the sale approaches.

A live merchant began advertising a special clearance sale by arousing public curiosity. He had the word "Listen" inserted between every news article in his daily paper for several days previous to his announcements of the sale. This started people wondering at first, then to talking about it and asking one another what it meant. In the course of time a page advertisement was inserted and a "Listen Sale" was inaugurated.

By this simple means this merchant derived double value in his advertising. People talked about the old name for the sale and advertised it. They talked about the merchant and congratulated him upon his original ideas. He was held up before all eyes as a splendid advertiser. A reputation of that kind is usually as good as a bank account.

The day before the sale the great advertisement should be used. In this advertisement full information should be given. Prices should be quoted, and goods described. Usually this large advertisement will hold the attention of the public for several days. The day of the sale, however, should see an advertisement announcing that there are plenty of bargains remaining, that assortments are just as good as ever. This advertisement need not be larger than the usual space used by the firm. The following day, or on Friday, for Saturday's trade, a larger advertisement should be used. In this way during the time of the sale, the advertisements might alternate, large spaces with smaller ones. When the sale begins to show signs of dying a natural death, it should be revived by large advertisements. If this does not revive it, let it die—the public is satiated.

The size of these large advertisements must be determined to a great extent by two things: first, the cost of the space; second, the custom of the town. If it is customary to use half pages to announce the bargains at special sales, a merchant can hardly expect quarter pages to make the sale a success. The cost must be considered, it is true, but

SALE of MEN'S SUITS

A wholesale custom tailor who later to only most exclusive trade in large cities, forced by partnership changes to sell his entire stock quickly. We bought it in lots of 1779 Spring and Summer Suits in sizes to fit every one from boys of 14 to men of 40 with chest measure 36 to 48 inches.

The styles are absolutely new, most modern and popular. Every one exhibited in our store may see the quality of the materials and the workmanship. The suits are made of the best materials and the workmanship is of the highest quality. The suits are made of the best materials and the workmanship is of the highest quality. The suits are made of the best materials and the workmanship is of the highest quality.

Grade 1—Every Garment Made to Retail at \$15 or More, \$9.50 **Grade 2—Every Garment Made to Retail at \$15 or More, \$11.50**

Grade 3—Every Garment Made to Retail at \$15 or More, \$13.50 **Grade 4—Every Garment Made to Retail at \$15 or More, \$15.50**

Grade 5—Every Garment Made to Retail at \$15 or More, \$17.50 **Grade 6—Every Garment Made to Retail at \$15 or More, \$19.50**

Grade 7—Every Garment Made to Retail at \$15 or More, \$21.50 **Grade 8—Every Garment Made to Retail at \$15 or More, \$23.50**

Grade 9—Every Garment Made to Retail at \$15 or More, \$25.50 **Grade 10—Every Garment Made to Retail at \$15 or More, \$27.50**

Grade 11—Every Garment Made to Retail at \$15 or More, \$29.50 **Grade 12—Every Garment Made to Retail at \$15 or More, \$31.50**

Grade 13—Every Garment Made to Retail at \$15 or More, \$33.50 **Grade 14—Every Garment Made to Retail at \$15 or More, \$35.50**

Grade 15—Every Garment Made to Retail at \$15 or More, \$37.50 **Grade 16—Every Garment Made to Retail at \$15 or More, \$39.50**

Grade 17—Every Garment Made to Retail at \$15 or More, \$41.50 **Grade 18—Every Garment Made to Retail at \$15 or More, \$43.50**

Grade 19—Every Garment Made to Retail at \$15 or More, \$45.50 **Grade 20—Every Garment Made to Retail at \$15 or More, \$47.50**

Grade 21—Every Garment Made to Retail at \$15 or More, \$49.50 **Grade 22—Every Garment Made to Retail at \$15 or More, \$51.50**

Grade 23—Every Garment Made to Retail at \$15 or More, \$53.50 **Grade 24—Every Garment Made to Retail at \$15 or More, \$55.50**

Grade 25—Every Garment Made to Retail at \$15 or More, \$57.50 **Grade 26—Every Garment Made to Retail at \$15 or More, \$59.50**

Grade 27—Every Garment Made to Retail at \$15 or More, \$61.50 **Grade 28—Every Garment Made to Retail at \$15 or More, \$63.50**

Grade 29—Every Garment Made to Retail at \$15 or More, \$65.50 **Grade 30—Every Garment Made to Retail at \$15 or More, \$67.50**

Grade 31—Every Garment Made to Retail at \$15 or More, \$69.50 **Grade 32—Every Garment Made to Retail at \$15 or More, \$71.50**

Grade 33—Every Garment Made to Retail at \$15 or More, \$73.50 **Grade 34—Every Garment Made to Retail at \$15 or More, \$75.50**

Grade 35—Every Garment Made to Retail at \$15 or More, \$77.50 **Grade 36—Every Garment Made to Retail at \$15 or More, \$79.50**

Grade 37—Every Garment Made to Retail at \$15 or More, \$81.50 **Grade 38—Every Garment Made to Retail at \$15 or More, \$83.50**

Grade 39—Every Garment Made to Retail at \$15 or More, \$85.50 **Grade 40—Every Garment Made to Retail at \$15 or More, \$87.50**

Grade 41—Every Garment Made to Retail at \$15 or More, \$89.50 **Grade 42—Every Garment Made to Retail at \$15 or More, \$91.50**

Grade 43—Every Garment Made to Retail at \$15 or More, \$93.50 **Grade 44—Every Garment Made to Retail at \$15 or More, \$95.50**

Grade 45—Every Garment Made to Retail at \$15 or More, \$97.50 **Grade 46—Every Garment Made to Retail at \$15 or More, \$99.50**

Grade 47—Every Garment Made to Retail at \$15 or More, \$101.50 **Grade 48—Every Garment Made to Retail at \$15 or More, \$103.50**

Grade 49—Every Garment Made to Retail at \$15 or More, \$105.50 **Grade 50—Every Garment Made to Retail at \$15 or More, \$107.50**

Grade 51—Every Garment Made to Retail at \$15 or More, \$109.50 **Grade 52—Every Garment Made to Retail at \$15 or More, \$111.50**

Grade 53—Every Garment Made to Retail at \$15 or More, \$113.50 **Grade 54—Every Garment Made to Retail at \$15 or More, \$115.50**

Grade 55—Every Garment Made to Retail at \$15 or More, \$117.50 **Grade 56—Every Garment Made to Retail at \$15 or More, \$119.50**

Grade 57—Every Garment Made to Retail at \$15 or More, \$121.50 **Grade 58—Every Garment Made to Retail at \$15 or More, \$123.50**

Grade 59—Every Garment Made to Retail at \$15 or More, \$125.50 **Grade 60—Every Garment Made to Retail at \$15 or More, \$127.50**

Grade 61—Every Garment Made to Retail at \$15 or More, \$129.50 **Grade 62—Every Garment Made to Retail at \$15 or More, \$131.50**

Grade 63—Every Garment Made to Retail at \$15 or More, \$133.50 **Grade 64—Every Garment Made to Retail at \$15 or More, \$135.50**

Grade 65—Every Garment Made to Retail at \$15 or More, \$137.50 **Grade 66—Every Garment Made to Retail at \$15 or More, \$139.50**

Grade 67—Every Garment Made to Retail at \$15 or More, \$141.50 **Grade 68—Every Garment Made to Retail at \$15 or More, \$143.50**

Grade 69—Every Garment Made to Retail at \$15 or More, \$145.50 **Grade 70—Every Garment Made to Retail at \$15 or More, \$147.50**

Grade 71—Every Garment Made to Retail at \$15 or More, \$149.50 **Grade 72—Every Garment Made to Retail at \$15 or More, \$151.50**

Grade 73—Every Garment Made to Retail at \$15 or More, \$153.50 **Grade 74—Every Garment Made to Retail at \$15 or More, \$155.50**

Grade 75—Every Garment Made to Retail at \$15 or More, \$157.50 **Grade 76—Every Garment Made to Retail at \$15 or More, \$159.50**

Grade 77—Every Garment Made to Retail at \$15 or More, \$161.50 **Grade 78—Every Garment Made to Retail at \$15 or More, \$163.50**

Grade 79—Every Garment Made to Retail at \$15 or More, \$165.50 **Grade 80—Every Garment Made to Retail at \$15 or More, \$167.50**

Grade 81—Every Garment Made to Retail at \$15 or More, \$169.50 **Grade 82—Every Garment Made to Retail at \$15 or More, \$171.50**

Grade 83—Every Garment Made to Retail at \$15 or More, \$173.50 **Grade 84—Every Garment Made to Retail at \$15 or More, \$175.50**

Grade 85—Every Garment Made to Retail at \$15 or More, \$177.50 **Grade 86—Every Garment Made to Retail at \$15 or More, \$179.50**

Grade 87—Every Garment Made to Retail at \$15 or More, \$181.50 **Grade 88—Every Garment Made to Retail at \$15 or More, \$183.50**

Grade 89—Every Garment Made to Retail at \$15 or More, \$185.50 **Grade 90—Every Garment Made to Retail at \$15 or More, \$187.50**

Grade 91—Every Garment Made to Retail at \$15 or More, \$189.50 **Grade 92—Every Garment Made to Retail at \$15 or More, \$191.50**

Grade 93—Every Garment Made to Retail at \$15 or More, \$193.50 **Grade 94—Every Garment Made to Retail at \$15 or More, \$195.50**

Grade 95—Every Garment Made to Retail at \$15 or More, \$197.50 **Grade 96—Every Garment Made to Retail at \$15 or More, \$199.50**

Grade 97—Every Garment Made to Retail at \$15 or More, \$201.50 **Grade 98—Every Garment Made to Retail at \$15 or More, \$203.50**

Grade 99—Every Garment Made to Retail at \$15 or More, \$205.50 **Grade 100—Every Garment Made to Retail at \$15 or More, \$207.50**

Grade 101—Every Garment Made to Retail at \$15 or More, \$209.50 **Grade 102—Every Garment Made to Retail at \$15 or More, \$211.50**

Grade 103—Every Garment Made to Retail at \$15 or More, \$213.50 **Grade 104—Every Garment Made to Retail at \$15 or More, \$215.50**

the large advertisement, the king-pin of them all, must be as large as that used by others in the same paper, and sometimes even larger. The size of the space used has become so closely associated in the minds of the public with the importance of the event that large spaces pay better in these cases than smaller ones, even if the announcements are inserted fewer times.

It is sometimes possible to place a limit on the length of these special sales. If the merchant has held many of them, he knows pretty well just how long it will take to dispose of the lines to be sold. In that case he can announce the sale for so many days, and thus concentrate the business within that time. But if he is supplementing the sale goods from his regular stock, as is often done when seasons are fairly well advanced, or when stocks are unusually high, he will wish to continue the sale as long as any interest is shown. He will find that a large advertisement used whenever interest seems to lag, that interest is again revived.

In the advertisement of Brill Bros. there is entirely too much matter for the size of the space used. It is too crowded and presents a prosy appearance. In its original size, eleven inches

by three columns, it was perfectly readable but particularly uninviting to every one who was not anxiously on the lookout for a suit. The prices are displayed in a tempting manner, being four lines deep. Note the phrase "Get the Habit," which is used in all their advertisements.

A study of the Brownsville Woolen Mills Store shows us an advertisement the direct opposite in many ways to that of Brill Bros. The display is all that one could ask for. It attracts the eye. The cut, the headline, and the price are all so prominent that one could not miss seeing them. Yet it is not a good advertisement. In Brill Bros.' advertisement we find too much said for the size of the advertisement, but not too much to give full information about the sale and the suits being slaughtered.

In the Brownsville advertisement there is not enough information given. "100 men's suits worth \$12.50, \$13.50 and \$15.00, now \$8.50," does not tell us whether they are light or dark patterns, two or three pieces to the suit. It doesn't give us any particulars of the cut,



Clearance Sale

Of 100 Men's Suits Worth \$12.50
\$13.50 and \$15.00, Now

\$8.50

Everything in the House at
Greatly Reduced Prices

BROWNSVILLE WOOLEN MILLS STORE

Opposite Chamber of Commerce. Third and Stark Sts.

whether they are single or double breasted. We simply must go to that store to find out what kind of suits they are. We can only judge the value from the quotation of prices. On the other hand, one reading of Brill Bros.' advertisement convinces us that the suits are really excellent value. Good sensible reasons are given why the cut in price is made

and a reading will easily show us whether the suits are likely to suit us or not, for they are properly described.

Wageman, of Cleveland, believes in cuts. He has one in this advertisement occupying three-quarters of the space. It is really good too. But words are sometimes more profitable than cuts. In this case prices are quoted just as they would be in a price-list where you have to turn back to a certain page to find out what the article is like. Unfortunately, there are no pages back of this list to turn to, unless it be a competitor's advertisement. Descriptions of goods should proceed or follow price. Price is of no use unless a description is given of the article priced.

Read the introduction and argument. What do you make of it? Simply that there is an epidemic of "Sales" just at that time. Wageman takes his fling at them, casts suspicion upon them, and then turns around and

blows about what he is going to do—not what he is doing. Nor does he give any reason why he is doing it. He then turns around meekly and says, "If you've confidence in our goods—confidence in our statements, and need anything in our store—we're ready to serve you at these prices." "If!" "If!" "If!!!" "If," should never appear in any advertisement in this manner. Drop the "if" altogether. Say, "when," instead. That's meek enough.

The Brownsville and the Wageman advertisements are lacking in many essentials that should characterize a sales advertisement. They lack first of all that "tempting power" that is necessary to draw trade. Both are attractive advertisements as far as eye attraction goes, but they are not satisfying when read. They do not even rouse curiosity other than a mere casual thought of, "I wonder what kind of suits they can be at that money?" Brill Bros.' advertisement is a model of its kind. It is convincing, it is satisfying, it arouses an interest in the suits advertised and we find ourselves curious enough to step on a car and go to see what we shall see.

I. Rude, the little tailor, starts off with a big lie. He then explains that it really amounts to a give away, but no prices are mentioned. One immediately imagines the salesmen in that store sizing up each customer as they come in, setting a price on them. If they should happen to strike one a notch too high it is accommodately reduced while you wait. This is not a good sale advertisement. There is no enthusiasm, no "hurrah" about it.

Beside the newspaper, advertising circulars or dodgers are usually used. They very often are merely a copy of the first large advertisement that appeared in the newspaper.



A "WAGEMAN" SALE
vs.
"Discount" and "Inventory" Sales

We've only just started this "Wageman" Sale of High Class Clothing—We're going to keep at it until every man of this city in need of a Suit or Overcoat has gotten acquainted with us.

We've made hundreds of customers in the past couple of weeks by our liberal methods—we're going to make a thousand more. If you've confidence in our goods—confidence in our statements, and need anything in our store—we're ready to serve you at these prices:

- Several lots of \$14.00 Suits, reduced to \$9.75
- Several lots of \$16.00 Suits, reduced to \$11.75
- Several lots of \$18.00 Suits, reduced to \$13.75
- Several lots of \$20.00 Suits, reduced to \$15.75
- Several lots of \$22.00 Suits, reduced to \$17.75
- Several lots of \$24.00 Suits, reduced to \$19.75

Remember, there'll be no let up here until every man and boy in Cleveland has everything he needs in Suits, Hats or Furnishings.

A WAGEMAN SALE OF HIGH CLASS CLOTHING



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The great get your money back sale.
 Birthday anniversary celebration.
 Our great annual silk sale.
 Pre-holiday room-making sale.
 Parting sale.
 Daring December distance sale.
 Quit-business sale.
 The protection benefit sale.
 The greatest of all remodeling sales.
 Mill-outlet sale.
 A sincere sale.
 The startling sale.
 Drapery sale.
 Fall carpet sale.
 Great November piano sale.
 Annual November sale of notions.
 Special cloak sale.
 Great department managers' sale.
 Clearing sale of gold wall-paper.
 A lace sale extraordinary.
 Two days' sale.
 Great mid-month bargain sale.
 Special sale of portières.
 Liquidation sale.
 Pound paper sale.
 Sale of odds and ends.
 A dollar dress goods sale.
 September fur sale.
 Last and greatest sale of summer.
 Annual low price sale.
 White sale.
 Odds and ends sale.
 Rummage sale.
 Money saving sale.
 September furniture sale.
 Expansion sale.
 Rebuilding sale.
 Between seasons bargain bits.
 Nine suit sale.
 Dump sale of good shoes.
 Keep busy sale.
 Pre-Inventory .
 Inventory salesale
 Stock-taking sale.
 Department managers' sale.
 Trade sale.
 A howling sale of ——
 Two dollar sale.
 Quarter-of-a-century sale.
 Great one cent sale.
 Room making sale.
 A bargain aisle sale.
 Drop curtain sale.
 Golden anniversary jubilee sale.
 Make-room sale.
 Necessity sale.
 Success sale.
 Closing out sale.
 Great 10 per cent. discount sale.
 One day sale.
 Clean-up a e.
 Great pre-holiday clearing sale.
 Great stock reducing sale.
 The ripper sale—when we rip prices in two.
 Price revisal sale.
 Economy sale.
 Sensational half-price sale.
 Big slaughter sale.
 A thrilling silk sale.

The big suit sale.
 A mammoth silk sale.
 A \$20,000 sacrifice sale.
 Sale of importance.
 201st Friday bargain sale.
 Rare sale.
 Great shoe sale.
 Noonday sale.
 A very special sale.
 Jobbers' and manufacturers' sale.
 Free gift sale.
 Great sample waist sale.
 A hosiery sale.
 Table day sale.
 Phenomenal suit sale.
 A great Friday dress goods sale.
 Great discount sale.
 Big cash clearance sale.
 Our big end-of-the-week sale.
 Grand millinery opening sale.
 The fire sale.
 Twelve day removal sale.
 Prosperity sale.
 The great cyclone sale.
 Consolidation sale.
 A sweeping sale.
 A clean sweep sale.
 Receivers' sale.
 Sensational sale.
 Sale of manufacturer's samples.
 Sale of black silks.
 Corn celebration and harvest sale.
 Special purchase sale.
 Clearance sale of groceries.
 A sale of albatross.
 Annual Thanksgiving linen sale.
 Big sacrifice sale.
 Sale of fern dishes.
 Mid-month-sale.
 The greatest glove sale in the West.
 Black dress goods sale.
 Sale of odd curtains.
 Friday shoe sale.
 A slaughter sale.
 Rich cut glass sale.
 Great October reduction sale.
 A sale of high-grade leather covered furniture.
 October sterling silver sale.
 Sale of neckwear.
 Important waist sale.
 Another mid-mouth grocery sale.
 Enormous silk purchase sale.
 Most wonderful bargain giving sale.
 Money raising sale.
 Hosiery sale.
 Extraordinary sale.
 The Saturday picture sale.
 Carnival week sale.
 Dissolution sale.
 Extraordinary sale of gloves under regular prices.
 Great sample sale of rugs in carpet sizes.
 Between-seasons sale.
 A great sale of small things.
 Sample sale of shoes.
 Great reopening sale.
 September notion sale.
 One week iron bed sale.
 Salvage and wreckage sale.

Removal sale.
 School suit sale.
 Great introductory silk sale.
 Our semi-annual sale.
 Wash waist sale.
 No excuse sale.
 Friday hour sale.
 Grand fall opening and anniversary sale.
 Special sale of new fall styles.
 Semi-annual dollar sale.
 Pant sale.
 Trade stirring sale.
 Timely sale of household fixings.
 Great special sale.
 Big blanket sale.
 Out-of-the-ordinary sale.
 Attention sale.
 Annual September lace curtain sale.
 Remnant sale.
 Home stretch sale.
 See-saw sale.
 Blue pencil price sale.
 Special three days' sale.
 Mammoth improvement and remodeling sale.
 Great shirt sale.
 Two remarkable sales.
 Great re-opening sale.
 Improvement sale.
 Record breaking sale.
 General reduction sale.
 A forced sale.
 Linen clearance sale.
 Our summer white sale.
 Great anniversary sale.
 Morning sales.
 Greatest of our challenge sales.
 A picture sale for picture lovers.
 Our May undermuslin sale.
 Sale of some interest.
 A gigantic sale.
 A stupendous silk sale.
 A gigantic silk sale.
 A Christmas sale of suits.
 Sale of cut glass.

Holiday sale of pianos.
 Wonderful sale of new furs.
 Another silk petticoat sale.
 Cut glass sale.
 Sale of holiday umbrellas.
 A very important fur sale.
 The greatest coat sale.
 Gigantic unloading sale.
 Big receiver's shoe sale.
 Annual Thanksgiving china sale.
 Boy's suit sale.
 Evening sale of men's overcoats.
 Sale of groceries and wines for Christmas.
 Merry Christmas sale.
 Sale of beautiful lingerie waists.
 Domestic rug sale.
 Great blanket and robe sale.
 Our first fall sale.
 Great special suit sale.
 A grand fall carpet sale.
 Clearance sale of street hats.
 Inauguration sale.
 Sale of carpet rugs.
 A one-day drapery sale.
 The Christmas sale of fancy china and rich cut glass.
 Holiday sale of handkerchiefs at lowest prices.
 A great watch sale.
 Our glorious lace curtain sale.
 Sideboard sale.
 The greatest sale of women's outer garments.
 Annual December sale of muslin underwear.
 Special Christmas sale of furs.
 Pre-holiday sale of silks.
 Christmas jubilee sale.
 Sale of black suits.
 Bargain sale.
 Holiday sale of fine furs.
 Sensational holiday rug sale.
 Oil painting sale.
 Japanese china sale.
 Meat sale.
 Imported Japanese china sale.
 Unusual sale of black goods.

CHAPTER XXXVI

CLEARANCE SALES

THE semi-annual clearance sale is a settled institution in many stores. Year after year many merchants spend considerable time and money on their clearance sales. They would not try to do business without the use of a clearance sale twice a year.

The semi-annual clearance sale is of vast importance to every merchant handling apparel of any kind. There is now such a marked distinction between most of the goods worn in different seasons that it is absolutely necessary to clean up each season's goods in that season. In the majority of cases, even in staple lines, it does not pay to carry any lines over from one season to another. Styles are changing so rapidly and the public are being educated to wear only stylish goods, so that a merchant risks great losses by

trying to palm off last season's styles as new. "Give us something new—something different" is the cry on every hand, and the manufacturer and retailer are eagerly trying to fulfil the demand.

In a great many cases merchants find that it pays to go into the market and pick up seasonable lines to be placed on sale at these clearance sales. These goods must be purchased at a price concession sufficiently large to yield a profit when being retailed at a reduction from regular price.

Merchants with a large outlet find no difficulty in picking up considerable stock in this way. The end of the season is still in sight for the retailer, but with the wholesaler it is different. The end of the season is past due and they are working on next season's lines. They usually have considerable stock left on their hands, some being countermands, others being returned goods, while others may never have been shipped because turned out too late. The wholesaler welcomes the retailer who approaches him with cash in his hands, and sells at a loss rather than hold them for a better offer.

The clearance sale can be made of considerable importance and can be the means of increasing a store's output to a considerable extent. The grocer even could find it to his advantage to hold a clearance sale. He can make slight reductions on lines that are ready sellers and cut the price deeper on lines that ought to be sold before their freshness is gone. In his case the advertising must be slightly different from that of the dealer in ready-made garments. He might call it an inventory sale and with considerable ingenuity bring the people to think that his sole object in selling at cut prices is to save a lot of time in measuring bulk goods and in counting the innumerable lots of small things they sell. Should he have any goods that are stale and undesirable he had better throw them into the garbage can and save himself a whole lot of trouble.

Usually the clearance sale should be made to serve two objects: First, to clear the stock of odds and ends, stickers, left-overs, shop-worn and damaged goods and any undesirable articles he may have; second, to make as many new acquaintances as possible.

Price is a magnet; low prices attract and high prices repel. A clearance sale with its huge list of low prices will draw people into a store quicker than any other means that can be used. At least a part of these new customers will stay with a store and become stanch and true exponents of the truth that "a satisfied customer is the store's best advertisement."

Besides being an outlet for goods, desirable and undesirable, the clearance sale is valuable because it acts as a business tonic. Coming as it does when trade is dull and there is very little regular trade, it livens up the store. It also helps to keep the sales force in working trim.

A clearance sale is of little use unless there are plenty of bargains. These are usually to be found in the odds and ends that have accumulated during the preceding six months. It's hardly necessary to say that the cost price should never be thought of in making the selling price of these goods. They should be marked at a price low enough to make them move out even if that price is only half of the original cost. First losses are usually found to be the smallest.

Besides the bargains, the successful clearance sale demands a number of leaders. These leaders are to be used as baits and stimulators. The leaders should be desirable goods for which there is a steady demand. If a few cents are lost on each leader sold it is made up in the general effect they have on the sale.

Several of these leaders must be offered at the opening of the sale and the rest held back. They are only to be brought forward as required to increase interest in the sale. In this manner a sale can be kept up for a month with little trouble—provided, of course, there are goods in sufficient quantities to be sold at cut prices.

As sale advertising is primarily intended to bring the crowds to the store, every available space should be given up to displaying the marked-down goods. The more lines openly displayed the more sales result from the sale. Price tickets plentifully used are a great time-saver in these special sales.

The same method should be followed in the advertising of a clearance sale as in the



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and modern, fiction and
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The best results from a midwinter sale we ever had

Partly due to a splendid assortment of Furniture, largely due to the great reduction in price, and yet another admirable feature is that all goods are plainly marked; no guessing as to value, no uncertainty as to price, 'it's all made plain.' An indication of its popularity is seen by the constant changing of our windows as the different pieces are sold. We shall continue this sale during the present week and those interested in home furnishing can ill afford to miss such an opportunity.

No. 800—Dresser, in either oak or mahogany, French mirror 22x28, was \$16.50, now\$13.75

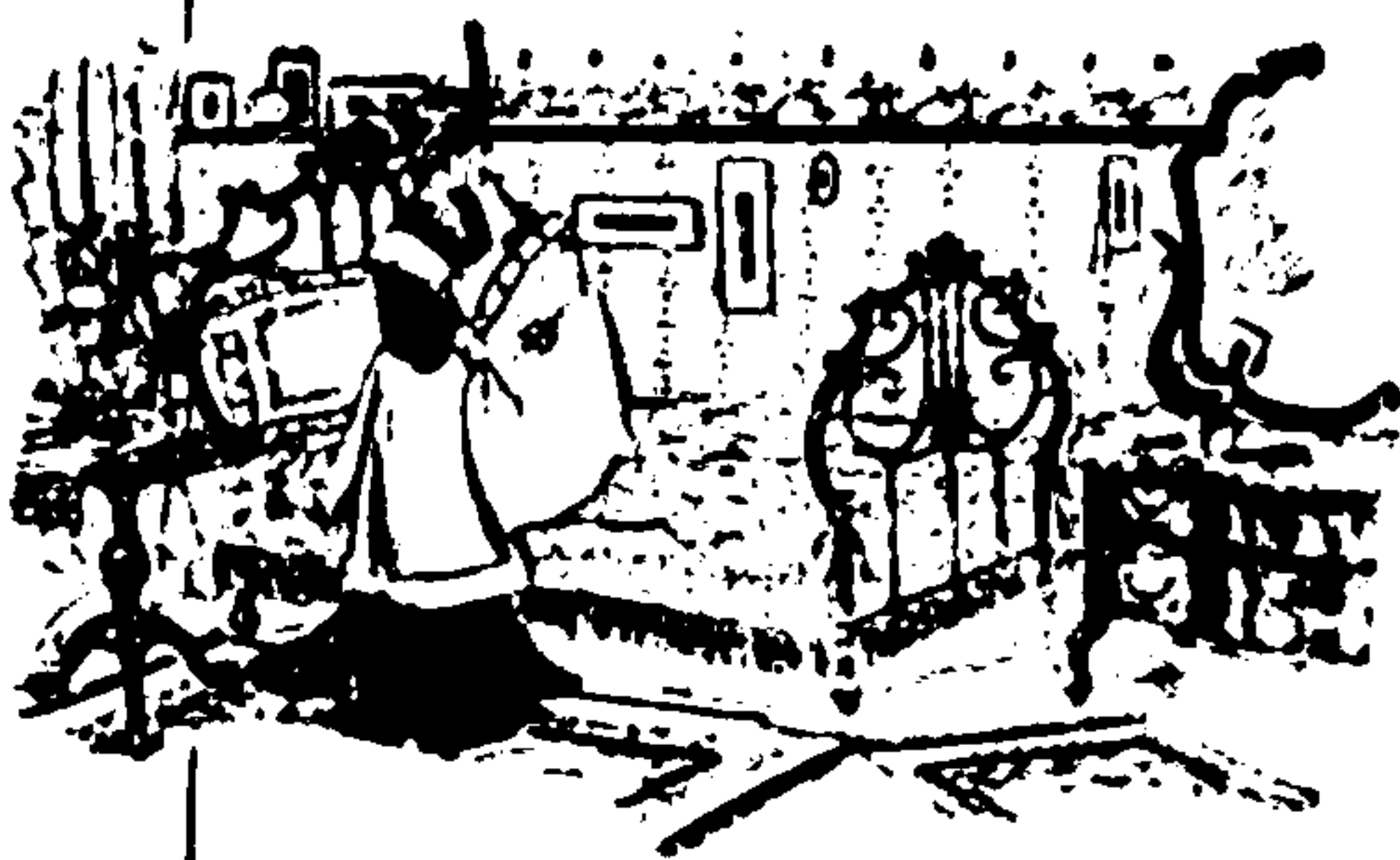
No. 2080—Metal Bed, bat rail head and foot with brass knobs, finished blue and gold, 63 inches high, was \$12.00, now.....\$8.90

No. 741—Mahogany Princess Dresser, was \$22.50, now\$17.50

No. 52—Oak Dresser, pattern mirror, was \$14.00, now\$11.00

No. 74—Oak Dresser, oval mirror, was \$14.00, now\$11.00

No. 2—Grandfather's Clocks, price \$55.00, now \$37.50



No. 601—Birdseye Maple Princess Dresser, was \$27.50, now\$22.50

No. 643—Gold Bed, height 63 inches, was \$8.50, now.....\$6.75



No. 2014—Blue Enamel Bed, height 65 inches, was \$7.50, now.....\$5.90

No. 2011—White and Gold Bed, height 63 inches, Colonial posts, was \$8.50, now.....\$6.25

No. 817—Brass Bed, 2-inch posts, swell front, height 63 inches, was \$38.00, now.....\$25.00

No. 647—W. O. Hat Rack, with French plate mirror, was \$7.50, now\$5.75

No. 93—Costumer, in all finishes was 90c, now.....65c

No. 200—Reception Chair, was \$3.25, now.....\$2.35



No. 22—Chairs, with arms, splendidly made, were \$1.75, now... 90c

No. 81—Oak Chiffonier, with shape mirror, was \$12.00, now.....\$9.25

No. 79—Oak Chiffonier, with shape mirror, was \$11.00, now.....\$8.50

No. 700—Chiffonier, serpentine front, was \$25.00, now.....\$21.00

No. 100—G. O. glass door, double Wardrobe, was \$25.00, now..\$19.00

No. 68—1-2 G. O. single panel door Wardrobe, was \$12.50, now..\$9.75

No. 55—G. O. double panel door Wardrobe, was \$12.50, now..\$9.75

No. 741—Birdseye Maple Princess Dresser, was \$22.50, now....\$17.50

Gibson of Memphis

rule an introduction in this way to make it prominent. White space is usually more valuable. There is entirely too much under-ruling in the advertisement; under-ruling of whole paragraphs is unnecessary. If there is a word or a phrase that requires emphasizing, under-rule it, but avoid the use of too many rules in this way.

The fact that new lines at cut prices are to be added to the sale goods from time to time should be clearly stated in the advertising and emphasized strongly for the purpose of having people visit the store day after day.

There should be a large measure of enthusiasm manifest in these sales. Every sales-

man must believe that he is giving special values; he must also impress this fact on the minds of his customers. This enthusiasm should never extend as far as exaggeration, however, because that makes the advertiser out a liar. A lie is a hard thing to live down.

The advertisement of Gibson of Memphis is shown in this chapter because of its entirely different make-up to most "sale" advertisements. It may not be strictly a clearance sale advertisement but it partakes of the clearance sale nature. The furniture sale is an annual, or semi-annual, event with most of the large stores and as such may be classed as a great clearance sale event.

In this advertisement is clearly shown the strong effect to be gained by the use of white space. The cuts are so arranged as to make the whiter portion of the advertisement more prominent. There are no heavy headlines used. The one used at the beginning is in keeping with the balance of the advertisement. As a usual rule a light border is used around heavy or black appearing advertisements and vice versa. In this case the light border is used around the light advertisement adding to its prominence.

This advertisement is worth considerable study. The introduction, while not particularly strong, is good because there is no bombast, no flourish, no boasting. It is simple and reads true. Any one can tell that it is an earnest setting forth of facts. It has that ring of quality in it that many introductions lack. It does not put one on his guard against imposition by suggesting suspicion of its truthfulness.

The descriptions of the different offerings are not quite as strong as they ought to be. They are hardly full enough. The price reductions are reasonable. People of means will take advantage of these offerings—people who have money to spend. The masses will be attracted usually by an entirely different style of advertisement. Gibson of Memphis gives us an unusual advertisement, one that is worth while.

McKelvey, Youngstown, Ohio, produces an advertisement intended to reach the masses and which no doubt filled the big store to overflowing. The sale is called, "The July Jubilee," and gives us cut prices on a great many classes of goods.

The typographical arrangement is pleasing to the eye, yet as a whole the advertisement is not one that would attract attention for its strength. The lack of illustrations is somewhat made up for in the box arrangements of the two outer columns.

The first glance one gives to this advertisement rests upon the prominent prices displayed. But as there is nothing upon which one can readily concentrate the gaze the eyes are apt to wander from one price to another wondering what they all mean. The white space in this advertisement is so diffused that one sees only a mass of gray matter. It is not a restful advertisement. There are too many broken lines where there ought to be solid paragraphs.

Shepard Norwell Co., Boston, Mass., on the other hand, gives us a splendidly arranged sale advertisement. The eye does not wander from one spot to another but is immediately attracted to one of the advertisements within the advertisement. Descriptions are fuller and are not so bombastically announced. Compare the introduction of this advertisement with that of McKelvey's. In the latter there are many high-sounding adjectives, reminding one of the puffing of the exhaust pipe of a steam engine, while in the Shepard Norwell Co.'s introduction there is merely a plain announcement of the sale which is far more convincing. Both advertisements are pullers, but they are in entirely different classes. McKelvey's advertisement pulls because of the price reductions, while the Boston advertisement pulls from its great power of suggestion. McKelvey's advertisement in a Boston paper might meet with but little success, while the Boston advertisement would be successful anywhere in bringing about results.

In the following paragraphs will be found some excellent examples of sales introductions. While all trades may not be represented, there are a sufficient number to show how it is done. These have been clipped from advertisements printed in various parts of the country and show the way in which expert advertisement writers make the stories of their sales interesting. The advertiser should study every example carefully because the introduction to a shirt sale may contain an idea applicable to a shoe sale and vice versa.

BOOBY SALE

Consolation sale. Bargains for those who were unable to get to the first sale should be made the theme, a sort of consolation bargain list. Stimulation sale to stimulate business during quiet months. Booby sale. You've all heard of booby prizes for those who failed to secure prizes of greater honor. This (booby sale) is especially planned for those who failed to secure their share of the bargains at our January clearance sale, etc.—*A. C. Smith, Thamesville, Ont.*

[illegible]



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Get Smart

Over 2,000 years of
human knowledge in
797,885 volumes

Instant access
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BOYS' CLOTHING SALE

An all-round sale of boys and youths' clothing. A really extraordinary money-saving buying time long before the season is over—in order to do us good and to allow our customers the benefit of present-season wear at after-season prices. The importance of this event is best told by the price lots—arranged on special tables—but to which we add the choice of all other lines in this section at special prices—so whether you buy from any of the advertised lots or not you are bound to save money—come to-morrow.—*L. S. Plaut & Co., Newark, N. J.*

DRESS GOODS SALE

Most wonderful values in our dress goods—bargains greater than those offered in any previous sales. But it's the turn of the colored dress goods for a big rushing clearance—such a sale, such values, such money saved to the fortunate buyers as you'll not hear of again for many a day. Every shrewd shopper in the city will come for a share of the savings. Impossible to sacrifice more than twenty pieces of good merchandise like this—so the table full you'll find in our main aisle with the big seventy-five-cent sign on it will contain all the bargains. Risk no delay—be one of the earliest at the sale if you can.—*W. R. Lawfer & Co., Allentown, Pa.*

EXECUTORS' SALE

We cannot tell exactly when it will end. This executors' sale is a marvel even to the keenest buyer. The goodness of the goods, the smallness in prices, the rapidity with which each bargain is picked up, is a fair criterion that what we offer is away below usual selling prices. We are ferreting out all odd lots, and for Saturday's selling we have some rousers.—*The Imperial, Winnipeg, Can.*

FOOTWEAR SALES

Here's the story. We've taken from regular stock all the three, four and six pair lots. When thrown together this makes a big lot of bargains. Shoes for men, women, children and boys, small lots to clear out. Nearly 500 pairs all together. They'll be piled out on the tables, all mixed up—each pair tied together. Only four prices—98c., \$1.25, \$1.50 and \$1.98. The size and price will be marked on each pair of shoes. Shoes of patent coltskin, velour calf, vici kid, box calf, satin calf and dongola. Lace, button and congress—light and heavy soles—capped and plain toes. Almost any kind of a shoe you may wish—probably your size. Remember, not all sizes of all different kinds. Shoes for every one—the greatest sale we've held in many a day—come dig out a pair for yourself, your wife, your husband or your children. You'll save money; it doesn't matter what pair you buy.—*Jones Dry Goods Co., Topeka, Kansas.*

▲ special under-price sale for a limited time only, of high-grade dependable footwear for women, children and men—footwear that is dependable in every way, stylish, comfortable and perfect-fitting, made by skilled workmen from well-selected stock. Among them are many of our own well-known makes. In this special cut-price sale we have marked all winter stocks so extremely low, so as to insure a quick and positive clear-up of this season's stocks. See window display.—*H. Leh & Co., Allentown, Pa.*

FIVE CENT SALE

To-morrow's big Five Cent Sale is to be the dandiest of all the Single Price events. For 5c. you have the privilege of choosing from forty articles. This great "Nickel Affair" is to be the last we are to give during March—it is to be better than any of the former single-price sales we have held, so maybe it is your duty to be here and see as much of the merchandise as you possibly can. Everything included in this "Half Dime" sale will be displayed in its respective department; yards of goods will be found at the wash and dress goods counter, ribbons and small wares can be seen at the notion and trimming section, and so on.—*Philadelphia Bargain Store, Trenton, N. J.*

FUR SALE

Come to the big fur sale. We must dispose of all our stock now. We would rather give you the advantage of our cut prices than to take them away with us. This is the greatest opportunity you have ever had to get furs below cost. Open evenings to accommodate you.—*New York Furrier Co., Trenton, N. J.*

FURNITURE SALES

To-day we announce the sale that Trenton folk have been waiting for—Kaufman's greatest of all February furniture sales—a sale that includes only furniture that is characterized by reliability in every detail. It is furniture that combines the ornamental with the useful, the beautiful with the durable; every piece made of seasoned wood, strongly, substantially put together; fashioned in the most artistic designs. Those who are acquainted with the unusually low prices that has made our department of dependable furniture so very popular will appreciate the extraordinary opportunity this reduction sale offers. Of course, you understand that gold trading stamps alone give you the advantage of a three per cent. discount. Then, too, there are these two very important facts that make this year's sale the greatest furniture event that we have ever announced: First—Prices on all furniture all over the country were advanced ten per cent. January 1st. We heard of this advance in prices early enough to place our orders before the change took effect. Thus we bought at the old price and can therefore afford to reduce our prices for this sale from the old prices. Second—Our furniture department has expanded greatly during the past year and you will find us well supplied with much larger and even finer assortments than we have heretofore carried. Just glance over this list, note the remarkable price clippings and then come and let us furnish your room or home at savings of anywhere from a third to a half the price usually asked.—*Kaufman's, Trenton, N. J.*

The greatest of all March furniture sales. Clearing the balance of our great purchase of sample furniture at twenty per cent. to forty per cent. less. Everything is new, bright and attractive, high-grade, serviceable qualities in artistic designs and beautiful finish. It will be well worth your while to see this magnificent stock and make a comparison of the prices we quote with those asked elsewhere for the same grade. You'll find there's a decided money-saving on every piece offered.—*Gimbel Bros., Milwaukee, Wis.*

GOING-AWAY SALE

A noteworthy "going-away" sale! Perfumery, toilet articles and rubber goods. If you are going away to the seashore, mountains or country, it is advisable to buy such toilet supplies as you'll need, before you start. The drug store at your summer resort may not have your favorite brand of this, that and the other, and besides the prices are a great deal higher than here. As we have cut our regular low prices you make a double saving by buying at this sale, which starts this morning and continues all this week.—*Wise, Smith & Co., Hartford, Conn.*

HOSIERY SALE

Now for a six-day hustling hosiery sale. We have got the best of reasons for inaugurating a sale of hosiery just now. Got too much hosiery—too many late shipments arrived simultaneously. We have got the best of reasons why we should not hold a sale of hosiery just now. Indications are for a still further advance in wool. But the stock man is obdurate. Says stocks must come down. So we'll hold a sale. And it will be an event that will rival the brilliant success of our ribbon sale. Values as good, if not better. Assortments equally as comprehensive. The majority of this hosiery, owing to an advance in wool subsequent to our orders, has been made at a loss. Think then of the splendid values this sale offers in making reductions from our regular prices and them so low.—*T. Eaton Co., Winnipeg, Can.*

“HOUSEHOLD THINGS” SALE

March sales: Two little words that bring you just a hint of most important savings on articles especially desired for the home—so-called “household things.” Every resource of the store organization has been drawn upon most energetically to make the values more pronounced than in any sale of the past. How well we have done our work is now for you to say. The various sections concerned speak for themselves in no uncertain way, as witness the items below. The sale begins this morning.—*Carson, Pirie, Scott & Co., Chicago, Ill.*

JANUARY CLEARANCE SALE

Just a word if you please about the January Clearing Sale. This is the one time right after the holidays when we find we have many lines and odds and ends in fall and winter goods we would prefer to turn into ready cash rather than carry goods over to another season. Just after Christmas we also found it necessary to visit the market and stock up on a few things absolutely necessary to accommodate our trade. We found wholesale houses more than ready and willing to close out certain things at marked reductions and right here is where we saw an opportunity to pick up a splendid lot of loom ends which we feel certain our patrons will be glad to take advantage of at the very low prices we shall mark on them during the January Clearance Sale. Our purpose is to make it a rouser. A most economical buying occasion of the New Year. And at no time could we make such exceptionally low prices throughout our entire stock, and as such harmonize with the loom end bargains as we are making for the clearance sale. We want to say this, we secured a better lot of loom ends than we ever had before. All nice goods and short lengths that can be used to advantage and we feel satisfied it will be to your interest to attend this sale and take advantage of the special bargains and offers made. The economy chance is real and the opportunity to humor your taste for buying at a saving is now—during the January Clearance Sale.—*W. L. Blanks, Hamburg, Ark.*

JANUARY SALE OF LINGERIE

All join hands to give success and popularity to our January sale of lingerie. Of all such events this stands out alone in the limelight of the public approval. It comes each year in January, and as January is the first month of the year, so ranks this occasion on our sale list. The manufacturers of our lingerie are recognized the world round as foremost in their craft. One distinguishing feature—a charming one, the exclusiveness and distinctive beauty of the lace and embroideries they use. There are thousands of garments in this vast assemblage, each without a flaw, amply made of soft muslins, cut as carefully as our tailored garments. We have been weeks in preparing and diligently examining the samples submitted to us, carefully looking over each garment before putting on a price tag. We will sell more during this event than ever before, simply because we never found it possible to give such extraordinary values. And what is more, the saving opportunities we will offer to you will enthrall you into buying a year's supply. They are remarkable, unprecedented, marvelous, astonishing.—*Reid & Hughes Dry Goods Co., Waterbury, Conn.*

LINGERIE WAIST SALE

On Monday morning we will offer to our patrons some of the best values in lingerie and linen waists ever produced in this department. Every garment has been selected with the utmost care, and the display covers an exceedingly brilliant array of dainty creations for spring and summer wear. A few specials are herewith quoted.—*Shepard Norwell Co., Boston, Mass.*

Anything more dainty than this lot of lingerie waists would be difficult to find. When we decided to place them on sale for to-morrow at the price named, the head of this department made a strong protest and wanted us to sell them in the regular way and at a price in comparison with their worth, but we stuck to our first decision and to-morrow



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display, others are in prime condition. We have marked prices on these goods that will sweep them out in a jiffy and everybody in reach of this store should share in the great bargain opportunities offered by this "Sweep-out Sale." Come early to-morrow and get first pick.—*McClure's, Atlanta, Ga.*

SHIRT WAIST SALES

Early summer sale of women's shirt waists. Six thousand spic-and-span new waists, specially made up for us, are spread before you to-day in this remarkable offering. They are waists for immediate wear, and the varieties that you will want all summer. Being made up to our order, they are in styles which we selected, and which we consider the most desirable in each material. The price reductions are quite decisive, and they are all the more emphatic because exactly these waists have been selling, and will be selling, at their full prices for probably a month or two. There is very wide variety to select from.—*John Wanamaker, New York City.*

We will inaugurate to-morrow one of those famous shirt waist sales that have gained for this department the prestige it enjoys. It will be a further demonstration of our unsurpassed buying facilities. The waists we will offer are the entire over-production of the largest shirt waist manufacturer in New York, and the prices we quote indicate that they must have been bought far below value.—*Jackson-Hoyt Co., Jacksonville, Fla.*

SHIRT SALES

Another great summer shirt sale ready to-morrow—a sale that at the least duplicates the extraordinary values of last week. That sale not only stirred wide interest among Brooklyn people, but among some of the best shirt makers also. And the great distributing facilities of the Loeser store brought these makers to us with propositions to lighten their stocks. The pick of the shirts is here—those which measure up to the Loeser standard of style and fit and finish. It is an event which will arouse wide enthusiasm.—*Frederick Loeser & Co., Brooklyn, N. Y.*

A sale of the timeliest importance to every man in Washington who has the slightest need for a new supply of shirts now, or expects to have a need later on. The shirts are "semi-soft" bosom coat shirts of finest quality imported madras, also plain. Negligee shirts of best imported madras. In both light and dark colors, showing all this season's most fashionable designs, in neat stripes, figures and checks. Detached or attached cuffs. All sizes in the lot.—*Goldenberg's, Washington, D. C.*

WHITE SALES

To-day we commence our annual January white goods sale with absolutely the greatest bargains ever offered the Spokane public. Months ago we started to plan this immense sale. Estimates were made on the quantity it would be possible for us to handle and the market searched for the best values and the best qualities obtainable. Most people know that cotton goods have advanced twenty to thirty per cent. in the last few months, and it is therefore needless to speak of the fact that forethought has been foremost in the obtaining of such values as we offer during this sale. Some of these goods were bought over a year ago. Orders were placed with old world manufacturers to be made expressly for this store and intended exclusively for this sale. Close connection with the markets and a careful study of the conditions thereof have given us an experience and insight so that we can buy most advantageously. We want you to read our list of prices. We advise you to anticipate your season's needs and we want you to come and expect the greatest bargains ever given in anything that is white, whether it be the finest or the least expensive quality.—*Whitehouse D. G. Co., Spokane, Wash.*

The garments in this white sale are by long odds the best, piece for piece, that we have ever been able to offer before, and prices throughout every lot mean big savings, when quality is taken into account. Comparison will show that these goods are up to the high standard, and prices are positively unmatched for same quality. These few items must stand to-day as representative of a thousand others.—*H. Leh & Co., Allentown, Pa.*

WASH GOODS SALE

A tremendous undertaking. Beginning Monday morning at eight o'clock, one of the greatest wash goods sales ever held in Canada will be inaugurated at Scroggie's. The wash goods chief has for weeks past been searching both home and foreign markets in order to make this grand wash goods sale without parallel, and now offers an amalgamation of the choicest, newest and prettiest weaves and designs in wash fabrics manufactured for this summer's trade. Thousands upon thousands of yards in high class summer wash fabrics will be disposed of utterly without regard to cost. To adequately describe the magnificent variety of this immense purchase borders on the impossible, suffice it to say that for volume, variety and value it is absolutely the grandest showing of summer wash fabrics ever attempted in Montreal. Above all other advantages, price plays a leading role—10c. per yard will buy any line in this list, some worth up to 30c. and even 35c. per yard.—*Scroggie's, Montreal, Que.*

CHAPTER XXXVII

LEADERS AND BARGAINS

THESE are the days of leaders and bargains. Almost every merchant in all lines of trade has used this method of advertising to a greater or lesser extent. The positive value of these business getters is so well recognized by the majority of merchants that it seems hardly necessary to even mention their power as business promoters.

Butler Brothers' Drummer, a house organ of considerable importance has the following to say on this subject:

Every now and then you hear of a merchant who makes the boast in his advertisements or mentions in his conversation that he does not hold special sales, nor sell leaders. When you meet such a merchant it will not be necessary for you to see his store to tell what kind of business he is doing.

It's a surety that he has a slow going store, turning his stock only twice a year, and selling only what his customers come on purpose to buy.

If his goods and prices are satisfactory, it is possible that he has a class of patrons who come to his store whenever it occurs to them that they need something.

By not selling leaders, nor holding special sales, this merchant is reducing his business a third to a half from what it ought to be.

Women do the great bulk of buying nowadays, and no morsel is so sweet to a woman as a bargain.

She delights in showing her purchase to a neighbor and telling that the regular price was so and so, and that she only had to pay so and so.

A lot of new goods put into a window with a card reading, "Latest Arrivals," will attract considerable attention, but the same window with a card reading, "Choice to-day 19 cents," will sell goods, and sell them immediately.

A store that makes a specialty of bargain giving practically catches business in two ways. A woman passing along sees the goods in the window and the price card announcing the special price.



The Big Store
GREATER MARION'S GREATEST DEPARTMENT STORE

THIS WEEK!

Special clean-up of a big lot of
women's fine tailored coats

NO lengthy prelude—just plain facts—and here's the story in a nutshell. These coats are of fine kerseys in plain colors and fancy novelties—beautifully made in up-to-date styles, in the new long effect—with and without collars. Their intrinsic values are \$10.00, \$12.50 and \$15.00, but for this one day's selling they're yours at choice, only

\$6.89



She goes into the store, makes a purchase, and pats herself on the back all the way home for having secured such a prize.

No sooner does she get home than she goes right down to Mrs. Smith's house and tells her all about it.

The consequence is that the very next day Mrs. Smith will be in that store spending her money.

Nowadays the women read the advertisements in the magazines and newspapers before they do the literary pages and the news.

That is, the majority do.

And every one of them is looking for that which is eternally uppermost in the advertisement reader's mind—BARGAINS.

In fact, the leading dailies of New York, Chicago and St. Louis sell their advertising space to the big department stores upon the theory that women in search of bargains always buy the paper expressly to read the advertisements. While this theory is not a proven fact the department stores have held to it for years, and on Sunday you'll find practically all of them represented in its pages.

It was only a few years back when the leading department store of Chicago had no show window displays and no bargain department. And so wrapped up were its proprietors in their own idea of dignity that they looked upon other stores with window displays and bargain counters with a pitying sneer.

But other stores have loomed up in Chicago since then—the big ones—and their methods have brought this store to "its oats."

This store to-day has more show windows than any other department store in Chicago, and the largest bargain basements or bargain department in the world.

To-day this store welcomes to its doors the millionaire and the laboring man, and it has learned by practical experience and experiment that no store can afford to refuse to cater to the masses; that the masses spend more money for merchandise than do the classes.

To-day this store spends several thousands of dollars each week advertising nothing but bargains. If the reader of this is a merchant who has never given a bargain department any serious attention, let him take a lesson from the experience and example of the greatest money-making stores in America to-day.

Let him build within the people's minds the name of his store and "bargains" so closely allied that the mention of one will suggest the other, and then he can feel himself grow every minute of every day of every year.

"BARGAINS" is the beacon light that will turn the eyes of the people ever toward your doors.

A large clothing firm, selling exclusively clothing of their own make, used a special quality of hosiery as a



GEM PUDDING DISH
THREE PIECES

Friday and Saturday Special

20¢

A heavy pressed plate tin, fully nickeled, pudding dish, with cover and removable inside pan—three pieces in all. Foods cooked in this dish may be served without removing from the pan. Worth many times the asked price. Sold in our great Buck's Range department.

NO TELEPHONE, MAIL OR CHILDREN'S ORDERS

Bear in mind our curtain and furniture offerings this week. New furniture is constantly arriving. Come prepared to loiter a little while. You will be more than welcome.

BUCK'S **M. Friedman & Co.** **THE CREDIT HOUSE** **233-235-237 POST ST.**

THE BUCK'S RANGE HOME ON THE PACIFIC COAST



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Largest furniture store in the West—extends longest and most liberal credit—

—the Standard way— means easy to buy—easy to pay

—this store is the “bank of credit” in Seattle

the Friday special store

splendid Friday specials

umbrella stand or costumer—
59c

—your choice of either of these practical articles, for Friday only, each 59c.

the umbrella stand—
is iron, dull black, 26 inches high, strong, has brass cup, worth \$1.50.

the costumer—
is five feet high, has six pegs, three legs, hardwood, finished golden, real value \$1.25.

—but one of each of these articles to a customer; no C. O. D., telephone or mail orders filled; will deliver promptly as can.

500 25c Sarah Brushes 7c Each—

—300 assorted 2 1/2 and 3 inch scrub brushes, made of an A-1 br., white and grey, simple, half wood backs, regular

300 Granite Soap Baskets 13c Each—

—this is a Royal Household granite lined soap basket, 3 quart size, worth 30c.

30c, 25c, 30c values, for Friday, only 7c each.

Standard Furniture Co.—L. Schoenfeld & Sons
1000 to 1010 First Avenue
SEATTLE PORTLAND TACOMA

and by means of a small advertisement and a good leader a store can be crowded at less expense than by the use of a full-page announcement.

We offer the advertisement of A. C. Barley & Co., “The Big Store” of Marion, Ind., as a good example of a bargain sale. The general points of the advertisement are good. The offering is plainly stated. The whole object of such an advertisement is not to sell these coats advertised at \$6.89, although that is the ostensible reason for its appearance. It is well known that women will crowd a department for the purpose of snapping up such bargains. But it is also a fact that not always can these people be suited or fitted from the goods which make up the special offering. Many of these disappointed ones seek to allay their sorrows in other coats that are prominently shown and the usual sales result. A bargain offering not only offers the merchant a chance to do business on the article specially advertised but on other goods that are not advertised. This fact should be kept constantly in view when

this kind of advertising is contemplated.

The Standard Furniture Co., Seattle, Wash., evidently are strong believers in leaders as they have a new one every Friday which they call a “Friday Special.” Sometimes it is a small article such as the umbrella stand offered in the advertisement reproduced. On occasions it is a sideboard, a mattress, an iron bed, etc.

A. B. Smith Company use as leader a cheap rug which they offer at \$1.95. This brings people to the store who purchase other and much more expensive rugs. The leader idea is a good one for merchants to look closely into.

CHAPTER XXXVIII

NOVEL SALES PLANS

AS advertising increases so does the earnest search after original ideas continue. At first newspaper advertisements with an occasional circular letter or simple folder were considered sufficient to satisfy the ambition of most advertisers. But when every one is doing the same thing in the same way one does not seem to have any advantage over the other. This state of affairs does not suit progressive merchants. As they strive to make their stores the best stores so do they strive to make their advertising the best and most original.

There are thousands of schemes used to-day in the United States for advertising the thousands of retail stores. Perhaps no one man has ever gathered these different ideas together so as to form a complete list. In fact it would be almost impossible to compile such a list because new ones are being brought out every working day in the year.

of the first day 169 pairs of shoes were sold, and during the first two hours of Saturday morning 234 pairs were sold. Although there was a good sale during the other hours of the day, of course the best part of the selling was done during the earlier morning, when the prices were the cheapest. The firm used a half-page advertisement in their local paper, which showed the clock faces with the time marked each half hour and the price at which shoes would be sold at that time.

G. H. Plumer, Newburyport, Mass., used a similar idea in their suit and cloak department, only instead of raising the price at intervals they lowered it. Suits and cloaks that sold regularly at \$10 were priced \$10 from 8 to 9 o'clock. From 9 to 10 o'clock they were priced \$9.75 and every hour thereafter the price went down twenty-five cents, or until some one was tempted to buy. There were over 100 suits and cloaks in the lot and as they were all on display in the store the changes in prices were eagerly awaited by anxious customers. As soon as a new price was announced the selection began and because of so much competition among buyers present the more desirable suits and cloaks brought good prices.

Day Bros., Winchester, Ind., used a similar plan to clear out their millinery. This is the wording of their advertisement:

“One of the features of this week’s Remnant Sale will be the Boston Store’s Millinery Closing. A Millinery Closing may be an innovation—something out of the ordinary—but with the Boston Store it becomes a necessity just as much as a regular spring or fall opening.

WEDNESDAY AND THURSDAY OF THIS WEEK

“Between the hours of 8 o'clock Wednesday morning and 1 o'clock Thursday afternoon, our entire stock of hats will be closed out, or given away outright. This means just as it reads, that we are giving a Millinery Closing for the purpose of selling every hat in stock, and those we don't sell will be

GIVEN AWAY—ABSOLUTELY FREE

“We can not, and will not, carry millinery stock over from one season to the next, even if we have to give away what we don't sell. This store will carry nothing but late, up-to-date millinery, fresh from the factories, patterned and designed in the leading fashion centers. At the end of each season we shall make it a rule to close out everything, and begin the next season with new, fresh goods.

PROGRAMME FOR MILLINERY CLOSING

WEDNESDAY

Every hat in the store to be put on sale and offered as follows:	
From 8 to 9 A.M.	\$1.50
From 9 to 10 A.M.	1.40
From 10 to 11 A.M.	1.30
From 11 to 12 M.	1.20
From 12 to 1 P.M.	1.10
From 1 to 2 P.M.	1.00
From 2 to 3 P.M.90
From 3 to 4 P.M.80
From 4 to 5 P.M.70
From 5 to 6 P.M.60



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a box before the sale opened and have it laid away, but had to be there on the date named and take your choice when your turn came. The one drawing feature was that all of these 2,000 boxes were to be sold at one uniform price of twenty-five cents for your choice. Each box contained some article worth twenty-five cents to \$15, and as there was to be no drawing of any kind it was a sight to see the immense crowd that surrounded that store at the hour the sale opened. Each one taking his turn to pay twenty-five cents, get a box and see how lucky he had been. There were 500 packages containing articles worth \$1 to \$15 in value, some of the articles were too large to go in the boxes and in the box was a card giving the name of the article such as a lamp, clock, fruit dish, silver tea sets, umbrellas, etc.

As it may be of interest to our advertisers to know just what articles were included in this sale we give a list clipped from one of the firm's page announcements.

LIST OF ARTICLES

now on exhibition in our show window, each and every article to be had Saturday, November 30th, for only twenty-five cents for choice of package, which will contain the following articles:

1 Beautiful Diamond Ring.	\$15.00
1 Four-Piece Silver Tea Set.	10.00
1 Eight-day Gong Strike Parlor Clock.	5.00
1 Pair Fine Solid Gold Eye Glasses with best quality lens to suit.	5.00
2 Elegant Silver Cake or Fruit Stands, each.	5.00
2 Fine Silver Butter Dishes, will not tarnish, each.	3.50
1 Ladies' Gold Headed Silk Umbrella.	6.50
2 Sets Rogers 1847 Teaspoons, per set.	1.50
5 Sterling Silver Souvenir Spoons, each.75c to \$1.00
5 of our best Nickle Alarm Clocks, each.	1.25
Solid Gold Opal Rings, each.	\$2.00 to \$4.00
Solid Gold Ladies' Set Rings, each.	\$1.00 to \$3.00
Silver Berry Spoons, Gold Bowls.75c to \$1.50
Silver Gravy Spoons, Gold Bowls.75c to \$1.50
Silver Cream Spoons, Silver and Gold Bowls.75c to \$1.25
25 Pie Knives.75c to \$1.50
25 Silver Salt and Pepper Boxes in beautiful case.	\$1.00 to \$1.75
35 Solid Gold Tooth Picks, each.50c to \$1.00
35 Leaf Jellies, gold lined, each.	\$1.00 to \$1.75
35 Silver Cream Holders, gold lined, each.75c to \$1.75
35 Silver Sugar Holders, gold lined, each.75c to \$1.75
35 Silver Nut Bowls, gold lined, each.	\$1.00 to \$2.00
50 Beautiful Silver Court House Souvenir Spoons, bowls gold lined, each.	\$1.00 to \$1.50
50 Sets, 6 good Quality Silver Teaspoons, each.75c to \$1.25
50 Silver Bon Bons, Gold Lined, each.75c to \$1.50
50 Silver Baby Cups, gold lined.50c to \$1.00
50 Sets of 4 Rolled Plate Collar Buttons, set.35c to .75c
75 Solid Gold Baby Rings, any size.75c to \$1.00
75 Sterling Silver Handle Tooth Brushes, each.	\$1.00 to \$1.50
75 Ladies' and Gents' Gold Stick Pins, each.35c to \$2.00
75 Charms and Locketts for Ladies or Gents, each.35c to \$1.50
75 Silver Sugar Shells, gold lined.35c to \$1.00
75 Silver Butter Knives.35c to \$1.00
100 Gold, also Sterling Silver Hat Pins, each.25c to \$1.50
100 Single Stone, also set of 3 Shirt Studs, each.35c to \$1.00
100 Beautiful Styles Ladies' Gold Brooch Pins, each.50c to \$1.00
100 Ladies' or Gents' Gold Cuff Buttons, each.35c to \$1.00

In addition there will be Lock Bracelets, Opera Glasses, Elk Heads, Cut Glass Tumblers, Sterling Silver Thimbles, gold lined, Sterling Silver Handle Nail Files, Ebony Handle Tooth Brushes, Ladies' Silver and Gold Bonnet Brushes, Silver Match Boxes, Combs, Trinket Trays, Sugar Tongs, Olive Dishes, Fruit Knives, etc.

This sale was not conducted for the purpose of getting immediate profit, but for the purpose of advertising the store. Such a sale can, however, be made to pay direct profits, and as the more expensive articles are likely to be of the undesirable class—the stickers and left overs—the loss if any would be no more than under ordinary clearance sale methods.

The “tag” sale a few years ago created a sensation among advertisers and is to-day just as effective when thoroughly carried out. We give here an account of a red tag sale as reported in a trade journal. The account is very thorough and shows clearly the possibilities of such a sale. Any merchant desiring to have such a sale can adopt the scheme to his own circumstances and locality.

“Although we are not in favor of sensational advertising, except under very exceptional circumstances, we give the following description of a “Red-Tag-Sale” conducted, according to all accounts, with immense success by a firm of clothiers in Galesburg, Ill., a city of 25,000 inhabitants. In fact it was so successful that the firm have decided to repeat it twice a year. It has been so widely imitated that the story of its workings may be of interest to some readers.

“The preliminary work was carefully and quietly done; carefully, so that when the proper time came the advertising could be “sprung in a bunch;” quietly, so competitors could not launch rival sales ahead of the ‘Red-Tag.’

“The sale was to start on Tuesday. On Sunday the advertising men of the local newspapers were called in and arrangements made with them for the reservation of the entire back page of each of their papers for five days that week and four days of the week following.

“Monday morning the store was closed. The curtains were drawn and an enormous sign stretched across the front of the building proclaimed to the town that ‘We are closed to-day preparing for our great Red-Tag-Sale, which will begin to-morrow morning.’ This was the first announcement the public had of an approaching sale. The very suddenness of the thing, and the startling effect of closing a store for an entire day—which does not happen often in a small city—was of immense value from an advertising standpoint.

“That evening the newspapers published full-page ads which were set in the form of a large tag. The story of the sale was well told in the ads and some startling price comparisons were made. The newspapers gave the sale liberal reading notices that day, and both the ads and reading notices announced that on the next evening—the first day of the sale—something like a dozen balloons would be released in front of the store. A red tag bearing a number would be fastened to each balloon, and in the store windows would be articles tagged with corresponding numbers. The finders of the balloon tags could have the articles in the windows.

“In the meantime a lot of outdoor advertising matter had been prepared, consisting of one-sheet and half-sheet posters bearing a red tag, and a lot of red tags about 14 by 22 inches in size, cut from cardboard. Upon each poster and tag was a brief announcement of the sale.

“The night before opening day a gang of bill posters and distributors were put to work, and when the town awoke next morning it found itself “red-tagged” to a finish. Red-tag posters blossomed from billboards and walls and fences; every trolley pole and electric light pole bore an enormous cardboard red tag.

“The effect was thoroughly sensational, and it is not surprising that by nine o’clock in the morning of the first day of the sale the store was so crowded that people had to wait outside for chances to rush in and buy things. All day the crush continued, and for nearly two weeks after this the store was filled from early morning until late afternoon.

“The real crowd came on the evening of the first day, when the balloons went up. A band played, lots of fireworks and red fire went off, and the yells of the populace accompanied the balloons on their skyward journey. The balloons were of a good stout paper variety, of fantastic shapes and colors. Throngs of men and boys, on bicycles, in buggies and on foot, followed the airships in the hope of winning prizes. Some of them were suc-



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to suit individual needs.

**There'll Be Another
"HELP YOURSELF"
Sale of Shoes
at
MOCKABEE'S
Saturday Night
Between 6 and 10 O'clock**

If you are a woman and are willing to wait on yourself you can secure choice of 400 pairs of Ladies' \$2, \$2.50 and \$3 shoes at \$1 a pair.

The right shoe of every pair to be closed out will be placed on tables—you find the size you want, try it on, if it fits hand a clerk a dollar and secure the mate. As sizes are somewhat broken, don't attend this sale unless you are good-natured.

No goods sold at the above price before 6 o'clock. Sale ends at 10 o'clock.

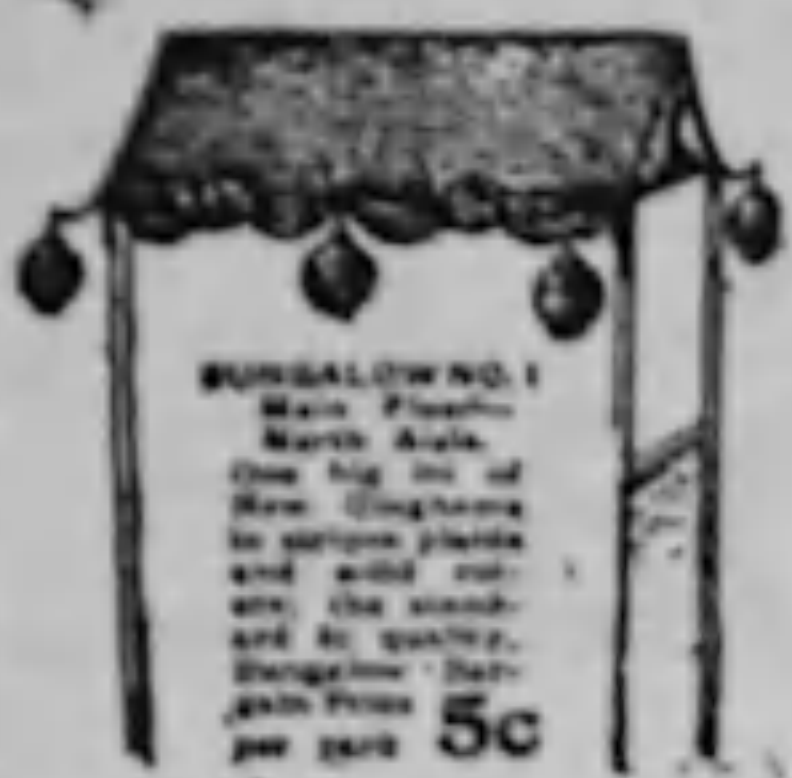
**MOCKABEE'S
14-16 Colonial Arcade**

"In preparing for this sale take the right shoe out of the regular stock carton and place it on the table. All 2½'s in one section; 3's in another, etc. Only one price on the lot. Customers come in and pick them over and try them on without any clerk's help. As I hurriedly passed through the crowd one woman handed me four right shoes and \$4, saying, "I'll take these, give me the mates." It was only a moment's work to take the left shoes out of the stock boxes—one clerk can look after a dozen customers at a time in this sort of sale and keep them all good-natured, if the stock is properly arranged so he can lay his hands on the mates quickly. I use these lines at times in advertising these sales:

"Don't attend this sale unless you are good-natured."

"This sale for good-natured women only."

This "Help Yourself" idea can be carried out in any business where bargain tables can be used. Another good way to draw crowds during a dull part of the day or week was used by a clothing firm. They offered to sell one dozen two dollar hats for one dollar apiece to the first twelve men selecting one of them that fitted. These were regular stock, freshly opened and were the usual run of sizes. As long as any of them remained they were sold at half price. A great many who came to look at these did not like the style or came too late to get their size and purchased from stock at regular prices. The offerings were not confined to hats, but was extended to underwear, shirts, clothing, overcoats, etc. Only one dozen of each was offered at half price on any one day. In this manner they obtained considerable publicity, for every man who got a bargain talked about it to his friends. The "Half-Price Sale" being a regular feature of the store for that season helped on the idea, for such a sale held only once in six months would hardly create a stir worth speaking of.



BROWN'S
"Fall River's Leading Store."
**STORE WILL BE
CLOSED ON MONDAY
TILL 9 A. M.**



BROWN'S
"Fall River's Leading Store."
**STORE WILL BE
CLOSED ON MONDAY
TILL 9 A. M.**



**Promptly At NINE O'CLOCK MONDAY Our Store Doors Open To The
Greatest Economic Event Ever Known To Fall River---**

**BIGGER
AND
BETTER
THAN
LAST
YEAR'S
EVENTS---
WONDERFUL
IN
THE
GREAT
SAVING
OPPORTUNITIES**

BROWN'S BUNGALOW BARGAIN SALES

Thousands and Thousands of people will remember last year's Bungalow Sales as the occasion of the greatest value-giving ever attempted in the history of this city, for full three weeks the sales swept everything in their path, attaining gigantic proportions and resulting in most phenomenal business. But even the records of last year will be broken by these Bungalow Sales this year; broken by reasons of—larger and better stocks, greater varieties, superior values and for the reason that the crowds of people are bound to be here in greater numbers than ever before for every person will immediately recognize in the mere announcement of these sales—

MOST WONDERFUL SAVING OPPORTUNITIES

As of last year the entire store will find itself in most unique decorations, the work of artisans to be evidenced by prettily constructed Bungalows, the purpose of which is to indicate special points throughout the store where are to be found bargains of a most extraordinary character. These Bungalow Bargains will be on sale until sold, when new offerings of equal importance will take their place. It will be a memorable bargain event far surpassing all former sales in size, variety and extensiveness. The goods offered will be the most desirable we can select, no out-of-season or inferior quality, but merchandise of the very highest quality and at such deep price-cutting and slashing as has never been equalled in this city. A partial list of Bungalow Bargains is below. Watch the papers daily for new offerings and be prepared to take advantage of the values presented.

FOR FIRST COMERS MONDAY MANY SMALL LOT SPECIALS NOT ADVERTISED

Special Entertainments During These Sales

In addition to the bargain inducements of these Bungalow Sales, pleasurable attractions are a principal feature. Thousands of people spent hours in enjoyment at the store last year on the occasion of the sales, listening to the various attractions furnished, and it is with pleasure we announce special entertainments again to be a feature. We shall use every effort, not only that your shopping shall be most economical, but also that your spare hours may be enjoyed, and at no outlay whatever.

Bungalow No. 17
Second Floor—Wardrobe Section.
3.50 and 4.00 Waists 1.76
Simple Waists, of fine lawn, and white, with fronts of Swiss embroidery and pin tucks. Buttons at front, side or back effects. Regular \$3.50 and 4.00 values. Bungalow Bargain Price 1.76
3.00 Waists for 1.46
Women's High Collar Waists, in colored and white, with embroidered fronts. Must be taken very choice styles. Regular worth \$3.00. Bungalow Bargain Price 1.46

BARGAIN BUNGALOW No. 18
Second Floor—Underwear Section.
69c Corset Covers 39c
Women's Corset Covers, French style, of fine lace and cotton, trimmed with lace borders and ribbons. Regular value 49c. Bungalow Bargain Price 39c
2.50 and 3.00 Gowns 1.39
Women's Charming Gowns, new and handsome, trimmed in large assortment of styles. These are selected and offered from stock. Regular \$2.50 and 3.00 values. Bungalow Bargain Price 1.39

Bungalow No. 1
Main Floor—North Aisle.
EXTRA!
12 1-2c Lawns for 5c
One Big Lot of Muslin Lawns, in apron and skirt effects, on light and dark grounds; positively worth 12 1-2c. Bungalow Bargain Price per yard 5c

BARGAIN BUNGALOW No. 7
Main Floor—North Aisle.
Pure British Hair Brushes, with 11 rows of bristles, 18c and 42c values. Bungalow Bargain Price 39c
Continental Sewing Bells, 100 yard spools, in black, white and all colors. Bungalow Bargain Price, per dozen 25c, per spool 7c
Half-moon spools, Sewing Bells, black and white. Bungalow Bargain Price, per dozen 21c, per spool 21c
Regular 10c and 15c Dress Trimmings, in French effect. Bungalow Bargain Price, per yard 5c
Kaiser-Harbour's "Lion Antagon" Paper, in boxes of 24 sheets of paper with envelopes to match, the 30c value. Bungalow Bargain Price 25c

Bungalow No. 12
Main Floor—South Aisle.
1.25 Lace Boots 98c
Misses' and Children's Lace Boots, with patent or kid tips. All made throughout. Regular price \$1.25. Bungalow Bargain Price 98c
2.50 Oxfords 1.59
Women's Russia Calf Oxfords with white soles and medium heels. Regular \$2.50 quality. Bungalow Bargain Price 1.59
2.50 and 3.00 Oxfords 1.98
Women's Oxfords, with uppers of "Ideal" patent kid. Best soles, our \$2.50 and 3.00 values. Bungalow Bargain Price 1.98

BUNGALOW NO. 3
Main Floor—South Aisle.
Men's Full Collar and Lace Hosiery, in plain and fancy styles. Regular price 15c. Bungalow Bargain Price, per pair 15c

Bungalow No. 4
Main Floor—North Aisle.
69c Damask for 46c
Stained Table Damask, strictly all linen. 42 inches wide. Choice patterns, the regular 69c quality. Bungalow Bargain Price, per yard 46c
15c Towels for 8c
Large Size Bath Towels, size 34x42 inches, with red stripe borders. Excellent value. Bungalow Bargain Price each only 8c

Big Bungalow Bargains in Basement
Screen doors, light color, nicely finished, size 3 feet 8 inches by 6 feet 8 inches, actual value \$1.75. Bungalow Bargain Price 75c
Screen doors, extra heavy, size 3 feet 8 inches by 6 feet 8 inches, regular 10c value. Bungalow Bargain Price 12 for 25c.
Parlor Table Cloth, large size, both sides, worth 15c. Bungalow Bargain Price, per table 6c
Oval tablecloth from Water Table, the regular size, worth 20c. Bungalow Bargain Price each 12c
Full eight-fold Cheesecloth, worth \$1.50. Fifty only on sale at per set. Ice Water Jug, best semi-porcelain, sale price each 9c

Bungalow No. 20
Second Floor—Upholstery Section.
40c to 75c Fabrics for 25c—Remnants of Velours, Tapestry, etc., worth 40c to 75c each. Bungalow Bargain Price, each 23c
Dash Curtain Rods, regular 10c kind, sale price 3c
Stuffed Muslin Curtains, in stripe effects, 2 1/2 yards long. Bungalow Bargain Price, pair 29c
Odd pairs of Curtains worth from \$1.25 to \$5.00. Bungalow Bargain Price, per pair 50c to 4.00

BUNGALOW NO. 9
Main Floor—South Aisle.
Women's Petticoats of mottled and embroidered laces, black and color. Very choice effects. \$3 and \$3.50 values. Bungalow Bargain Price 1.49

Bungalow No. 10
Main Floor—Art Section.
One lot of eight solid damask, including Homestead Damask, Hearts and Squares, Homestead Lion Bureau Seats and Stools, Bureau Seats and Stools, regular value \$1.25 to \$1.50. Bungalow Bargain Price 83c
Hand Embroidered Pillow Covers, in various sizes and styles, with embroidered fronts. Regular price \$1.50. Bungalow Bargain Price 1.49
Bath Matting, 54x72 inches, 12x12 values. Bungalow Bargain Price 50c
Pillow Covers and Centre Pieces, arranged and lined for embroidery. Regular price 25c. Bungalow Bargain Price 19c

Bargain Bungalow No. 6
Main Floor—South Aisle.
Women's, Misses' and Children's Hose Supporters, of various styles, in black only. Regular price 11c. 10c and 12c. Bungalow Bargain Price, per pair 8c
White Pearl Buttons, two dozen per card; 13c value. Bungalow Bargain Price, per card 9c
White Buttons with glass caps, good size, worth 12c. Bungalow Bargain Price 9c
Barbour's Linen Finish Thread, the 1c quality. Bungalow Bargain Price 8c

Bungalow No. 2
Main Floor—North Aisle.
EXTRA!
1.25 Silks for 61c
Cherry Broom All Silk Petticoats, in small and large sizes, with light and dark colored grounds; the regular \$1.25 quality. Bungalow Bargain Price 61c
Non-twisting India Tapes, assorted widths, regular price 2c. Bungalow Bargain Price, per yard 2 1-2c
Three Burner Gas Stoves, worth \$1.00. Bungalow Bargain Price, per stove 1c

Bargain Bungalow No. 15
Main Floor—South Aisle.
Men's White Madras Negligee Shirts, with cuffs to match, the standard \$1.00 quality. Bungalow Bargain Price, each 57c
Men's Bathing Suits, in plain navy or fancy stripe ends; \$1.00 and \$1.25 values. Bungalow Bargain Price, a piece 21c
Men's and Boys' Bathing Suits, in plain navy or fancy stripe ends; \$1.00 and \$1.25 values. Bungalow Bargain Price 69c
Men's Pajamas, of fine madras, choice patterns; extra \$1.00 value. Bungalow Bargain Price 83c

Bungalow No. 18
Second Floor—Suit Section.
1.25 to 1.50 Skirts 89c
Women's Duck Skirts, in polka dot effects; \$1.25 to \$1.50 values. Bungalow Bargain Price, each 89c
1.00 and 1.25 Wappers 67c
Our entire stock of 1.00 and 1.25 Women's Wappers, various choice styles. In this sale at choice for 67c
3.25 Bathing Suits 2.50
Women's Bathing Suits, in several choice styles, the regular \$3.25 value. Bungalow Bargain Price 2.50

BUNGALOW NO. 21
Second Floor—Millinery Section.
One big lot of Women's Ready-to-wear Hats, in the very desirable shapes; choice colors, worth up to 1.50. Bungalow Bargain Price each 25c

Our Big Recreation Bungalow on Third Floor
Every one should visit our Big Recreation Bungalow on the third floor. It will be found an excellent place for rest, the cool breeze from the bay makes it a most comfortable spot. The seating capacity is quite large. You're invited to make yourself perfectly at home here.
BROWN'S
178-188 North Main Street

BUNGALOW NO. 19
Main Floor—North Aisle.
Women's Oxford Ties, with plain or pattern tips, low heels and light or heavy soles. Regular price \$1.75. Bungalow Bargain Price per pair 1.23

Mail and Telephone Orders Will Be Filled
All orders received by mail or telephone will be filled in the order received. We place no limit on any article in this advertisement, either as to time or quantity. We want every person, who desires, to secure just what they want, so if you're unable to come to the store, send your order by mail or telephone. It will be filled.
BROWN'S
178-188 North Main Street

BUNGALOW NO. 19
Second Floor—Wardrobe Section.
One big lot of Women's Kimonos, all samples, various choice styles, strictly worth 15c and 10c. Bungalow Bargain Price each 39c

This advertisement explains a novel but spectacular plan used by Brown's, "Fall River's Leading Store."

THE HOWE & STETSON CO. The Howe & Stetson Co. THE HOWE & STETSON CO.

Great Red Letter Sale

Begins Thursday Morning, February 1st, at 8.30 A. M.

WE greet the New Haven women with a sale of a most unusual nature, comprising many original features, and displaying an assortment of under-priced merchandise, unequalled in the history of good old Elmtown. The Red Letter bargains are strong in quality and striking in display, for every special will be shown by a Red Letter, which will agree with the letters of this advertisement. All you have to do is to remember your letters; also remember that every item is a money-saver—that every item has been specially reduced in price—that every item will prove a glorious prize and surprise.

"A" is for Ambition to always excel.
In offering goods with prices that tell.

also stands for an Assortment of
Women's Shoes
This is a very excellent line of women's fine patent coil lace shoes, with tip made on the New England last. Have drop soles, Cuban heels and dull top. They are hand sewed; all perfect goods. Regular \$3.50 shoes. Red Letter price, **\$2.59**

"B" is for Bargains on every floor.
In all the departments, right thru the store,
also stands for
Bureau Covers
These are a handsome colored muslin bureau covers with fluted ruffles and colored linings. These are for bureau covers that we offer for the Red Letter Sale at **27c**

"C" is for Customers filled with delight.
Buying our specials that always are right.
also stands for
Corset Covers
In this lot there are four styles, larchon lace trimmed yokes, others with ribbon, rows of lace insertion and tucks. Regular 25c covers. A Red Letter **17c**

"D" is for Dimes and Dollars you save.
And thus to possess the good you can save
also stands for
Dress Gingham
This special lot includes 2000 yds. of the best dress gingham, such as Bates' seersuckers, Red Seal and A. F. C. in all the newest spring styles and patterns. These are regular 12c gingham, which we offer for the Red Letter Sale at **8c**

"E" is for Economy, our highest aim.
By which we expect to retain our good name.
also stands for Excellent lot of
Baby Shirts
Another lot of Alma Seconds, & wool. The imperfections are scarcely noticeable. The styles are like those that we always carry in stock at 25c. A Red Letter Special, **14c**

"F" is for Future of which we must think.
For the chain of success to meet and by link.
also stands for Fine quality of
Table Cloths
These are beautiful linen, German damask tablecloth, sizes 63x94. They are silver bleached, fringed with one row of open work border. They sell regularly at \$1.25 each. A Red Letter Bargain at **89c**

"G" is for Goodness to you and to thy neighbor.
We hope that you'll call when passing our way.
also stands for
Gloves for Women.
This lot includes gloves of Mocha, Rotterdam and Dogskin. Excellent gloves that have been selling at \$1.00 and \$1.25 a pair. For the Red Letter Sale they have been marked, per pair, at **73c**

"H" is for Humanity, for with that we deal.
To make a stomach friend of each woman and child.
also stands for
Hose for Women
A lot of black cotton hose for women. These stockings are full-fashioned, with double soles and spliced heels and toes. They are regular 25c stockings which we offer, for the Red Letter Sale, at **14c**

"I" is for Interest that all the folks show.
When quality's high and prices are low.
also stands for an "Immense" bargain in
Bed Spreads
There are 100 sample bedspreads of all kinds. The lot includes plain, fringed, cut corners, satin crested, and so on. It's a big lot but there is only 1 of a kind, and they will be offered at a discount, from regular prices, of **40%**

"J" is for Joy that comes when you're cheap.
Sales that with bargains always abound.
also stands for Just one lot of
Fish-net Curtains
This lot includes 200 pairs of brand new fish net curtains. 84 yds. long, made with full ruffles. Those who hope to share in this bargain had better be here early. These are worth 50c a pair, but we will offer them at a special bargain for the Red Letter Sale at **59c**

"K" is for Knowledge that every price.
Turns out to be just as we advertise.
also stands for
Kimonos.
This is a lot of eider-down and flannel kimonos, in red and fancy colors, and in sizes from 32 to 42. These sell regularly at 75c, \$1.25 and \$1.50, but we offer them in the Red Letter Sale, at **48c**

CUT THIS OUT.
I must be sure to look at the following bargains at Howe & Stetson's on Thursday.
(Mark Bargain Letter Below.)

"L" is for Leather, good to wear.
If leather is run with a rim and a spot
also stands for
Leather Belts
A special lot of very handsome leather belts in all desirable colors and latest make. These belts have a ruffle edge effect, with traces of cording and a large gilt harness buckle. They are regular 25c belts, which we offer for the Red Letter Sale at **26c**

"M" is for Memory you'll save every day.
If you think about this quality and pay
also stands for
Moire Taffeta Ribbons
500 yards of very fine ribbons 4 1/2 inches wide. Look at the following prices:
Red, 35c; Green, 35c; Blue, 35c; Yellow, 35c; Orange, 35c; Purple, 35c; Silver, 35c; Gold, 35c.
We have never been selling this ribbon for less than 50c a yard. Red Letter Price, **35c**

"N" is for Necessity that comes to a lot.
We feel quite assured it's a good one to a lot.
also stands for Newest style in
Men's Sample Hose
About 250 pairs in this lot. They are samples of fancy cotton hose. Regular sizes 10, 30s and 11. Variety of styles and coverings. Worth 25c and 30c a pair. Red Letter Price **14c**

"O" is for Other that customers may.
Your help is sufficient in every way.
also stands for "Odd" lots of
Dishes
The basement offers Dinner Plates, Tea Plates, Soup Plates, Preserver Plates, French Dishes, Bakers and so on, all with handsome floral decorations in various colors. Worth up to 15c each. Red Letter price, **5c**

"P" is for Pardon that all are large.
We're selling a request on my old lot.
also stands for
Pillow Ruffles
These are all very hand-somely colored cream and consist of 44 yds. of material with a cord for shirring. They are worth \$1.00, but we will offer them for the Red Letter Sale for **47c**

"Q" is for Quaintness in making your things.
For all of our suggestions to have things
also stands for a Quantity of
Twine Shopping Bags
This is a lot of good strong, well-made twine shopping bags, with draw-strings and two substantial handles. The so huge and regularly for 25c, but we will offer them for the Red Letter Bargain at **17c**

"R" is for Ruffles when goods are hot right.
For just satisfaction you never need fight.
also stands for
Ruffs
Many of these stylish ruffs in black, light blue and lavender. Some have ribbon plaiting where ribbon edge and July trimming. Have been priced from \$1.50 to \$2.25. Red Letter price, **77c**

"S" is for Savings—important to you.
There's more in this one, more than the goods show.
also stands for
Sheets
These are full size sheets, 115x90, made from one of the best cotton cottons. They are regular 48c sheets, which we offer for the Red Letter Sale, at **48c**
(One over 6 to a customer.)
The 72x90 size, worth 50c, we will offer at 39c.
(One over 6 to a customer.)

"T" is for Truth, if used every day.
Is found in the end to more than repay
also stands for
Torchon Laces
The lot includes, besides Torchon, some Point de Paris and Val lace, ranging in width, from 1 to 4 1/2 inches. These were 15c and 16c a yard. For the Red Letter Sale, **3c**

"U" is for Useful things—what you require.
Likewise how good things might be used to please
also stands for an "Unusual" bargain in
Roasting Pans
Here's a lot of Roasting Pans in four sizes. All well-made and nicely finished. These Roasting Pans have been selling from 15c to 18c each. A Red Letter Bargain at **7c**

"V" is for Virtues and Victory too.
Bare they are hope to achieve something new.
also stands for a Very unusual bargain in
Window Shades
Just 500 square window shades in all colors. These window shades sell regularly at 12c, but we offer them for the Red Letter Sale, complete with hardware, at **12 1/2c**

"W" is for a wealth of good goods.
Made for all people in all sorts of needs.
also stands for
Women's Pants
A lot of Women's pants, made to order and white. These are made of the best material. We offer, as an unusual bargain for the Red Letter Sale, at **25c**

"X" is for Xmas when we give.
To hold up a name that surely lives
also stands for an "Extremely good" bargain in
Corsets
This lot includes four styles of deep bay, medium, short and long corsets. They are all in perfect condition and are out of our regular stock. They sell regularly for 33c a pair. Red Letter price, **33c**

"Y" is for You and your things every one.
Who really believe that shopping is fun.
also stands for Your choice of new spring
Dress Goods
These are grey cuttings of the new spring goods, extra good quality, 46 inches wide. These goods are worth 29c a yard. At Red Letter Sale **29c**

"Z" is for Zest as you all should be.
To come here on Thursday these specials to see.
also stands for Zest of popularity which has been reached by these
Silks
It is an entirely new lot of extra good quality French silks, that are in such popular demand for shirt waist suits. A good range of styles and colors. Many with dots and figures. These silks are worth 26c a yard. A Red Letter Bargain, at **26c**

THE HOWE & STETSON CO.

This sale begins at 8:30 on Thursday morning. By the way, our stores remain open until 6 o'clock hereafter, instead of 5:30. Saturday, of course until 10 o'clock.

Other firms have used what they term "Surprise Specials" with considerable success. These specials are numbered, as "Surprise Special No. 1," "Surprise Special No. 2," etc. One article is selected each week to be sold at the "surprise" price. These leaders usually bring a great many to a store for the article advertised, who purchase enough of other lines to more than make up the slight loss on the leader.

The Howe & Stetson Co., New Haven, Conn., advertisement of their "Great Red Letter Sale" is self-explanatory. The idea is merely to have the lines advertised displayed under immense letters corresponding to those in the announcement. These huge letters scattered here and there about the store are an attraction in themselves. The window displays should of course have corresponding letters on the exhibits. There are a great many ways in which letters can be utilized for bringing out unusual effects.

"Hour Sales" have proven their value to a great many merchants who have held them, but it remained for Hens, Kelly & Co., Buffalo, N. Y., to introduce "Five Minute



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the co-operation of the various institutions to be represented. The organizations are asked to appoint committees to attend the sale and urge upon their friends to make their purchases on the day that is selected for them.

As a usual thing the representative charitable organizations will truly represent different classes of people. With every class being urged to buy during "charity week" a sale of this kind can hardly prove otherwise than successful. Prices must be made attractively low on a large quantity of goods, but the bulk of the lines will sell at regular prices. To show the various interests that are represented by the charity organizations of a city we quote those that partook of the profits of the Crescent Store. One day was given to each of the principal organizations, while the lesser ones were doubled up and the five per cent. divided between them.

Monday—Sacred Heart Hospital.

Tuesday—Y. W. C. A.; Woman's Hotel.

Wednesday—St. Joseph's Orphanage; Home of the Friendless.

Thursday—Salvation Army.

Friday—Deaconess Home; Crittenden Home.

Saturday—St. Luke's Hospital.

If any merchant could get committees from representative organizations like these working for him all the time he could retire in a very few years with a noble fortune. But it is impossible to expect that, but it is very easy to have them work faithfully for him during one week in each year if he follows this plan. The immediate profits will be large and the future made easy by an extensive acquaintance with his store by many who had perhaps never so much as given it a thought before.

Bernheimer's, Baltimore, held what they called a "Carnival Sale" in which were incorporated a number of sensational features that usually are found in a Mardi Gras celebration.

One of the features of their window display was three sets of figures, each set representing automaton. One of each set was a human being, while the other was the representation. A guessing contest was held and prizes offered to the persons who successfully picked out the human being from his mechanical representative. On the first day nearly 30,000 guesses were registered and over eight thousand prizes distributed.

In the store were twenty-one clowns, dressed in the most fantastic of costumes and playing on every conceivable kind of musical instrument. These entertainers kept the people amused with their antics and music and at the same time, or rather, at intervals, pointed out certain bargain features of the sale. Each offered special bargains to customers who had made purchases of a certain amount of goods on the floor on which he was stationed. For example, one clown sold shoes for nine cents to persons who could produce a sales slip showing that they had made a purchase amounting to a certain sum.

Another feature of the sale was an automatic boat. There were several seats in this boat and the persons who seated themselves in the lucky seat were rewarded by a handsome gift.

During the close of the Carnival Sale they held a baby show. Prizes were awarded to the baby in the fanciest costume, to the one in the most comic costume, to the fattest fancy costumed baby, to the prettiest baby dressed in a fancy costume and to the best and most tastefully dressed baby.

The sale was held during an entire week and each day some new and pleasing feature was added. Competitions of various kinds were held, and the people who visited the store were genuinely amused.

Such a sale, while sensational in the extreme in the eyes of the more staid Northerner, would be enjoyed immensely by the hot-blooded Southern people. They can perhaps appreciate the ridiculous and fantastic to a greater extent than can the people of the North.

England Bros., Pittsfield, Mass., called their annual white sale "The White Carnival," and introduced the Mardi Gras features in their advertisement. This advertise-

England Bros.

Low Price—A bath that will last into every generation—

YOU know (and all our customers know) the great importance of our Annual White House set, so matter how well you remember, you will not be prepared for the splendid differences between the White Caravel of ours and any previous White Underwear or White Suits. You must come—and be surprised!

What a Hurry and Scurry there will be for these goods.

TOWELS

12590 Heavy Marzabaz Towels,
worth 114c. **Sale Price 80c**

11325 12x18 White Marzabaz
Towels, worth 134c. **Sale Price 80c**

11327 All Linen Huck Towels,
worth 117c. **Sale Price 80c**

12427 All Linen Damask Towels,
with knotted fringe, worth 80c. **Sale Price 80c**

12428 Heavy Huck Towels, worth 80c.
is sold, worth from 10c to 11c.

11924 A New Towel from 10c
from stock and already burned.
Selling from 10c

12424 Already Burned Linen 10x18
crash Towels, worth from 32c to 35c.

10570 All Linen extra heavy Huck
Towels, worth 11c. **Sale Price 80c**

12429 Irish Linen Towels, with Ham-
mattched Towels, worth 11c. **Sale Price 80c**

Lead

You can hardly underestimate the benefits you may gain by coming, as soon and as frequently as you can. You could better afford to travel a hundred miles than to stay away, and miss such an extraordinary chance to serve.

1800 years of remnants of Norse
crust, mill ends. Sale Price 6½¢

A heavy All linen Bleached Crust,
worth 13½¢. Sale Price Yard 5¢

All linen Brown Mosaic Crust,
worth 12½¢. Sale Price 10¢

All Linen Barnsley Twill Crust,
worth 10¢. Sale Price 12½¢

Cheek Toweling in blue and red
linen, worth 13½¢. Sale Price 8¢

18-inch Cotton Diaper, worth 6¢
Sale Price a piece 50¢

Radio Minutia Captains

ENGLAND BROTHERS.

The coupons are there to be clipped, but they do not have to be clipped unless one cares to do so. Their value can be received whether the coupon is presented or not. Read the introduction of the advertisement, "Another Coupon Day," and you will have the whole idea explained to you.



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Get Smart

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human knowledge in
797,885 volumes

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We Invite You To Our Gift Giving

Thirty years ago we started business—in a small store—Now we have the largest exclusive clothing establishment in New England.

We are not ungrateful—We appreciate it is your loyal patronage—your hearty support that has made this growth possible—and we wish to show that appreciation in a most emphatic manner.

So we are celebrating this 30th Birthday—celebrating it for thirty days—We are giving away thousands of dollars in new crisp bills—We want every man in Boston to participate in our celebration—Every man to receive a gift.

Gifts From \$1 to \$50

A Present to Every Customer.

Every customer purchasing a suit or overcoat in our Men's Department during the next thirty days will receive a gift—no smaller than \$1 nor larger than \$50—totally disregarding the price of your suit or overcoat, and irrespective of any conditions—You will receive in cash a gift of either \$1, \$2, \$5, \$10, \$20 or \$50—a birthday present from us.

This is the Fourth Day

But twenty-six days remain—take advantage of this great gift giving event—it is our wish that every one of our customers should participate.

Our Suits and Overcoats

Our specially hand-tailored suits and overcoats for this winter show that we have made with greater progress in the perfection of men's outer garments. The styles, the exclusive patterns, and many striking characteristics add but another charm to the enviable reputation they now hold throughout New England.

\$10 \$12 \$15 \$18 \$20 \$25

1875 1905



VORENBERG'S

Washington, Hanover and Elm Streets

Each \$500.00 Given Away

Will Be Divided as Follows:

One \$50 Bill, Three \$20 Bills,
Four \$10 Bills, Ten \$5 Bills,
Fifty \$2 Bills and Two Hundred \$1 Bills.

Vorenberg's, Boston, Mass., use a sales plan that should prove a good one anywhere. People will flock to a store when there is a chance for them to get something for nothing. When the "something for nothing" is real money it should prove doubly attractive. The birthday gifts ranging in amounts of \$1 to \$50 were attractive. An analysis of this scheme will show its actual cost, as it is explained that every \$500 is divided into 268 gifts which average in cost about \$1.85. A reduction in price on 268 suits or overcoats of \$1.85 would hardly appear as attractive and would not pull as well. Such schemes as this are good ones. The gift looks large and attractive.

A small store could use this idea and offer a gift with every article purchased. Supposing \$200 is to be given away and the average gift was to be made 25c. It might be divided in a great many ways to produce this result, but the following would be good:

500 gifts 1 cent each.	\$ 5.00
200 gifts 25 cents each.	50.00
100 gifts \$1 each.	100.00
2 gifts \$10 each.	20.00
1 gift of \$25.	25.00
	\$200.00

In such a division one could be offered with every purchase, even if the purchase was for only five cents. The large number of one cent gifts will only make the scheme better, because it will cause a lot of fun and talk.

These gifts are to be divided as shown and placed in separate envelopes and sealed. They are then placed in boxes edge up and kept closely packed together so that one could not distinguish what was in it from feeling it. The customer is allowed to select one envelope and must abide by his or her first selection, whether it should prove a large or small gift.

A scheme of this kind will not require a great deal of advertising, but should be sufficiently advertised so as to get it well started. When once started it will advertise itself.

Bloomingdale Bros., Lexington to 3d Ave., 59th to 60th St. **MILLIONS OF PEEKLESS FARGUES** Bloomingdale Bros., Lexington to 3d Ave., 59th to 60th St.

JULY MILL AND FACTORY SALE

BLOOMINGDALES

LEXINGTON TO 3RD AVE 59TH TO 60TH ST.

The Price Concessions Were Marvellous,

Due largely to the fact that our weather through the entire Spring season kept business below normal. We were overwhelmed with propositions, from producers of high class commodities, all so favorable that the hardest part was in deciding what not to accept.

We feel that we have selected wisely, and that in inviting you to this most extraordinary sale we are extending opportunities unprecedented in the world of merchandising.

Every Advantage We Gained Is Transferred to You.

Every want you may have in the way of household articles or goods and garments for personal wear may be most satisfactorily supplied, and in most instances

At Less Than Half Regular Prices.

It is impossible to give a complete catalogue of the wonderful bargains the sale affords. The appended items are merely representative. No mail, phone or C. O. D. orders will be filled.

High Grade Hosiery.

A sale opportunity about 1000 pairs on which the mill and factory sale prices average about one-half value.

Women's 1/2 Hosiery, seamless, fine and medium weight, seamless all sizes	6c
Women's 1/2 Hosiery, plain black cotton, seamless, with decorative stripes, in a variety of colors	12c
Women's 1/2 Hosiery, seamless, fine and medium weight, seamless all sizes	29c
Men's 1/2 Hosiery, guaranteed fast black and white, seamless, all sizes	5c
Men's 1/2 Hosiery, guaranteed fast black and white, seamless, all sizes	15c
Children's 1/2 Hosiery, guaranteed fast black and white, seamless, all sizes	6c

White Lawn Waists

1000 White Lawn Waists, all sizes, guaranteed fast black and white, seamless, all sizes

Wash Goods.

1000 White Lawn Waists, all sizes, guaranteed fast black and white, seamless, all sizes

Black Nearsilk Pellicoats.

These pellicoats have been selected for sale with deep discounts and are guaranteed to be the best of the kind. The sale is for the entire stock, and the price is for the entire stock.

Wash Laces.

Wash Laces in very pretty and durable designs. Point de Paris and intricate French designs and patterns. Worth up to 15c, a yard.

Short Kimonos.

1000 Short Kimonos, all sizes, guaranteed fast black and white, seamless, all sizes

Shoe Bargain Corner.

1000 Short Kimonos, all sizes, guaranteed fast black and white, seamless, all sizes

Photo Frames.

1000 Short Kimonos, all sizes, guaranteed fast black and white, seamless, all sizes

\$50,000 Worth of Women's New High Class Summer Dresses, Suits & Skirts

Thousands of Garments at Next to Nothing Prices.

We have purchased direct from the manufacturers at prices so low that we are able to sell at prices that are almost unbelievable.

We Have Added Our Own Regular Stocks at Prices Proportionately Reduced.

All of which means that you may have the garments of your choice at prices that are almost unbelievable.

Beautiful Linen Dresses.

Actual \$12.00 Values. Reduced to **\$7.75**

Two Thousand Linen, Silk and Cloth Suits.

Worth \$18.00, at \$11.75. Worth \$30.00, at \$16.75. Worth \$50.00, at \$29.75.

Men's Underwear

Men's 1/2 Hosiery, guaranteed fast black and white, seamless, all sizes

Decorated Dinner Sets

1000 Short Kimonos, all sizes, guaranteed fast black and white, seamless, all sizes

Leather Suit Cases

1000 Short Kimonos, all sizes, guaranteed fast black and white, seamless, all sizes

Groceries

1000 Short Kimonos, all sizes, guaranteed fast black and white, seamless, all sizes

Wines and Liquors

1000 Short Kimonos, all sizes, guaranteed fast black and white, seamless, all sizes

Finest Cigars at Half Price.

1000 Short Kimonos, all sizes, guaranteed fast black and white, seamless, all sizes

All Cars Transfer to — Bloomingdale Brothers' —

Lex. to 3d Ave., 59th to 60th St.

Kramer's Department Store, Gaylord, Mich., held a Nine-Cent Sale that lasted a week and had some unusual features. There were a great many articles that usually sold from twelve to thirty cents, marked down to nine cents. In addition there were a number of much higher priced articles that were sold at nine cents in the manner explained in the following paragraphs quoted from their advertisements:

LADIES' COATS, ONLY NINE CENTS

"Here is where the magical nine cent figure shines the brightest. Every one who has seen our stock of coats acknowledges that it is the best and largest assortment ever shown.

The Bankrupt Stock Shoe Sale Continues

Ladies' and Children's Furnishing Goods

J. D. KELLOGG, Manager

This popular second floor department is putting forth every effort to lead the store in value giving during the Managers' Sale. Prices prevail that are considerably lower than are asked at any other time except these Managers' Sales, and that counsel you to buy now and liberally.

Thirty dozen French Tasse Girdle Corsets, reg. variety priced at \$6.00. Very latest models.
SALE PRICE 35c.

Infants' White Mull Bonnets, reg. \$1.00 and \$1.25. In this sale at **HALF PRICE.**

Infants' Linen Coats, Buster Brown styles, former prices \$2.00, \$2.50 and \$3.50. In this sale at **ONE FOURTH OFF THESE PRICES.**

Fine Memorized Black Satine Petticoats, formerly \$5.00, \$3.50, \$4.00 and \$4.75. In this sale at **ONE THIRD OFF REGULAR PRICES.**

Regular Stock At Irregular Prices

THE Crews-Beggs Co.

A MODERN DEPARTMENT STORE

Department Managers' Annual Competitive Sale

For tomorrow, the third day of sale we will be prepared with reinforced sale assortments. There will be renewed interest in every department. All the enthusiasm, snap and go that characterized Saturday's sales will surely be in evidence. The remarkable values as indicated by the yellow price tickets throughout the various departments and the magnitude of our stocks will serve to impress upon the mind of the public the great importance of this Managers' Sale of ours. Every section of the big store is a-bustle with genuinely good things for patrons who view economy with a friendly eye. These annual Managers' Sale events at Crews-Beggs' mean stirring, clearing days and tolerate no inactivity.

The Bankrupt Stock Shoe Sale Continues

10 Per Cent Off Regular Prices Every Day Until Sold

Below we briefly describe the handsome Rugs now on display in one of our Fourth street windows. We quote the regular prices, and the prices tomorrow. They will be reduced to per cent every business day until sold.

Regular \$40.00 Oriental Rug, size 9 ft. by 12 ft. PRICE TOMORROW \$32.30	Regular \$6.50 Karachi Rug, size 3 ft. by 6 ft. PRICE TOMORROW \$5.30
Regular \$8.00 Wilton Rug, size 3 ft. by 6 ft. PRICE TOMORROW \$6.50	Regular \$4.00 Smyrna Rug, size 3 ft. by 6 ft. PRICE TOMORROW \$3.25
Regular \$3.25 Wilton Rug, size 27 inches by 34 inches PRICE TOMORROW \$2.25	

Mr. J. D. Kellogg
Manager of Notions, Fancy Goods, Ribbons, Ladies' Undergarments, Hosiery, Ladies' Gloves, Ladies and Children's Furnishings, Sheet, Music and Trunks, and 150 Department, Stationery

Mrs. E. L. Payne
Manager of Millinery Department

Mr. C. F. Norris
Manager of Shoe Department

Mr. J. A. Wilson
Manager of Carpets, Draperies and Upholstering

Mr. H. E. Robinson
Manager of Hardware and Basement House Furnishings Goods Department

Mr. L. P. Hufferd
Manager of Groceries Dept. and Cakes

Mr. G. F. Oster
Manager of Meat Market

RIBBONS

J. D. KELLOGG, Mgr.

Fancy Ribbons, odd gathering of 75 or 80 pieces, comprising plaids, stripes, brocades, etc.; 3 and 4-inch widths. Regular prices 15c, 20c and 25c yard. In this sale at **1/2 Price**

China, Glassware and Crockery Dept.

W. B. SCHMIDT, Mgr.

The Managers Sale of table and household wares from this section offers exceptional opportunities to the particular housewife to secure dainty and practical china and glassware at prices obtainable at no other time of year.

Full size Water Tumblers, set of six at **15c**

Jelly Glasses with tin covers, per dozen **10c**

Mason Fruit Jars—Pints **55c**, Quarts **70c**, Half gallons **85c**

Flower Vases, 12 to 16 inches in height, of imitation cut glass **12c**

Plain Crystal Glasses, set of four at **40c**

Metal Top Salts and Peppers, each **5c**

Odds and ends in Glassware, comprising hundreds of attractive pieces, Covered Sugars, Covered Butters, Cake Stands, Celery Trays, Berry Bowls, Pickles, Vinegar Cruets, Cream Pitchers, etc., etc.; all in beautiful imitation cut glass patterns.

YOUR CHOICE 10c Each

One hundred-piece Dinner Sets in dainty floral and gold decorations. Twenty of these sets that formerly sold at \$15.
SALE PRICE \$9.95.

Five hundred sets of Cups and Saucers in pretty Persian designs, sets **10c**

Large Dinner Plates to match **5c**

Five hundred Plates in all sizes of Gold Stamp Decorations. While they last—5c, each **5c**

Flow Blue English Porcelain Cups and Saucers, dinner plates to match, regular at \$5 dozen. At this sale, your choice, each **10c**

Nickel Ware Reading Lamps, center draft with 10-inch white shade; regular at \$3.00.
SALE PRICE \$1.25.

Special Silk Values

C. F. BROWN, Manager

Beautiful and long wearing silks that will appeal to particular women. Seldom are more favorable opportunities afforded for the purchase of desirable silks at prices as low as quoted in this Managers' Sale.

\$1.00 Satin Surah Twills, 24 inches wide, in black only SALE PRICE 50c YARD.	50c Khaki/Chai Silks in beautiful stripes, checks and ombrés. SALE PRICE 33c YARD
Black Peau de Soie Silks of beautiful soft finish, 24 inches wide. SALE PRICE 98c YARD.	Givernaud Black Taffeta Silks, 27 inches wide. SALE PRICE 69c YARD.
69c Griffin Taffeta Silks, 27 inches wide. SALE PRICE 44c YARD.	\$1.25, \$1.50 and \$1.65 Begad Silks, the real oriental suitings, 30 inches wide. SALE PRICE 98c YARD.
\$1.00 and \$1.25 finest Silk Suitings of Cherry Bloss. and Givernaud's production. Choice styles. Our very newest silks. SALE PRICE 79c YARD.	\$1.00 Clifton Bond Taffeta Silks of guaranteed colored quality. Splendid showing in black and colors. SALE PRICE 85c YARD.

There'll Be No Cessation of Interest at the Bankrupt Stock Shoe Sale

C. F. NORTON, Manager

The bankrupt shoe sale got a splendid start Saturday. The merry throngs of eager buyers and all the extra salespeople presented a scene of unceasing activity. Exceptional shoes for men, women and children are here at prices that make it worth your while to investigate—NOW. Verily a golden opportunity. Think of Queen Quality \$3.00 and \$3.50 shoes for women at \$1.95, and "Walkover" \$3.50 and \$4.00 shoes for men at \$1.95. But then these are only samples of what to expect when you arrive in the bankrupt shoe section.

Carpets and Rugs

J. A. WILSON, Manager

No need to dilate upon the excellence of the stock in this department. It represents Crews-Beggs' standard quality throughout. Price is now the chief attraction. 100 pairs of fine Portieres, ranging price from \$2.25 to \$8.00, in this sale at

25 Per Cent Less Regular Prices

50c Fibre Carpets at **37c** yard

50c Fibre Carpets at **37c** yard

\$12.00 Fibre Rugs, size 8x12 feet, at **\$7.11**

\$5.00 Heavy Art Squares at **\$3.75**

A special group of Rugs now on display in one of our Fourth street windows on which we will take

10 Per Cent Off the Regular Prices EVERY DAY UNTIL SOLD

The regular price will grow 10 per cent less each business day, commencing from date of display last Saturday.

At Our Grocery Store.

TEAS AND COFFEES

MR. L. P. HUFFERD, Manager
Phone 315 Main

Now occupying newer, larger, better and strictly exclusive quarters in our recently remodeled grocery store. Teas and Coffees are so arranged as to make buying a real pleasure.

The large volume of business accorded this department insures at all times a quality of freshness and purity of goods to patrons that renders the accumulation of old stock impossible.

Included in our complete showing of Bulk Teas are such well-known, meritorious brands as Lipson's, Tetley's and Schillings'.

As to our Coffee: "Gold Label" takes the lead. If you are desirous of a real coffee treat, you'll not find this splendid brand lacking. It is expressly put up for Crews-Beggs in neat canisters and is received fresh roasted every Thursday. When properly made we doubt if it has an equal at the price.

35c lb., or 3 lbs. for \$1

Special Demonstration of Gold Label Coffee Monday, Tuesday and Wednesday This Week.

By one of the best coffee demonstrators in the business. Every lady and gentleman coming to the store is cordially invited to the coffee department during the demonstration to sample this most delicious beverage.

Basement House-furnishing Goods Dept.

H. E. ROBINSON, Manager

Everyday home necessities, abundant variety of the most wanted kitchen utensils, hardware, etc., at prices that are down to the lowest possible level. All patrons during the Managers' Sale will meet with noteworthy savings.

All Nickel Ware Tea and Coffee Pots during the sale at **25 PER CENT OFF REGULAR PRICES.**

Granite Tea Kettles Formerly \$5c, now **50c**

Formerly \$1.00, now **60c**

Formerly \$1.25, now **75c**

Heavy Tin Bread Boxes, in neat colors: Formerly 50c, now **30c**

Formerly 75c, now **45c**

Formerly \$1.00, now **65c**

Mrs. Potts' Bad Irons, formerly \$1.25, now **95c SET.**

Regular \$3.00 Clothes Wringers now **\$2.50**

Regular \$10.00 "Ocean Wave" Washing Machine, ball bearing and easy running. None better.

SALE PRICE \$8.00.

55c Galvanized Wash Tubs, Sale Price **70c**

75c Galvanized Wash Tubs, Sale Price **80c**

65c Galvanized Wash Tubs, Sale Price **50c**

Regular \$2.75 Coffee Boilers, now **\$1.95**

Regular \$3.00 Coffee Boilers, now **\$2.48**

Three-piece Bread and Cake Set, now **10c**

Heavy Plated Teaspoons, formerly 98c set; now, set **68c**

Heavy Plated Dessert Spoons, formerly \$1.50, now, set **\$1.20**

Heavy Plated Table Spoons, formerly \$1.05, now, set **\$1.20**

25 PER CENT OFF REGULAR PRICES.

On all Berry Spoons, Cold Meat Forks, Fruit Knives and other fancy cutlery pieces.

Universal Food Choppers, will grind anything: Formerly \$1.00, now **85c**

Formerly \$1.35, now **98c**

Formerly \$1.60, now **\$1.25**

Formerly \$2.25, now **\$1.75**

Copper Nickel-Plated Kettles: Formerly \$1.15, now **85c**

Formerly \$1.25, now **98c**

Formerly \$1.40, now **\$1.15**

Attend Our Furniture Sale

N. W. CALKINS, Manager

The broadest, best and most comprehensive gathering of furniture we have ever offered under price. It is not necessary that you be a judge of furniture value to know that the pieces you look at in this sale are cheap. If your home lacks anything in furniture that you have intended buying within the next few months, buy it now. Perhaps you will see the necessity of doing so yourself after seeing the yellow price tickets on our furniture floor.

Did you notice the Furniture Prices in Yesterday's Ad?

Short jackets, pony jackets, three-quarter lengths, cravenettes and silk coats. Every style you could wish for is here. The regular prices range from \$4.50 to \$16.50. Bring three of your friends who want coats and get the fourth coat, the lowest priced one in the purchase, only nine cents."

LADIES' CRAVENETTES FOR NINE CENTS

"We have an excellent line of Ladies' Cravenettes, new empire and princess back, in shades of tan, gray, brown, black and white. This is one of the most serviceable and



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Children's Week
Starts Tomorrow

Children's Week

The Wonder is going to change its character. For our full work it's going to be the finest kind of a children's store. It's going to be filled with interesting, enjoyable things to keep the youngsters happy, to keep them quiet and contented while their mothers have a chance to see what changes have been made at every case and counter where children's goods are sold. The price matter has been at work, reaching here and there for price tags, cutting down price marks right and left. This is the part that will interest parents, that will fill the store that will waste the buyers in front of the counter and make the sales force work as well as they can. They will be there before us all these lines. Weeks and weeks ago we planned this surprise—for such things can't be brought about by sitting still and waiting. We said to ourselves, "We will take our store into the finest kind of a place for children to come to, we'll add decorations and other things that will amuse them and then we will show the mothers that this is the most satisfactory store in Washington in which to buy the clothing and infants' wear and the other supplies that children stand in need of."

And we have done it, and this is our hearty invitation to children to come with their fathers and mothers and see all the surprising and pleasant things that have been gathered to amuse them. Come and see how we operate a store for the children.

CHILDREN'S WEEK

Children's White Pique Coats

Sizes 1 to 6 years, all made with large collars, cuffs and pockets. We have dozens of different styles. Prices 75c to \$3.50.

Head Embroidered Coats—Very dainty, in sizes 1 to 6 years. Prices **\$5.00 to \$10.00.**

Children's Silk Coats in rose, Alice blue, black, white, peach, fawn, checks, etc., coats that will please the most exacting. Prices **\$3.75 to \$20.00.**

Woolen Jackets and Full Length Coats in light weight cloth all light shades as well as red and navy. 1 to 14 years. Prices **\$1.50 to \$10.00.**

Children's
Week

Children's Gingham
Aprons—Made of good ma-
terial, sizes 1 to 6
youth **25c**

Children's Gingham
Dresses—Splendid for out-
door play wear in the sum-
mer; sizes 1 to 12 years
Each **75c**

CHILDREN'S WARE

Infants' Dresses and Furnishings

Infants' Long Slips and Dresses—In hundreds of beautiful styles, trimmed both with embroidery and lace. Prices **65¢ to \$5.00**

Infants' Long Coats—Made of cream Bedford cord, trimmed with ribbon and braid. Prices **\$1.50 to \$5.00**

Slips—Honeycomb hula, cotton, each **5¢**

Quilted, with plain edge: each **10¢**

Quilted, with lace edge: each **15¢**

Rausen Vests—Sizes 1 to 4 Cotton **25¢**

Wool and cotton **50¢**

All wool, very fine **65¢**

Booses—Hand knit, in pink, white, blue, a big assortment **20¢ to 40¢**

CHILDREN'S WEEK
Muslin Skirts
Plain casual long skirts with
band deep hem each **35c**
Long Cambric Skirts—Made
with waist tucked embroidered
trimming insertion, etc. **\$1.25**
Flannel Skirts—White flannel
long skirts with cambric waist
deep hemstitched hem each **88c**

CHILDREN'S WEEK

Big Sale of Muslin Underwear for Children

We have arranged in lots, according to price, many hundred dainty little garments for the children. On four tables

Table No. 1—Contains white muslin skirts, an band or waist; separate waists and panties. Choice **10¢**

Table No. 2—The same assortment of garments, but trimmed and of better material. Choice **15¢**

Table No. 3—Has two styles of pants and two styles of skirts, good material, lace or embroidered trimmed. Choice **30¢**

Table No. 4—Two styles of panties, one lace trimmed, the other embroidered, skirt on band and now on waist, made of fine cambric trimmed with linen lace, or Hamburg embroidery. Choice **25¢**

CHILDREN'S WEAR

Nansoroth Waists—All sizes 1 to 15 years, white or cream; each **25¢**

Ideal Waists—A good waist, made of jean or batiste, all sizes **50¢**

Perry Waists—We handle this waist in various styles and grades for children and misses **50¢ to \$1.25**

CHILDREN'S WEAR
Children's Parasols 19c Each
We have about 700 children's parasols, at almost any price you want to pay, a big assortment of colors, plain cotton materials, with neat handles, worth 25c each. Sale price, each **19c**

CHILDREN'S WEAR
Sun Bonnets for the Little Ones 15c
 Bonnets that are made of percale, chambray or French gingham. Finished with 2 inch ruffle and long strings, usually sold at 25c and 35c. On special sale at each.

CHILDREN'S WEEK

Laces to Trim the Children's Dresses

Two lots are priced very low for sale during children's week.

Lot 1—Consists of a splendid assortment of narrow torchon laces, from 3/4 to 1 inch wide; also insertions from 1-2 to 1 inch wide, good value at 6c and 8c. Children's sale price. **3 1/2c**

Lot 2—Consists of a large assortment of narrow Valenciennes laces, from 2-1/2 to 5 inches wide; all new and very desirable patterns, insertions to match, from 1 to 1-1/2 inches. These laces are just what you want for trimming children's dresses. Value*up to 20c. Children's sale price **8 1/2c**

CHILDREN'S WEEK
Children's Handkerchiefs
2 for 5c
600 dozen—7200 handkerchiefs for the little ones.
They are plain hemstitched lawn, and we sell them
usually at 3c, sold at 5c in every store in America.
On sale during this sale at 2 for **5c**

CHILDREN'S WEAR
Waists for Boys
at 25c Each
Hundreds of waists to fit all sizes of boys: tan, blue, gray and red chambray, light percale, etc., on neat figures and stripes: sizes 4 to 14 years.

CHILDREN'S WEEK
Boys' Waists
at 68c Each
Dark blue and white stripes, light blue and white stripes, maroon, plain light blue, chevron, negligé style. Sizes 10-14 years. Extra good value.

CHILDREN'S WEEK
Boys' Waists
at \$1.00 Each
Light percale, with horizontal stripe pattern, attached covered cuffs, no collar; same in pure white. A dressy waist in sizes to fit to 15 years.

CHILDREN'S WEEK
Boys' Good Suit
\$4.00 Each
Dark gray worsted suits, piece, good linings and fitting, belt strap on trousers also same in light gray. Small black stripe sizes 8 to 12 years.

CHILDREN'S WEEK
Boys' Summer
Shirts 15c Each
We have on sale 25 dozen boys' shirts, sizes 12 1-2 to 14 1-2, all light grounds, with small black stripes or figured design. Everybody should see this line tomorrow.

See Professor Lamb
and His Marionettes

The biggest, best and funniest show you ever saw. A whole circus of entertainment. Positively new and greater than anything ever seen in Spokane before.

Payne Guitar and Mandolin Band will play afternoon and evening in the children's garden third floor. Players: Miss Nell Moss, Miss Margarette Eckberg, Miss Helen Crofton, Miss Grace Henry, Miss Cora Henry, Miss F. H. Payne (ed. Payne's Mandolin and Guitar school's teacher.

CHILDREN'S WEEK

25c Boys' Stockings for 17c
A full fashioned double knee
low cage stocking sizes 6 to
9 1-2

35c Mercerized Stockings 22c
All our 2c grade in mercer-
ized hose for children in red,
blue, pink and white sizes 6 to
9 1-2

CHILDREN'S WEEK
 5c Elevenfold Vests, Each 3
 Children's sizes, good value
 at 5c

12 1/2c Summer Vests, Each
 Full taped sleeves and w
 short sleeves

All Grades in Children's O
 ments, vests or drawers, on s
 at 20 per cent discount

CHILDREN'S WEEK
Child's
Red Chairs
Hardwood seat made as
as big chairs, each
Children's Red Rockers,
each
Children's Highchair
Wood seat and bow back,
each

CHILDREN'S WEEK
**Good Values
in Go-Carts**
A big line of go-carts
buggies on sale during
children's week at very low prices.
Go-Carts, \$3.50, \$6.
\$11.25.
Baby Carriages — Rubber
tired wheels, steel body,
gear, patent brake \$12

CHILDREN'S WEEK
Boys Waists, a
Bargain—Each 9c

That surely is cheap enough to meet the most economical purse, fit 1 to 8 years; light colors, don't be afraid to buy them you have often paid 23c for waists that were no better. They will wash well, too.

**Children's
Week**
*Starts Tomorrow
Continues
Until June 2*

Children's Week

Express Wagons Reduced

Minimally made most boys' wagons from the regular price for 10 days and girls to play with as much fun as their little brothers.

Girl's Model express wagon, \$1.99	
Girl's, full size, regular price, \$2.99	\$1.99
Girl's Model express wagon, \$2.74	
Girl's, full size, regular price, \$3.99	\$2.74
The Express, the original wagon, \$2.19	
\$2.19 also for regular price, \$2.99	\$2.19
The Express, the original wagon, \$2.74	
\$2.74 also for regular price, \$3.99	\$2.74

SEE OUR EXTRA GROCERY AD ON PAGE 10

THE WONDER
SPOKANE'S BIG STORE
519-21-23 RIVERSIDE AVE. 320-82-24 SPRAGUE AVE.
EVERYTHING TO EAT & WEAR.
STORES: MAIN STORE, OFFICES, ETC. EXCHANGE 24 GROCERY, MEAT & FISH DEP. EX.

Children's Week

Get a Rocking Horse

Fine big gray horses, long tail, on strong, red enameled wood rockers, they were \$1.50, \$1.69 and \$1.98. Get your choice at **\$1.25**

Tool Boxes help you to build a little home; all kinds of tools in them. worth 75c On sale at **40c**

Refrigerator—Just like a big one; fitted up inside exactly the same, made of seasoned oak, brass hinges, etc.; each **\$1.50**



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Get Smart

Over 2,000 years of
human knowledge in
797,885 volumes

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Another 100 Bargains

All sorts of personal and household wants can be supplied at this sale at great savings. We cannot promise to fill mail orders for any of these goods

Special No. 1 Fancy Washings A beautiful lot of colored washings, mostly of cotton, suitable for table cloths, bed sheets, etc. Regular price \$1.00. For Tuesday only 19c First Floor	Special No. 2 Women's Fancy Belts A beautiful lot of women's fancy belts, mostly of leather, with buckles. Regular price \$1.00. For Tuesday only 19c First Floor	Special No. 3 Wool Coats A beautiful lot of wool coats, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 29c First Floor	Special No. 4 Men's Watches A beautiful lot of men's watches, mostly of gold and silver. Regular price \$2.00. For Tuesday only \$2.25 First Floor	Special No. 5 Fancy Velveteens A beautiful lot of fancy velveteens, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 39c First Floor	Special No. 6 Housecleaning Brush A beautiful lot of housecleaning brushes, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 29c First Floor	Special No. 7 Women's Winter Coats A beautiful lot of women's winter coats, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$4.50 First Floor	Special No. 8 Women's Shirts A beautiful lot of women's shirts, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$2.49 Second Floor	Special No. 9 Gas Globes A beautiful lot of gas globes, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 10c Second Floor	Special No. 10 Children's Hats A beautiful lot of children's hats, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 79c Second Floor
Special No. 11 Playing Cards A beautiful lot of playing cards, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 12c First Floor	Special No. 12 Winter Outing Hats A beautiful lot of winter outing hats, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 49c First Floor	Special No. 13 New Novelty Taffetas A beautiful lot of new novelty taffetas, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 39c First Floor	Special No. 14 Panama Ribbon A beautiful lot of panama ribbon, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 15c First Floor	Special No. 15 Fur Lined Coats A beautiful lot of fur lined coats, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$14.50 Second Floor	Special No. 16 Imported China Bowls A beautiful lot of imported china bowls, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 12c Second Floor	Special No. 17 Rich Cut Glass A beautiful lot of rich cut glass, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$2.60 First Floor	Special No. 18 Dr. Greene's Nervura A beautiful lot of Dr. Greene's Nervura, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 55c First Floor	Special No. 19 Cut Glass Carafes A beautiful lot of cut glass carafes, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$2.75 First Floor	Special No. 20 Tooth Brushes A beautiful lot of tooth brushes, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 9c First Floor
Special No. 21 Infant's Shoes A beautiful lot of infant's shoes, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 49c Second Floor	Special No. 22 Women's Stockings A beautiful lot of women's stockings, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 8c First Floor	Special No. 23 White Dotted Swiss A beautiful lot of white dotted swiss, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 9c First Floor	Special No. 24 Taffeta Ribbon A beautiful lot of taffeta ribbon, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 15c First Floor	Special No. 25 Women's Raincoats A beautiful lot of women's raincoats, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$9.75 Second Floor	Special No. 26 Quadruple-plate Ware A beautiful lot of quadruple-plate ware, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 75c Second Floor	Special No. 27 Cloth Baskets A beautiful lot of cloth baskets, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 49c Second Floor	Special No. 28 Hand Scrubs A beautiful lot of hand scrubs, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 3c First Floor	Special No. 29 Nickel Crumb Sets A beautiful lot of nickel crumb sets, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 20c Second Floor	Special No. 30 Underwear Laces A beautiful lot of underwear laces, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 3c First Floor
Special No. 31 Children's Shoes A beautiful lot of children's shoes, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 59c Second Floor	Special No. 32 Children's Union Suits A beautiful lot of children's union suits, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 19c First Floor	Special No. 33 Decorated Washings A beautiful lot of decorated washings, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 10c First Floor	Special No. 34 Moreen Petticoats A beautiful lot of moreen petticoats, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$1.39 Second Floor	Special No. 35 Cambric Night Gowns A beautiful lot of cambric night gowns, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 75c Second Floor	Special No. 36 Cotton Mattress A beautiful lot of cotton mattresses, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$4.50 Fourth Floor	Special No. 37 Iron Beds A beautiful lot of iron beds, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$2.90 Fourth Floor	Special No. 38 Clothes Baskets A beautiful lot of clothes baskets, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 49c Second Floor	Special No. 39 Hand Scrubs A beautiful lot of hand scrubs, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 3c First Floor	Special No. 40 Underwear Laces A beautiful lot of underwear laces, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 3c First Floor
Special No. 41 Women's Shoes A beautiful lot of women's shoes, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$1.45 Second Floor	Special No. 42 Men's Socks A beautiful lot of men's socks, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 12c First Floor	Special No. 43 White Persian Lawn A beautiful lot of white persian lawn, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 20c First Floor	Special No. 44 Saloon Petticoats A beautiful lot of saloon petticoats, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 75c Second Floor	Special No. 45 Cambric Petticoats A beautiful lot of cambric petticoats, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 69c Second Floor	Special No. 46 Brass Beds A beautiful lot of brass beds, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$15.45 Fourth Floor	Special No. 47 Sets Knives and Forks A beautiful lot of sets knives and forks, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 59c Second Floor	Special No. 48 New Embroideries A beautiful lot of new embroideries, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 5c First Floor	Special No. 49 Embroidery Silks A beautiful lot of embroidery silks, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 2c Second Floor	Special No. 50 Ruffled Mull Shams A beautiful lot of ruffled mull shams, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 5c Second Floor
Special No. 51 Boys' Shoes A beautiful lot of boys' shoes, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 9c Second Floor	Special No. 52 "Kodak" Trimmer A beautiful lot of "Kodak" trimmers, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 31c First Floor	Special No. 53 Children's Dresses A beautiful lot of children's dresses, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 75c Second Floor	Special No. 54 Game Boards A beautiful lot of game boards, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 50c Fourth Floor	Special No. 55 Corset Covers A beautiful lot of corset covers, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 69c Second Floor	Special No. 56 Oak Chiffoniers A beautiful lot of oak chiffoniers, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$3.30 Fourth Floor	Special No. 57 Excelsior Mattress A beautiful lot of excelsior mattresses, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$2.20 Fourth Floor	Special No. 58 Axminster Carpets A beautiful lot of axminster carpets, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 85c Third Floor	Special No. 59 Muslin Pillow Cases A beautiful lot of muslin pillow cases, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 84c First Floor	Special No. 60 Seamless Sheets A beautiful lot of seamless sheets, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 52c First Floor
Special No. 61 Table Damask A beautiful lot of table damask, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 9c First Floor	Special No. 62 Boys' Sweaters A beautiful lot of boys' sweaters, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 69c Third Floor	Special No. 63 Child's Underwaist A beautiful lot of child's underwaist, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 15c Second Floor	Special No. 64 Fancy Stock Collars A beautiful lot of fancy stock collars, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 12c First Floor	Special No. 65 Girls' Military Reefers A beautiful lot of girls' military reefers, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$2.95 Second Floor	Special No. 66 Syrup Jug and Tray A beautiful lot of syrup jugs and trays, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 19c Second Floor	Special No. 67 Kit's Rugs A beautiful lot of kit's rugs, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 75c Third Floor	Special No. 68 Lace Curtain Samples A beautiful lot of lace curtain samples, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 25c Third Floor	Special No. 69 Plaid Blankets A beautiful lot of plaid blankets, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$4.95 Fourth Floor	Special No. 70 Extra Heavy Comforts A beautiful lot of extra heavy comforts, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$2.95 Fourth Floor
Special No. 71 Table Napkins A beautiful lot of table napkins, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$1.25 First Floor	Special No. 72 Leather Hatters A beautiful lot of leather hatters, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 9c Third Floor	Special No. 73 Children's Coats A beautiful lot of children's coats, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$2.79 Second Floor	Special No. 74 Flexible Flyer Sleds A beautiful lot of flexible flyer sleds, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$1.89 Fourth Floor	Special No. 75 Misses' Stylish Coats A beautiful lot of misses' stylish coats, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$5.00 Second Floor	Special No. 76 Porcelain Fern Dishes A beautiful lot of porcelain fern dishes, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 29c Second Floor	Special No. 77 Tapestry Curtains A beautiful lot of tapestry curtains, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$1.00 Third Floor	Special No. 78 Trimmed Millinery A beautiful lot of trimmed millinery, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$1.00 Second Floor	Special No. 79 Extra Heavy Comforts A beautiful lot of extra heavy comforts, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$2.95 Fourth Floor	Special No. 80 Extra Heavy Comforts A beautiful lot of extra heavy comforts, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$2.95 Fourth Floor
Special No. 81 Linon Glass Toweling A beautiful lot of linon glass toweling, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 10c First Floor	Special No. 82 Madras Waists A beautiful lot of madras waists, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 50c Second Floor	Special No. 83 17-in. Embroideries A beautiful lot of 17-in. embroideries, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 25c First Floor	Special No. 84 Framed Pictures A beautiful lot of framed pictures, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$1.00 Third Floor	Special No. 85 Girls' Fine Coats A beautiful lot of girls' fine coats, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$5.00 Second Floor	Special No. 86 Incandescent Mantle A beautiful lot of incandescent mantles, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only 6c Second Floor	Special No. 87 Trimmed Millinery A beautiful lot of trimmed millinery, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$1.00 Second Floor	Special No. 88 Extra Heavy Comforts A beautiful lot of extra heavy comforts, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$2.95 Fourth Floor	Special No. 89 Extra Heavy Comforts A beautiful lot of extra heavy comforts, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$2.95 Fourth Floor	Special No. 90 Extra Heavy Comforts A beautiful lot of extra heavy comforts, mostly of dark colors, with fur collars. Regular price \$2.00. For Tuesday only \$2.95 Fourth Floor



THE SEMI-ANNUAL

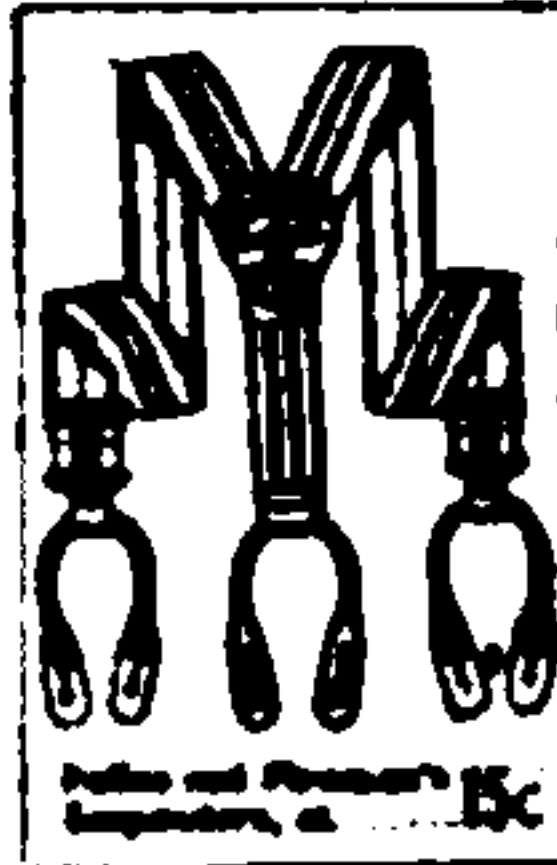
WORKINGMEN'S SALE

The Stumpf & Langhoff Stores

The event, eagerly awaited by thousands of workers of this great industrial center as a time when their dollars carry the greatest purchasing power

OPENS TOMORROW

Values this year are the magnet of trade. It's easy to advertise bargains, but to live up to these advertised facts—to give even greater values than were anticipated by the buyer—is the one thing necessary to firmly cement the friendship of the public. We ask in all frankness, would we have been able to attract the public to these great, workingmen's sales, year after year—would our stores be thronged day after day with crowds of satisfied purchasers—if we failed in any instance, to give the great values that through honest advertising, have made these same sales a season of buying for greater Milwaukee?



Clothing Values That Command the Attention

Of every man in Milwaukee. We look on this sale as a fitting time to dispose of our entire stock of winter suits and overcoats. The prices following don't half tell the story of values. Come and see for yourself.

Men's overcoats, wool vicreana, 64 barbas long and well made. They will have always sold at \$7.50 and \$8.00, but at this sale they are	Made to \$1.75
Men's suits, 3-piece and our regular \$75.00 and \$74.00 suits. Most all the styles, but your size in some of the styles. (Some of these are sale at our doors down street)	Now all sizes \$4.75
Men's suits and overcoats, the kind we have always sold for \$12.00 will go during this sale for	\$7.50
Men's suits and overcoats, great value at \$12.00 and \$15.00, on sale at	\$10.00
Men's suits and overcoats, always sold between for \$14.00 now at	\$12.50
Men's suits and overcoats, The \$20.00 and \$22.00 kind, the equal to every respect of best custom made clothing, the clearing sale price is	\$15.00

Men' Trousers Of fancy striped chevrons, cassimeres and worsteds in an immense variety of patterns.

Our regular \$1.50 Trousers.....	\$.98
Our regular \$2.00 Trousers.....	\$1.39
Our regular \$3.00 Trousers.....	\$1.95
Our regular \$4.00 Trousers.....	\$2.45
Our regular \$5.00 Trousers.....	\$3.45

CONTEST

[illegible]

Winter Underwear

[illegible]

Duck Coats, Sheep-Lined Coats

For Treasures and Edw. Ward	
At \$1.00 and \$1.50 Ward Ward here + more returned to	\$1.50
At \$1.00 and \$1.50 Ward Ward here + more returned to	\$2.95
At \$1.00 and \$1.50 Ward Ward here + more returned to	\$1.75
At \$1.00 and \$1.50 Ward Ward here + more returned to	\$5.50

Men's plain white colored
border hemstitched
the collar cuffs
Men's large size lodge
sweatshirts
Police and Firemen's heavy
sweaters. Union made
with heavy leather
collar

The President's supporters
and everyone under
contract at his bar...
Wine, gin and tonny col-
ored the and the same
returned to...
Wine's large size the
boy had handkerchiefs...

Specials That Will Interest Every Mechanic

29c For Men's Heavy Black and White Striped Shirts—they are double-curved throughout and well made at 49c.

39c for Men's Heavy Black Satcom or Black and White Striped Drill Shirts, "union made," regular 50c and 60c values.

\$1.45 for Men's Strictly All-wool Blue Flannel Shirts, regular \$3.00 and \$2.50 values.

98c For Men's Cashmere Hair-Shed Pants. Every store in town has them at only ours are made better and sewed stronger. \$1.50.

39c for Men's Union-made Overalls and Jumpers, made of heavy black or blue denim, every yoke double sewed through.

out. Made the same in every particular as these other dealers are selling at 75c.

made," strong and durable either lined or unlined. Regular \$1.25 value.
A new pair for your closet that will wear as long as your next pair.

\$1.29 for Men's "Un on Mode" Casualsweaters. Some made of the celebrated 2 and

at \$2.00.
\$1.95 for Men's Cardway Trowsers—regular \$3 and \$3.50 values.

**Purchase of 1,000 Dozen Pairs of Men's Gloves and Mittens
At Less Than 50 Cents on the Dollar**

The purchase of the entire stock of the Taber Glove Co., commands the attention of every wage earner in Milwaukee. There are gloves of various suitable for every trade, for every purpose. Gloves for the men about the home—gloves for the railroad men—for the workmen—for teamsters—for farmers—for mechanics. So great is the stock, so enormous the variety, that we were compelled to increase our force of clerks in order that each and every pair of gloves and mittens might be sorted and marked, ready for the sale that opens tomorrow morning. Prices that follow tell only a part of the history of this great purchase.

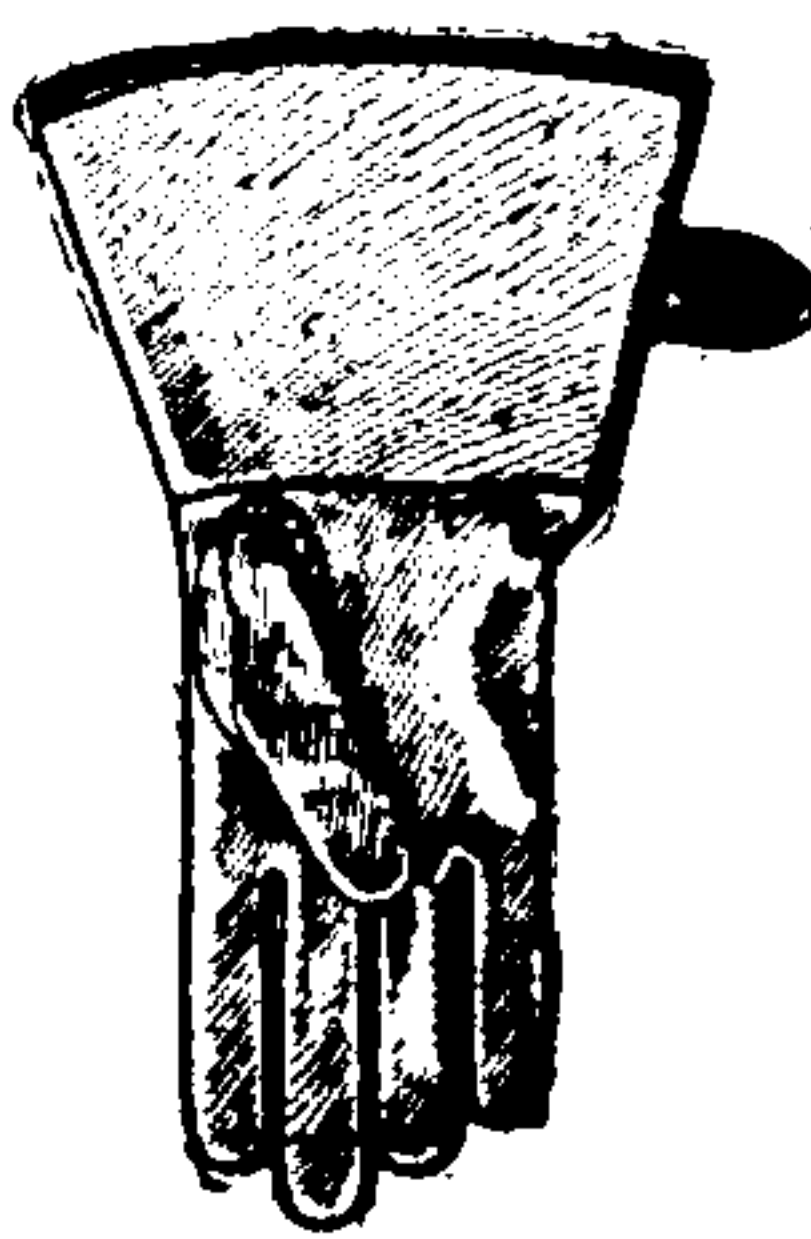
Men's Heavy Canvas Gloves, made of 14 oz. canvas, regular price 10c. During this sale	5c
Men's Heavy Leather Faced Canvas Mittens, 20c value, etc.	10c
Men's and Boys' Heavy Leather Yarn Tip Mittens, 35c value, at this sale	16c
Men's and Boys' Horsehide Gloves and Mittens, 50c value, etc.	23c
Men's 75c Horsehide Gloves, Mittens and Gaiters; during this sale	29c

Men's Extra Heavy Calf, Buck and Horsehide Gloves and Mittens. This set includes gauntlets and regular styles, lined and unlined, regular 75c and 85c values, **39c**

Men's Heavy Railroad Gloves and Mittens, gauntlet and regular styles, lined and unlined, \$1.00 values, **48c**

Men's Extra Heavy Lambskin Lined Mittens, \$1.50 value, **79c**

For Mittens and Gloves, all made with large, gauge, best cuffs, values up to \$3.00, **\$1.29**



**COR. NATIONAL AVENUE AND
GROVE STREET
360-371 EAST WATER STREET**

Stumpf & Langhoff Stores

ELEVENTH AND WINNEBAGO
STREETS
817-819 THIRD STREET





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non-fiction books.

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special prices and advertised it in a very attractive manner, so attractive that it was effective. The silks were sold and that is what the advertisements were used for.

The first advertisement announcing the sale is reproduced here. It speaks for itself. The idea of reproducing a portion of a newspaper, showing conclusively that the purchase was no fake, while not new is a good one. It shows distinctly that the silks were sold at auction. The Emery Dry Goods Co. claim their buyer was there and that 5,000 yards were purchased. This advertisement was merely a preliminary one. Others followed describing the goods, giving the quantities and prices.

There have been thousands of different kinds of sales, but there has perhaps none ever been held quite so out of the ordinary as one held by this same firm. They announced the

Our buyer was there

**AUCTION SALE OF
PLAIN AND FANCY SILKS**

**ASHLEY & BAILEY COMPANY TO
SELL OVER 5,000 PIECES**

*Wholesale and Retail Sales of
Marketable Goods for Large and Small
Trade. Goods Freshly Imported from
Conditions Noted*

Yesterday it was learned that the Ashley & Bailey Company were to have an auction of silks on Feb. 5. Members of the firm, who were, would make no statement in regard to the sale except what is contained in their circular. What is to the effect that the pieces of plain and fancy silks would be sold at a special preliminary sale on Thursday & Friday following. The offerings would include plain white, colored, and black silks, as well as fancy silks, such as tulle, lace, and other goods. The sale would take place at the Ashley & Bailey Company's store, 1234 Broadway, New York. The sale would begin at 10 o'clock and continue until 5 o'clock. The sale would be held in the presence of the public and the proceeds would be used for the benefit of the company.

The auction would be held in the presence of the public and the proceeds would be used for the benefit of the company.

Don't Miss

The Great Silk Sale

Monday, March 5

5,000 Yards All Bought

At Auction

See Saturday's

Commercial-News

For All Details

Emery Dry Goods Co.

From the Journal of Commerce (New York)

sale as a "Happy Week" sale. Every bargain was a smile. "There will be large smiles, small smiles, smiles of all sizes. If you haven't smiled for years you will surely smile next week." It was thus they announced its inauguration. The advertisements tell the full story. The two small advertisements preceded the largest one, and merely announced the coming event. The editor of *Brains* in commenting on the sale and its advertising, said:

"The writer would be willing to wager that the management of The Emery Dry Goods Co., of Danville, Ill., wore a continual smile for some time after the 'smile sale.' The idea was original and out-of-the-ordinary, yet was not 'funny' nor 'cute.' The arguments are all common sense, business getting talks on good goods, and plenty of prices are there to prove the reductions. Of course the intention of an ad writer is to get as many people as possible to read his advertisement, whether they are interested in the goods or not. The small advertisements that were printed in different parts of the paper at different times



"Hap"

Bargains That Will Make You Smile Lots of Happy Buying in Every Line

This is sure to be the jolliest buying week you have ever had. Nothing will make you happier than to be able to buy necessities at big savings. Smiles will be everywhere. Our January Clearance sale of all odd lots and surplus stocks of winter merchandise. We are determined to make this the most effective and merriest kind of a week of buying. The more you buy the more you save and so your smiles will be more in proportion. Come early and you will wear the largest sort of a smile. You can't resist this fun of saving so easily. There will be a smile for every item in every one of the smile bringing kind—where the prices are so low they make you laugh. You will have the jolliest time when you figure your savings after your purchases are made. It's almost like giving you the money in cash, these price reductions are so ridiculous. If you feel cheerful all the time, bargains can't fail but cheer you up. So come and laugh with us.

Smiles and Money Saving is the Best Combination---Don't Miss Trying it, Too

Jolliest of All Silk Bargains

Silks will be so cheap they compete with cotton for low prices.



A choice collection of plain silks for linings, in a full range of colors both light and dark, some of the taffetas worth as high as \$1.00. Happy Week price a yard

Choice **29c**

Twelve different styles in fancy velvets for waists and gowns, in dark shades only, dotted, striped and small checked designs all of which are good style, worth \$1.00 and \$1.25. Happy Week price

Choice **25c**

The newest patterns in plaid 75c all silk Peau de Cygne silks for waists, worth 80c in wine, dark and light and 70c, the best up to date brown, light blue, white and designs, you'll be de- **59c** you see it. 36-inch black peau de sole for **39c** for waists or dresses, a rat- 24-inch Persian Silks for lining good \$1.15 value waists and Kimonos, four should be taken advantage of different styles to choose during Happy **75c** from and all pretty, 75c value for **49c**



Mrs. Eoff Will Make You Happy



We have cut materials to the limit so that Mrs. Eoff with her special prices for Happy Week can make the jolliest kind of prices for suits complete. And remember every garment will be made by our expert seamstress to fit you couldn't imagine anything better.

\$45 SUITS FOR \$29.85—It is in Mrs. Eoff's dressmaking department that will be found one of the happy features of this week. Prices have been made that are absolutely incredible when the class of work is considered and the quality of merchandise is shown. Think of it, a strictly high class tailored garment such as any up-to-date tailoring department would charge you \$45 for complete made of \$1.50 and \$2.00 material which you will recognize as the best, lined with a guaranteed satin lining or silk, strictly **\$29.85** made to order, a smile producer, at each.

\$60 SUITS FOR \$37.50—Here is where the real fun begins. A best side \$60 garment at very nearly half its former value—such a thing has never been considered in the tailoring line in Louisville. We let you select your pattern from a stock filled with only bright seasonable stuff, and instead of being sold by the yard, are imported in dress pattern lengths only, no two alike and only one of a kind in this vicinity. What better offer could be made to increase your interest in this feature event. Let Mrs. Eoff make you smile for **\$37.50**

Just to make you Happy, we have taken from our large stock fancy wool dress goods, all lengths that are left from our stock that are not full dress patterns and have divided them into the first one includes the heavier fancy mixed grey cuttings popular, fancy Panama and Serge, Granite Cloth, Navy cloth, heavy mixtures with light patterns, a big collection worth up to \$1.15 lengths ranging from 3 1/2 to 8 yards, when you see them at a yard **5c** to **8c**

The second lot will make you happy and some of the best things from our stock we offered, the only reason for the markdowns is that they are end pieces and are not of the best everybody—some of them run a little ordinary dress pattern, some a little less so there will be a big chance for everybody to choose from. Fancy mixtures of the latest lighter weight wools for dresses, plain cloths that sold at high as \$2.50, etc. All go at a yard **5c** to **8c**

Underwear and Hosiery Will Make You Smile

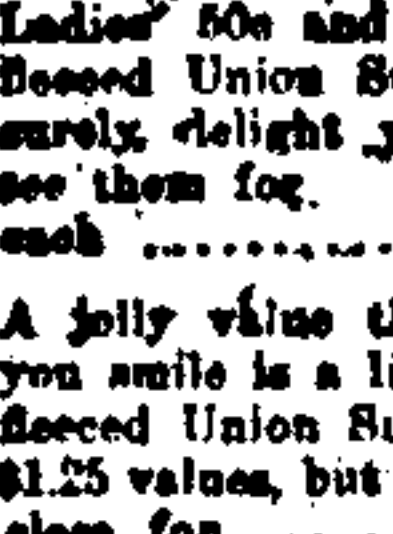
There is in these lines as at the merriest kind of prices. The big savings make you smile.



Ladies' 50c fleeced vests, good garments, extra special values the Happy Week **19c** each

Ladies' good 50c fleeced vests and pants equal to many 60c garments. Special Happy Week price each **39c**

Ladies' 60c values in out size vests and pants, fleeced and good wearers. You'll find happy with them **49c**



Ladies' 60c and 70c values in fleeced Union Suits, they will surely delight you when you see them for **43c** each

Ladies' all wool pants, the greatest \$1.50 value in the city during Happy Week for a pair, only **89c**

Children's 30c ribbed and flat fleeced vests and pants in sizes 20 to 22. Delight the children for only **12c**



A jolly value that will make you smile is a line of out size fleeced Union Suits that are \$1.25 value, but will close for **98c**

Children's fleeced Ribbed Vests and pants in sizes 16 and 18. Make the little ones smile. Worth 10c, Special **5c** each

Children's 40c ribbed and flat fleeced vests and pants. Extra, good wearers. Special price for Happy Week **25c** each

Make the children merry with a pair of extra heavy school socks that are the best values in the city for a pair **11c**

Here's where they all smile, children's, ladies' and men's hose to extra good qualities that sell elsewhere for 12 1/2c. Happy Week for a pair **9c**

Ladies' all black hose, anyone of much finer quality, good weaver. Special Happy Week price a pair **12c**

Braid, Button and Embroidery Fun

Two smile producers from the lace department—30c correct cover embroidery remnants, and 85c lace remnants all for a yard **10c**

Fun in the button section, all kinds of button buttons, worth 75c a dozen, will go for **1c** each

All of our \$2.00 a dozen fancy buttons during Happy Week go quickly with a smile for each, only **2c**

Remnants of braid, pretty designs worth 80c a yard. Happy Week price a yard, **1c**

A cheaper lot of cambric and nainsook embroideries up to four inches wide and worth up to 15c, a smile producer **7c** at a yard

A lot of fine cambric and nainsook embroideries up to six inches wide worth up to 25c. Happy Week price, a yard **15c**

Smiled Yet? Read This Jolly News

Blankets and domestics will go at the merriest kind of prices. This is the best yet.

1,500 yards of full bleached standard muslin, regular 1 1/2c quality. You'll surely smile and be happy when you see this for a yard **5c**

1,200 yards of Amosong A. P. C. dress ginghams, all single stripes and plaids and various colored fast colors. A 12 1/2c value. During Happy Week for a yard **8c**

30 inch Cotton Flannel, extra heavy. Cannot be bought today for 10c a yard. We'll make you smile during Happy Week for a yard **6c**

32 inch wool shirting flannel, all good desirable patterns and fast colors. Hold all season at 35c a yard. Happy Week price **15c**

1,000 yards of fleeced flannel, ten suitable for neckties and wrap-ups. Hold all season for 7 1/2c a yard. Happy Week, a yard **3c**

42x56 Bleached Flannel, extra heavy and all ready Regular 12 1/2c value and smile when you see them for, each **5c**

Single Ginghams in plaids, stripes and checks, perfectly fast colors. A regular 7 1/2c value. We'll make you smile for only **3c**

Extra heavy cutting flannel in light and dark colors of staple stripes and plaids. Our best value during Happy Week, a yard **5c**

62x86 New York With cover, torn edge, been ready for use. A real one that will sell for each **5c**

72x90 Towel and browned full size shorts. Hold all season for 50c each. A great value for Happy Week **45c** each

Full size leather pillows, made of A. C. A. looking Worthington. A special value during Happy Week **39c** each

30x4 Grey Cotton Blankets. A 60c value, extra heavy. Just to make you smile. A pair **45c**

61x90 full size Peppercorn shorts, torn and browned and ready for use. A 45c value. Here's where you'll smile. Price **52c** each

1750 yards of an unbleached woolen full 36-inch wide. A regular 6 1/2c value. During Happy Week for a yard **5c**

10x4 White Cotton Blankets, extra large and heavy. Our regular 60c quality. You'll smile during Happy Week when you see them for a pair **62c**

11x4 Grey and Tan Cotton Blankets, extra large and heavy, extra good \$1.19 quality. A value that will make you smile **83c**

A full size 11x4 Grey Cotton Blanket with red or pink borders. A standard blanket for \$1.25. Happy Week **90c** a pair

Extra heavy 12x4 tan cotton, blankets Red, pink or blue borders. You'll wear a great smile when you see a pair, at **\$1.29**

10x4 grey all wool, extra extra weight plain regular 60 value. To you during Happy Week for a pair **\$1**

12x4 grey or tan cotton blanket, in weight is equal to a wool blanket. A few of these numbers left, 62 quality, to close **\$1.55**

11x4 grey or white all wool blankets, extra large full five pounds in weight. A pair Happy Week **\$1**

Little Linen Prices Make Large Smiles

Here's where you save money on most staple necessities. It will make everyone smile.



73 inch fine Bleached Irish table damask all new open border designs. Our best \$1.00 value. Special price for Happy Week **75c** for a yard

56-inch half bleached dice pattern damask extra heavy and a 50c value. Special Happy Week, a yard **25c**



56-inch fine bleached table damask all linen, worth 80c a yard. Happy Week, price **50c**

18x45 inch fringed dresser scarfs, plain white and red borders. All 35c values. Special, each **10c**

Laces Laughingly Priced

Laughingly, Yes. Wouldn't it make anyone laugh to buy these choice trimmings so ridiculously cheap. A lot of 5c Torchon Laces in all pretty designs. You'll feel jolly when you see this lot sell during Happy Week, for a yard **3c**

A great value in Flat Vals, every yard worth 20c, widths up to five inches. Special price during Happy Week, a yard **9c**

Beautiful designs in Cream and White Applique that are worth 75c a yard, go in the Sale for a yard **25c**

A merry time and a great bargain you will have if you buy our 5c and 6c pretty Torchon, for a yard **5c**

Every odd piece of 50c Cream and White Applique that we have in the house will go during Happy Week at a yard **15c**

Here's where you wear the broad smile. A lot of all different designs, that sold up to \$2.00 a yard goes for a yard **25c**

Smiles in Leather Goods and Belts

Here is where the smiles come easily and often.

\$1.50 Brown and black Vanity Bags with strap Handle or strap back. Happy Week, price each **98c**

You'll go home with a smile if you buy one of these pretty \$1.00 Vanity Bags that sell Happy Week for each **69c**

Odde and Ends in kid gloves worth \$1.20 a pair just to make you smile, a pair **39c**

Just for fun we will sell all of our ladies' 25c fabric belts for, each **19c**

Wear a smile, come to this store and get our best 50c belts of all kinds, during Happy Week, for **29c**

Ladies' fancy stocks of every description, all pretty designs, worth up to 50c. Happy Week, price **35c**

Men: Have a Smile With

Neckwear, Underwear, Hosiery—Smiles every



Men's black hose that usually sell elsewhere for 12 1/2c a pair. Extra good quality. Just to make you smile during Happy Week **9c**

Wear a smile, also a pair of these fancy grey 12 1/2c men's half hose that go Happy Week for a pair **7c**

During Happy Week we will close out all our men's face-in-hand and Ascot ties that are worth 50c and 75c, for **39c**

How can you help from smiling men, when we are closing out all of our 25c neckwear for **17c**

Men's fleeced shirts and drawers. The greatest 50c wonder you ever saw. A happy smile will appear on your face when you see **39c**

You'll be merry when you see the men's fleeced shirts and all here Happy Week for each **39c**

We'll make you smile at men's wool shorts and drawers all elsewhere for \$1.00, Happy Week, each **39c**

Men, we'll complete your outfit with a pair of all wool \$1.00 or shirt for the small price of each **39c**

Smile Big Goods Buy

A Jolly Value; 25c Golf Gloves 19c



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Get Smart

Over 2,000 years of
human knowledge in
797,885 volumes

Instant access
\$8.99/month

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worked people's curiosity up to a point that persuaded every one of them to read the big advertisement when it appeared. One important point in the up-to-date clearance sale is to make it attractive and interesting. Many ad writers go along in the same old rut



when they might dig up interesting facts for special sales. We don't know whether the smile advertisement worked in conjunction with window display and blue tags, with smiling faces, but if it didn't it lost a great deal of what should have been gained. After



such an advertisement all of the clerks should have been instructed to smile their prettiest, and there should have been plenty of 'smile' posters and 'smile' price tags in the window to keep up enthusiasm. There should have been smile circulars and rubber stamps, package slips, etc.

Part Five

ADVERTISING OF SPECIFIC LINES

INTRODUCTION

IN PART V. will be found a very practical exposition of the **advertising** of different classes of wearing apparel, foods, drugs, house furnishings, etc., banks, trust companies, real estate, gas and electric companies, laundries, etc.

Believing it much easier to teach by example than by precept, a great many specimens of real advertisements, clipped from many newspapers published in the East and West, North and South, are given.

Some of these specimens are good and some are bad. In every case the writer has fearlessly criticised them, whether they have been written by the little merchant around the corner or by the high salaried advertisement writer of the large department store.

The good points have been pointed out as well as the bad. The type arrangement, the illustrations and the grammar have all come in for their just share of criticism. We might concede, however, that some of the advertisements that have been adversely criticised have brought business. But any dissenter who might take exception to our criticisms must, on the other hand, concede that a better advertisement would in all probability have brought more business.

We have given the address of the firms whose advertisements we have reproduced so that the reader might know in what part of the country they were used.



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DELVE INTO FANTASY, MAGIC, MYTHOLOGY & FOLKLORE

Forgotten Books'
Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.

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*Fair usage policy applies



The Traders National Bank

Oldest Bank in the City

Banking House, Riverside and Howard

At the last meeting of the board of directors the capital of The Traders National Bank was increased from three to six hundred thousand dollars. This makes The Traders National the largest bank in the state of Washington.

Security Offered to Depositors

Capital stock	\$600,000.00
Surplus and undivided profits	275,000.00
Stockholders' liability	600,000.00
	\$1,475,000.00

Commercial and Savings Accounts Solicited

DIRECTORS:

M. M. Cowley	Alfred Coolidge
J. Elmer West	Patrick Clark
A. Kahn	N. Fred Enig
A. B. Campbell	James Monaghan
D. M. Drumheller	

A Bank's Success Community's Gain

IN conducting the affairs of this bank the management has always believed that men of good business judgment and conservative ideas appreciate the sound, progressive bank, conducted on safe and strictly business lines; that its growth and success are the community's gain; that such a bank best protects the interests of its depositors and thus proves its greatest help to the commercial development and credit of the community.

Directors
Peter Larson J. D. Powell James C. Tushy
Levi Ashby W. D. Vance Thomas P. Wren
D. W. Tushy

UNITED STATES DEPOSITORY

The Old National Bank
of Spokane

FIRST NATIONAL BANK OF PITTSBURGH,

FIFTH AVENUE AND WOOD STREET,
PITTSBURGH, PA.

CAPITAL, \$1,000,000. SURPLUS AND PROFITS, \$2,320,000
ASSETS . . . \$17,600,000.

CHAR. B. SPENCER, President. J. H. BICKELAND, Cashier.
THOS. WHITFIELD, Vice President.
W. B. BICKELAND, Assistant Cashier. T. G. BICKELAND, Assistant Cashier.

FIRST NATIONAL BANK, Bradford, Pa.

CAPITAL, \$100,000. — SURPLUS AND PROFITS, \$250,000.

W. W. Davis, President. J. E. HENDERSON, Cashier. D. H.
C. C. BROWN, Vice President. JACK P. W. LARSEN, C. E. MURPHY, G.
GEO. H. BROWN, Cashier. F. GILBERT, C. P. BYRON, Henry
E. L. ADAMS, Asst. Cashier. MORRIS W. W. BENT.
Transact general banking business. Make collections, sell drafts on Europe
and give prompt attention to all business entrusted to them at lowest rates.
DEPARTMENT BUILDING, 1004 BENT.



Our Savings Department
pays 4 per cent on all ac-
counts of \$1.00 or more.

No withdrawal notice re-
quired.

\$1.00 opens an account

Exchange National Bank

Brown Stone Bank Building



THE WAGE EARNER

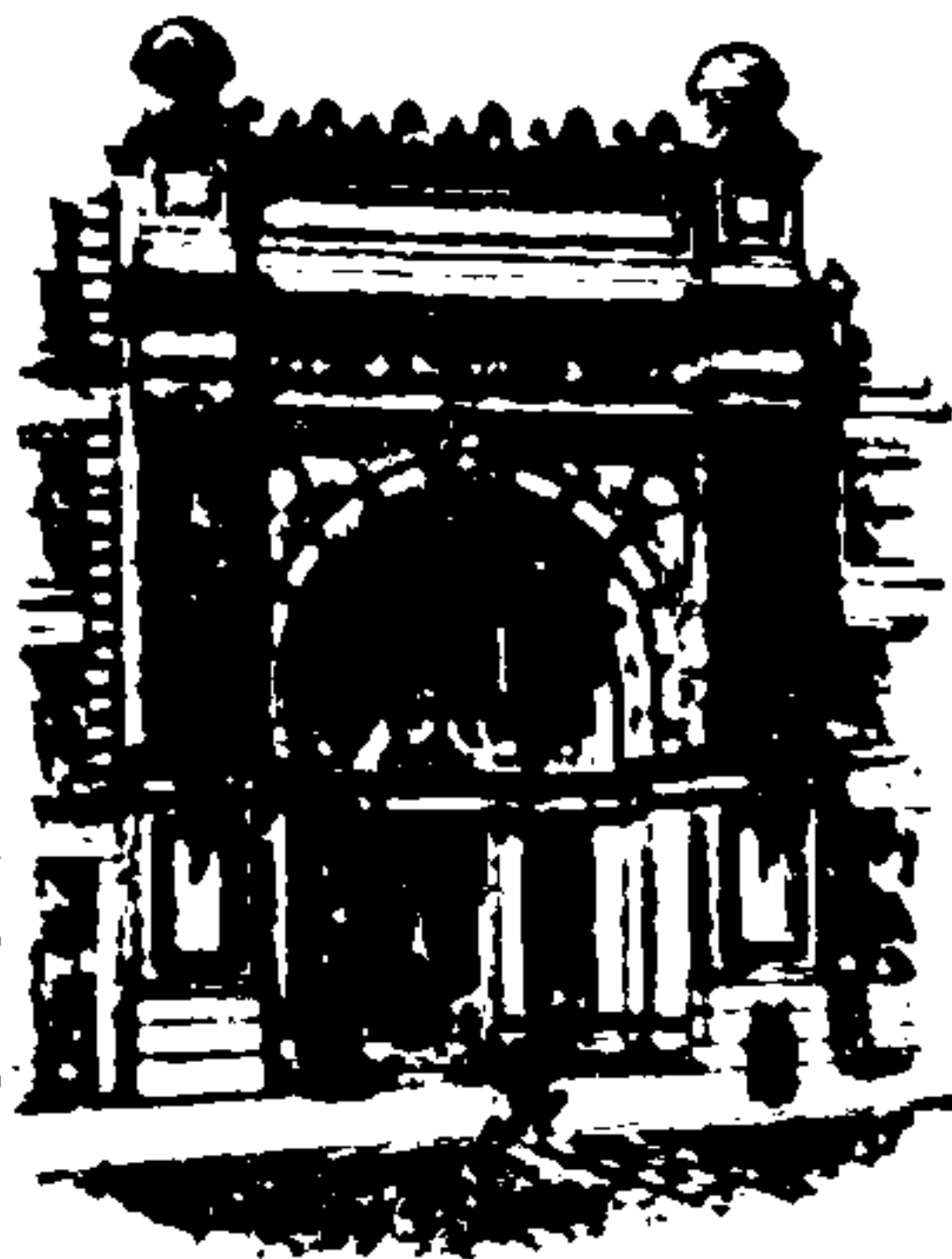
Who hopes to be an employer of labor
by and by should take the first step to-
ward bettering his condition by opening
a savings account with this Bank. Such
an account added to weekly, with the
increase that our compound interest gives
it each six months, soon enables a man
to take advantage of opportunities that
otherwise would be closed to him.

Open an account with this Bank to-
night. A single dollar will start you.
Four per cent interest paid on savings
accounts.

OPEN TONIGHT

From 6:30 to 8:30





The National Savings Bank
of the City of Albany.
70-72 State St., Albany, N.Y.

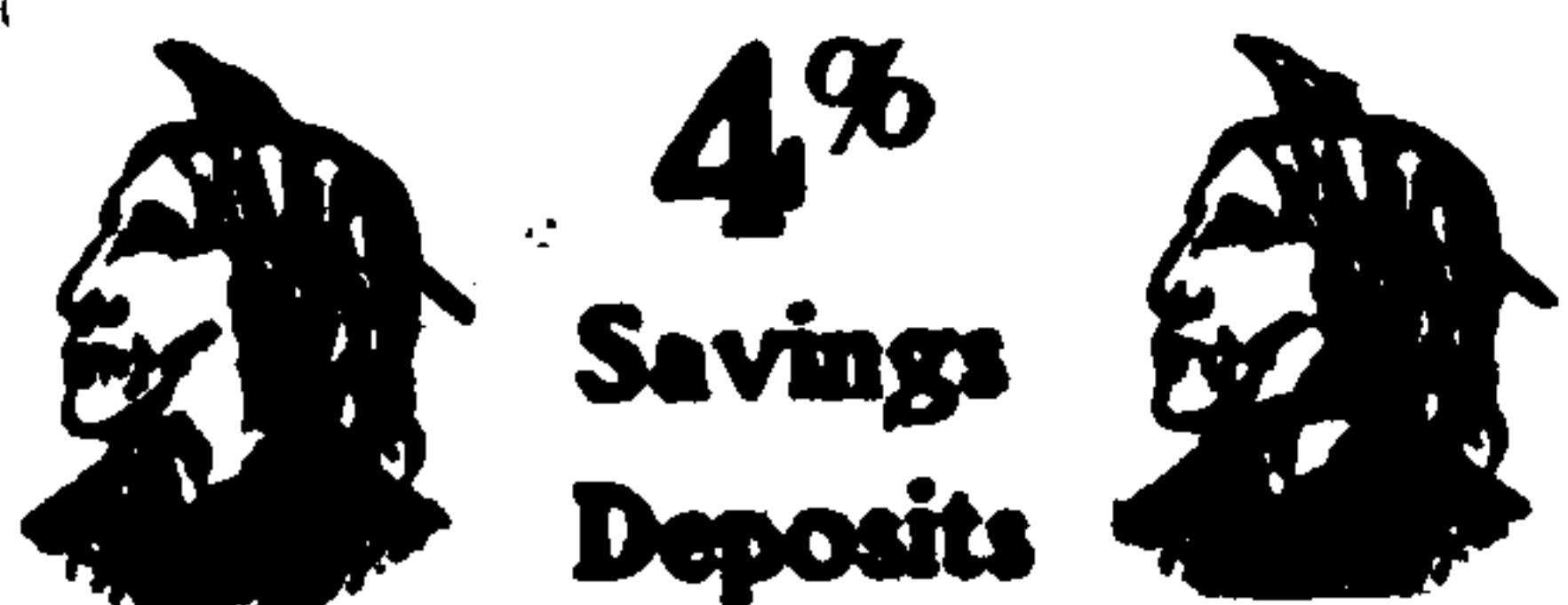
Deposits and Surplus January 1st, 1926.

\$11,869,695.27

Send for Booklet .

How to Save by Mail.

FIRST IN THE LAND.



This Bank the FIRST Open All Day Savings
NORTH AMERICAN SAVINGS COMPANY Fourth Ave. and Market Street.

Checking Accounts

We receive subject to check, the accounts of firms and individuals. No interest allowed on these, but if you have money to lay aside for future needs, we issue a Pass Book in our Savings Department.

We aim to give satisfactory service and extend every courtesy justifiable in conservative business methods.

The Citizens National Bank

A Solid Wall of Law.....

Restricts every action of the Trust Company, assuring the faithful discharge of the trusts which it accepts. Guardianships, conservatorships and other responsible positions are best filled by a company whose life is perpetual and whose acts are governed by the State.

The Los Angeles Trust Company pays interest on daily balances as well as savings accounts, trust funds, etc., according to liberal treatment.

Los Angeles Trust Co.
Second and Spring Streets

Lincoln Trust Company
Madison Square

Real Estate belonging to non-residents or with no record for by this company. Rents collected. Taxes paid and Insurance maintained. Faithful and inexpensive service guaranteed.

INTEREST ON DAILY BALANCES SAFE DEPOSIT BOXES AT SPECIAL RATES.

See accompanying Booklet on Application.

4% ON SAVINGS ACCOUNTS

42 YEARS IN BUSINESS.
\$4,000,000.00 ASSETS.
45,000 DEPOSITORS.

PITTSBURGH BANK FOR SAVINGS
PITTSBURGH, PA.



PUT THE BRAKES ON

your inclination to spend money, cut down your expenditures for things that are not essential to your necessities. Deposit your surplus in the Commercial Bank, and at the end of a year you will experience an amount of satisfaction undreamed of before.

COMMERCIAL BANK.

SAVING MONEY

It is not enough to live with a bare minimum. It is to live with a surplus. Every working man, no matter how small his income, should make it a practice of saving at least a few cents every week. This money can be deposited where it will grow and compound interest can be in the hands of the friends of compound interest. The money can be used when needed. The money can be used when needed. The money can be used when needed.

TRADE'S UNION SAVINGS BANK AND TRUST CO.

BANK-BY-MAIL

Send \$10 to a trustworthy money-maker. He will deliver your deposit safely and promptly to the strong vaults of the bank.

The convenience of banking by mail is appreciated by many people in the home adjacent to Hartford.

American National Bank
HARTFORD, CONN.



The Self-Made Millionaire

Began by saving. However small that saving was, it increased and multiplied by added savings and interest. The young man of today can do the same, and the Commercial savings bank offers the best facilities.

COMMERCIAL BANK.



THE KEY TO THE DOOR OF SUCCESS

is in the hand of the man that forms the saving habit. "A penny saved is a penny got," Samuel Johnson says: "The first years of man must make provision for the last," and the only way to do this is to save from your weekly earnings, and the only safe place to put it is in a reliable savings bank like the

COMMERCIAL BANK.

The Sovereign Bank of Canada.

Are you going to Europe this Summer? If so you will find it most convenient to have a

Letter of Credit

Call and see us about it.

Bank Drafts and Money Orders at lowest rates.

INTEREST PAID ON DEPOSITS.

West End Branch Open Saturday Evenings, 7-9.
Cor. St. James & St. Peter Sts. Cor. Guy & St. Catherine Sts.

The Sovereign Bank of Canada.

Protect Your Children

BY ENCOURAGING THEM TO SAVE

Opens an account in our
\$1.00 SAVINGS DEPARTMENT

The Regular Depositor Protects Himself
West End Branch Open Saturday Evenings, 7-9.
Cor. St. James & St. Peter Sts. Cor. Guy & St. Catherine Sts.

The Old National Bank of Spokane, Wash., strives to lend dignity to its advertisement. This it does at the expense of the advertising value of the advertisement. If this was a page of a booklet being sent to business and financial men it would be all right. It is good argument for a high class of depositors. But it is away over the heads of the

THE masses. It will hardly get a reading from the workingman who has but few dollars to deposit each year.

**THE
UNION SAVINGS BANK**

**"Cleaning the Rent Shop"
a Radical Revision"**

Thrift Series.

People who go to the bank regularly and deposit a part of their earnings get something more than extra—they are laying the foundation upon which fortunes are built—

**THIS STRONG BANK PAYS
4% COMPOUND INTEREST.**

masses. It will hardly get a reading from the workingman who has but few dollars to deposit each year.

The Exchange National Bank, of the same city, secures the result striven for in the Old National Bank's advertisement—dignity, without loss of power. The message will appeal to many poor men who will be glad to have their money earn four per cent. per annum. The conditions are simple. Deposits of one dollar are accepted and may be withdrawn at any time *without notice*. Those two words, "Without Notice," should be made the keynote of many bank

advertisements, because there is an idea among many who are not versed in banking usages that it is necessary to wait a certain length of time before they can draw out their money after it is once deposited.

The advertisements of The Sovereign Bank of Canada, Montreal, Que., are good because they do not try to cover every point, that might be made, in one advertisement. This style of advertising has been often styled the "Bull's-Eye" style. The advertisement that uses too many ideas at one time is its antithesis. The "Bull's-Eye" style is preferable at all times. The catchy rule work in these advertisements makes them attractive.

The Citizens National Bank touches on a good point—the ease with which payments may be made by checks. Any one can easily understand that an advertisement like that of the Citizens National would be more likely to produce depositors than would either that of the North American Savings Company, Pittsburg, Pa., or The Hartford National Bank, Hartford, Conn. The latter advertisement should have contained a little more information about the bank's facilities at the present day and the former should have contained much that it does not and left out the "first in the land." What do people care for that, anyway.

A modern feature of banking is the mail-order department. Some banks that have been advertising for mail accounts have more than doubled and tripled the amount of their deposits in a very short time. Before a bank undertakes a national campaign for mail accounts a good system for handling these accounts at a small expense should be installed. Then it might be advisable for the bank to try out the campaign in the territory immediately tributary to the city in which the bank is situated. This can be done by using the small local dailies and the weeklies in the several counties contingent to the home city.

A good list of names should be compiled from the assessment rolls, or from directories, for mailing purposes. Teachers, preachers, business men, mechanics, professional men, are all worth working. The main feature of the mail literature should be along the lines of ease with which the business can be done from the home. Incidentally the stability of the bank and its resources might be mentioned as well as the benefits accruing from systematic savings.

The advertisement of the National Savings Bank, Albany, N. Y., is hardly calculated to bring many inquiries for the booklet on, "How to Save by Mail." It has none of those persuasive pulling powers that mail order advertising should have.

The American National Bank, Hartford, Conn., with its representation of one of Uncle Sam's mail bags, is calculated to tell at a glance just what the advertisement is about.

The Hartford National Bank Began Right.

It was conceived in the desire to serve the people. It was managed with integrity and ability. In 1792 gold and silver money was scarce and government paper money was so depreciated and fluctuating in value that the popular phrase, "Not worth a Continental," was born. Later in describing things of worth, one said, "As good as the Hartford Bank." Such was the character of the Hartford Bank that its name became a standard of strength, and it remains so today.

You will be welcomed as a depositor or borrower.

The Hartford National Bank,
68 STATE STREET.



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Get Smart

Over 2,000 years of
human knowledge in
797,885 volumes

Instant access
\$8.99/month

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These little banks are for the odd dimes and nickels, and even the pennies that might slip through one's fingers. The idea is a good one because practical.

If there are some men who are not quite sure of the business done by banks there are a great many more who do not know the scope of the powers of a trust company. Trust companies are to blame for this. They should educate the public through good advertising. They should tell this public what the law allows them to do. They should tell that the state laws governing trust companies is very stringent. They should teach the ignorant and make them wise.

Truman A. DeWeese, in "Practical Publicity," gives the functions of a trust company as follows:

"A trust company is a corporation authorized by law to act as trusted agent in the care and management of property, either before or after the death of the owner. It acts as executor and trustee under wills, as administrator, guardian or conservator; as trustee under mortgages and trust deeds, as trustee under agreements relating to life insurance, as trustee for investing money, the collection of incomes, the care of estates, as receiver and assignee, in fact as trustee under any declaration of trust of whatever nature."

The Los Angeles Trust Co., goes into this matter in the first part of their advertisement, but soon branches off into the better known department of their business, that of banking. This is a mistake. It is not sufficient for a trust company to merely mention that they act as guardians. They should tell how and why; give the advantages of a trust company over individuals in handling trust funds, etc. The little advertisement of the Lincoln Trust Company is about the way most trust companies are advertising their business. Even this business card affair brings them business. The newspaper advertisements should be planned along some particular course, such as the caring for the property of absentees, paying taxes on same, collecting the rents, etc., until the public are educated to that feature of the trust companies' business, and then some other feature should be taken up and followed until the desired result is reached.

CHAPTER XL

CARPETS, BUGS, ETC.

THERE is a remarkable lack of definite description to be found in most carpet and rug advertising. There is no doubt that a carpet is hard to describe so that the reader can see it before him in his mind's eye from the word painting. Nevertheless more information could easily be given so that the reader would have some idea of the quality, colors, patterns and so on.

Take the advertisement of P. J. Kelly & Co., New Haven, Conn., as an example. Here we have no idea of the styles, patterns, qualities of the carpets to be sold. The whole idea of the advertisement is to make known that "making, laying and lining is absolutely free until August 31st." The headline, "Save a big sum now!" is rather strong for what is being offered. The use of the word, "FREE!" in such large type is never recommended except when some article is offered free without any restrictions.

The make-up of this advertisement is bad all the way through. In the first place the cut is out of all proportion to the size of the advertisement. In the original this advertisement occupied ten inches double column. Using a cut of this size for an advertisement in this shape necessitated standing the cut on its side. This is a fault that is inexcusable. The shape and make up of the advertisement would have been greatly improved by using five inches across four columns. The reading matter could then have been run above and below the cut.

SAVE A BIG SUM NOW!

Making, Laying and
Lining Absolutely **FREE!**
Special Low Prices. Easy Payments.
We deliver the Carpet when you
are ready

P. J. KELLY & CO.817-828
GRAND AVENUE36-38
CHURCH STREET

Note the two panels on this page devoted to Oriental rugs. These are taken from two different page advertisements of Frederick Loeser & Co., Brooklyn, N. Y. In one of these there is a curiously shaped illustration that is open to the same objection as Kelly's. It uses up too much space. It is not a good cut anyway. The arrangement is intended to represent a certain careless disposition of the rugs, but one gets just the opposite impression. The arrangement is too studied, too stiff to look careless.

The arrangement of the type matter is good. The wording of the text could hardly be bettered. No high sounding adjectives or superfluous phrases; every word is made to count. A slight attempt is made to describe the quality of the rugs which adds tremendously to the value of the advertisements.

Revell & Co., Chicago, Ill., use two different names in their advertisement; one at top and the other at bottom.

This is entirely unnecessary in advertisements of this size. This advertisement is a good one because it advertises but one rug; one at \$1.95. The description is meager. It is a one-day bargain, and no doubt brought many customers to the carpet department.

Tull & Gibbs, Portland, Ore., gives us the best advertisement of rugs reproduced in this chapter. It is a clean-cut advertisement, getting down to business with little preliminary talk. The introduction states a fact in as few words as possible and is all the stronger for that. Sometimes a long "cock and bull" story is introduced into the introduction, spoiling the advertisement entirely. Note that these rugs are described in quality, design or pattern, color, size and former price. Is this not an improvement over mere figures?

Take the advertisement of N. Snellenburg & Co., Philadelphia, Pa., and see how little one can really learn from it. Nothing but names and prices are given. As a rule this is about as effectual in drawing trade as blank space. In this case it is

REVELL & CO.
TO-MORROW
A Bargain in
Axminster Rugs
\$1.95
Over 5 feet long. In a large variety of patterns.
\$1.95
This is the best value ever offered in genuine Axminster Rugs.
ALEXANDER H. REVELL & CO.
Corner Adams-st. and Wabash-av.



This Oriental Rug Sale Justified
By the Greatest Buying We Have Ever Known.



NOTHING WOULD have persuaded us to attempt an Oriental Rug sale in mid-June except the most extraordinary conditions. But these conditions ARE EXTRAORDINARY. The retiring of a New York house from the Rug business has brought here a magnificent stock of the finest Rugs and for prices a

THIRD TO ACTUALLY HALF UNDER REGULAR.

The sale had to be held now or not at all. The enthusiasm that has been developed—bringing people from hundreds of miles away—has justified our judgment of the importance of the opportunity. The stock is specially rich in Rugs of rare beauty. Rugs that seldom get into sales at all. Rugs that appeal particularly to the connoisseur. We can print prices and they are sufficiently remarkable, but we can't put into print the beauty of the Rugs themselves.

\$14 Carabaghs, \$8.50. Extra heavy, clean, perfect pieces, in rich colorings. \$15 & \$19.50 Beloochistans, \$9.75 and \$12.75. They average in size 3½x5½ feet and are very silky in texture. \$18 and \$21 Shirvans, \$11.95 and \$13.95. They average 3½x5½ feet and are among the best lots in the sale. \$80 to \$135 Kirmanshahs at \$55.50 to \$85.50. The finest lot we ever had—and the best values. They average 4½x6½ feet.	\$15 Anatolian Mats, \$7.50. Silky pieces with long, thick nap and in colorings generally mellowed by age. \$26 Guendjes, \$16.50. Averaging 3½x6½ feet. Many of them are antiques. \$36 Kazaks at \$23.75. Especially thick and silky and in dark, rich colorings. The sizes average 4x7 feet. \$16.50 Kazakjes, \$10.50. Very thick and heavy and in the dark, rich colorings. \$65 and \$85 Senna Rugs at \$42.50 and \$48.50. A fine group, averaging 4½x6½ feet.	\$65 Anatolian Silk Rugs, \$42.50. A very large collection in medallion and prayer designs and beautiful light colorings. They average 4x5½ feet. \$100 to \$265 Carpets at \$50 to \$132.50. The most remarkable offering of Persian, Cashmere and Gulistan weaves we have ever made. It is a magnificent collection, each Carpet newly arrived here and ranging in size from 6 ft. 7 inches by 9 ft. 2 inches to 10 ft. 10 inches by 14 ft. 9 inches. Only by seeing them can you appreciate their beauty and low prices.
--	--	--

Third Floor

Oriental Rugs.
Save Third to Half.

IMAGINE BUYING A MAGNIFICENT \$250 ORIENTAL CARPET for \$125!
Imagine getting Anatolian Silk Rugs for \$26.50 or the Kirmanshahs that are the finest wool Rugs, next in fact to Persian silk Rugs, for \$55.50!
Is it any wonder that even in mid-June we are doing the greatest Oriental Rug business in the history of the Store? It is.

The Greatest Rug Sale Ever Held in Brooklyn
—the finest stock ever offered under price—and the lowest prices ever fixed on such Rugs.

A fine and famous old New York house is retiring from the Rug branch of its business and we have been asked to take the stock. We can never hope to duplicate such values again. The Carpets alone make such a showing as has never before been seen in Brooklyn even for regular prices. There are

\$100 to \$265 Oriental Carpets at \$50 to \$132.50.

Here is just a price hint of the smaller Rugs:

\$14 Carabaghs, \$8.50. \$15 and \$19.50 Beloochistans, \$9.75 and \$12.75. \$18 and \$21 Shirvans, \$11.95 and \$13.95. \$16.50 Kazakjes, \$10.50. \$15 Anatolian Mats, \$7.50. \$26 Guendjes, \$16.50	\$36 Kazaks at \$23.75. \$40 to \$65 Anatolian Silk Rugs at \$26.50 to \$42.50. \$80 to \$135 Kirmanshahs at \$55.50 to \$85.50. \$65 and \$85 Senna Rugs at \$42.50 and \$48.50.
--	--

Third Floor



New Carpets

We announce the opening of our New Spring Carpets and have by extend you a hearty

Invitation

to visit our store and tell us what you think of them.

We have without doubt the finest stock of Carpets and Rugs in western Ontario. We have the first selection from all the famous manufacturers, and are able to show you, in addition to the staple lines, a splendid variety of original, novel, and artistic effects in various patterns, in many color combinations, from the most delicate tones to the deepest Oriental effects.

Order your new Carpet now. Have it cut and made, and then in a few weeks, when you want it quickly it will be ready for you.

..A. M. Souter & Co..

Cor. King and Park Streets

introduction placed below this and the illustration below that. Then the four offerings or items could have been given in four boxes or in four double column paragraphs or in four single column paragraphs with a dividing rule between. The name and address following this would make a good readable advertisement.

An advertisement must be made readable if it is to be effective. Art is all right for art's sake and in art's place, but by all means make an advertisement easy to read. Don't send a reader's eyes all over an advertisement looking for what is offered.

We reproduce the A. M. Souter & Co., Hamilton, Ont., advertisement merely for the idea it contains. Openings of rugs and carpets can be made profitable.

The great advertising periods for the carpet and rug business is in the spring and fall when house cleaning is about to commence, and during the time house cleaning continues. It does not neces-



Carpet Size Rugs

Made in our own work-rooms from short ends of carpets, and priced substantially less than regular. The patterns and weaves are of this season's most favored lines.

These Are a Few of the Rugs on Sale

Wilton velvet rug; rich Bokhara design; green background; size 8-3x10-6; regular price \$27.50. On sale for **\$20.00**

Bigelow Axminster rug; caprice design; green two toned effect; size 8x10-8; regular price \$28.00. On sale for **\$21.00**

Wilton rug; black Grecian pattern on red background; size 7x9-3 feet; regular price \$26.00. On sale for **\$19.00**

Bigelow Axminster rug; floral design on green background; size 10-6x12 feet; regular price \$50.00. On sale for **\$42.50**

Bigelow Axminster rug; handsome Egyptian pattern and coloring; size 10-6x12 feet; regular price \$50.00. On sale for **\$42.50**

Savonnerie Axminster rug; floral design; delicate coloring; size 10-3x12 feet; regular price \$45.00. On sale for **\$37.50**

Wilton velvet rug; conventional design; brown background; size 10-6x10-6; regular price \$37.50. On sale for **\$30.00**

Body Brussels rug; floral design; tan background; size 8-3x10-9; regular price \$30.00. On sale for **\$22.50**

Many Others Besides These—and You Can Make Your Own Terms on Any of Them

YOUR CREDIT IS GOOD



TULL & GIBBS

MAKE YOUR OWN TERMS

Great Carpet Bargains

Bigelow Axminster Carpets, regularly \$1.75 a yard, at	\$1.24
The best grade. The name "Bigelow" is woven in the back of a Bigelow.	
Smith's Savonnerie Carpets, regularly \$1.50 a yard, at	\$1.15
Smith's, Stinson's or Sanford's \$1.40 Wilton Carpets, yd	\$1.19
Whittall's \$1.35 5-frame Body Brussels Carpet, yard	\$1.00
Smith's Extra Axminster Carpets, reg. \$1.25 a yard at	85c
Smith's Wool Velvet Carpets, regularly \$1.15 a yard, at	78c
Stinson's and Roxbury Brussels Carpets, regularly \$1.00 yd.	82½c
Smith's, Sanford's and Hartford's 90c ten-wire Brussels Carpets, yard	69c
Dunlap's Glenwood Velvet Carpets, regularly 95c a yard, at	65c
Smith's, Sanford's and Hartford's Tapestry Brussels Carpets, regularly 70c a yard, at	52½c
Dunlap's Glenwood Tapestry Brussels, regular 55c a yard, at	42½c
Dorman's 3-ply Ingrain Carpets, pure wool, reg. \$1.00 yard, at	69c
Dorman's Extra Super Wool Ingrain Carpets, reg. 80c yard, at	59c
Dorman's Union Ingrain Carpets, regularly 60c a yard, at	39c
Doerr's Peerless Brussels Carpets, reg. 45c a yard, at	37½c
Homespun Rag Carpets (new rags), regularly 40c a yard, at	25c
30c Ingrain Stair Carpets, 22¼ ins. wide, reversible, yard	21c

This is New

N. SNELLENBURG & CO. N. SNELLENBURG & CO.



THIS PAGE IS LOCKED TO FREE MEMBERS

Purchase full membership to immediately unlock this page

DELVE INTO FANTASY, MAGIC, MYTHOLOGY & FOLKLORE

Forgotten Books'
Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.

Continue

*Fair usage policy applies





*The Owl Often Lives
With a Prairie Dog*

Straiton & Storm's

OWL CIGAR

is often found in the same case
with inferior cigars, but don't be
persuaded to take one with more
profit and less satisfaction in it.

Insist on getting an Owl Cigar.

Buy it to-day—
try it to-night.

5

GEORGE L. STORM & CO.,
Distributors,
24 and 26 Murray St.,
New York.

The Waldorf-Astoria

Segar Company

Hear what the Ladies say of
**THE SCENT OF
A GOOD SEGAR.**

"What is it that comes thro'
the deepening dusk,
Something sweeter than
jasmine scent,
Sweeter than rose and
violet blend,
More potent in power than
orange or musk?"
The scent of a good Segar."
—Kate A. Carrington

WE RECOMMEND THE PRO-
DUCTS OF THE WALDORF-
ASTORIA SEGAR FACTORY.

A lot of Segar Segars, and 1888
in evidence. Address: The
Waldorf-Astoria Segar Co.,
Dept. 4, 1100 6th St., New York.



**ARE YOU A SMOKER
OF THE
TEMPTATION**

**10¢
CIGAR.**

LONDRES

A cigar of quality. Always
good. Every one worth 10c.

Your dealer has
them. Ask him.



**Get
Back
Of
A**



**PETER
SCHUYLER
10¢ CIGAR**

If you want all the pleasure that comes from smoking. Mild,
sweet and delightful. Made of the finest Havana filler with
Sumatra wrapper. Let your dealer understand that nothing takes
the place of a Peter Schuyler. If he can't supply you—there are
other dealers. It's worth some trouble to get Peter Schuyler Cigars.

Made by
G. W. VAN DYKE & HORTON, Albany, N. Y.
McTIGHE, TRUESDELL & DAVIDS, Distributors for England.



Q Selecting the best growths, however rare,
of Turkish tobaccos—and none but the
best—and blending them in a way arrived
at only after years of patient study and ex-
perience—these are the secrets of the re-
markable popularity of—

MURAD CIGARETTES

Q They are the latest and best productions of
the skill of Allan Ramsay, who served for six-
teen years as government expert of Turkey.
During all his period Mr. Ramsay's cigarettes
alone were the accepted brands of Turkish dip-
lomats and courtiers.

10 for 15 cents.



**Ever See
a Green Owl?**

You'll never see a green
Straiton & Storm's

OWL CIGAR

The tobacco is cured by experts
and aged sufficiently to put it
in perfect condition.

The five cent cigar of quality.

Buy one to-day—
Try it to-night.

5

GEORGE L. STORM & CO.,
Distributors,
24 and 26 Murray St.,
New York.




GET THE HABIT
SMOKE IRVING CIGARS
AND SAVE THE BANK
VOTE FOR THE WISE OLD MAN AND IRVING CIGARS

THE WISE OLD MAN FROM MARS WINS THE VOTES.

The Libs. and the Cons. are all wild-eyed with fear,
The crowd now won't give them a cheer,
While flashlight processions and banquets and feies,
Still greet the Old Man everywhere.

He wins o'er the voters wherever he goes
His siren rings out near and far,
And the Libs. and the Cons. know they're going to lose,
Against "Canada and IRVING CIGARS."



By the Smell You Can Tell

Pure Havana flavor is easily recognized. The rich and fragrant aroma of F & D Perfecto gives a pleasing suggestion of the Vuelta plantations of Cuba. The

F & D Perfecto

has been uniform in quality for over twenty years—the makers guarantee to keep it so.
A 20-year reputation requires 20 years to build but a mighty little while to destroy.
We leave this to your common sense as a smoker.

10 cents, wherever good cigars are sold. Made by FITZPATRICK & DRAPER, Troy, N. Y.



NO!

there are none
—Just as good—

Pippins

are in a class by them-
selves, and are the greatest

5c. Cigar on Earth.

M. EHRLMAN & CO., Distributors,
SAN FRANCISCO.

H. TRAUBER & CO., MAKERS, BOSTON.
Largest Union Cigar Factory in the U.S.

Kilties Cigar

LATEST and BEST
5c SMOKE
Ever Offered.

Ask For:
ONE

MANUFACTURED BY THE
SCHRADER'S CIGAR CO
284 North John Street, Hamilton.

THEY EQUAL THE BEST
EXCEL THE REST


Seal of Minneapolis 10c Cigar
Long Green } 5c Cigars
Wheat Belt }

ALL UNION MADE

J. W. Pauly, Maker
317-319-321 Plymouth Avenue
MINNEAPOLIS & MINNESOTA

Largest Union Cigar Factory West of Chicago

Right Under Your Nose



OUR **Little Sailor** CIGAR

IS PRIME VALUE
FOR THE MONEY.

ALDRIDGE BROS.
Manufacturers.



HAS IT EVER DAWNED UPON YOU?

that you are paying too much for your cigars? That some at ten cents are really not a whit better than the Bachelor at five. Unless you have money to throw away it would be a good plan for you to smoke a half dozen or so Bachelors and get what you are entitled to in aroma, tobacco quality and serene satisfaction.

Jno. E. Tyler & Co.,
Grand Opera House.

108

The only cigar of its size containing a full imported filler; sold for 5 cents.

108

Royal Sport

A cigar for the smoker who requires the spicy richness of the pure Havana leaf. Hand made by skilled workmen. The full value is in the cigar. No prizes go with it. No bands to save.



A smoke at 10c with a much higher value when compared with the kind with the bands to save.

Each Cigar in a Paper Cover.
If your dealer does not keep them, write us.

The Sherbrooke Cigar Co., Ltd.
Sherbrooke, Que.



Lives There a Man With Purse So Full

that he can afford to pay 10 cents for a five-cent cigar of equal quality. The world and the echo answer: "No," buy a Bachelor five and get a ten cent quality. Once twice, thrice, the Bachelor beats all for the money.

TYLER & Co
Grand Opera House.



SMOKE

There is all kinds of smoke in Lexington and there is some that is very objectionable, but that is not the smoke for any of our good


CIGARS

There is no one that carries a better line of cigars than we do and can please the hard to please.

IMPORTED AND DOMESTIC.
BOX TRADE A SPECIALTY.

SMITH-McKENNEY COMPANY

CIGARS



HOFFMANETTES,
COMMANDER,
LORD DOVER,
EDWIN FORREST,
GRUMBLER,
JAMES G. BLAINE,
TOM HOOD,
BILL DUGAN.

All at \$1.50 per box of 50

Joseph Graziano,
The Cut Price Cigar Man.
114 PEARL St. Phone 910-D.

CIGARS

For a real good smoke we have

Pharaoh, Lord Tennyson,
El Padre, Peg Top,
Tommy Aitkins,
Shamrock, Cable, Pebble,
etc.

Jas. Kelly & Co.
512 W

The White Star.

Our new five cent cigar, cannot be equaled. It has mark of perfection in looks and makeup, and in quality there is nothing better. On sale everywhere.

Fitzpatrick & Draper, M'rs.

The advertisement of the Irving cigar is of interest because of its timeliness. The text is very weak. The illustration or cartoon appeared at a time when such things were appearing in all the papers—at election time. A little less detail in the illustration and a little more sense in the text would have made it a much stronger advertisement.

The advertisement of the “Pippins” cigar is commonplace. It makes just the same claims as all other advertisers of cigars and in just the same way. This space could have been used to much better advantage.

The advertisement of the “F. & D. Perfecto” is another of the kind that are common. Such facts as are given could better be omitted and something more definite about the cigars mentioned to better advantage. The illustration and headline correspond, but neither are very good. The one looks as if a man was trying to cut off his nose and the other reminds one of the stable or some other unsavory place.

The advertisements of the “Owl Cigars” are interesting, not alone from the fact that the illustration will rivet the attention of the reader, but because some one point about the Owl cigar is brought forth and allowed to soak in, as it were. Each day a new argument is used. This style of advertising is likely to prove far more effective than the general publicity given to cigars in the manner shown by the advertisements reproduced above.

The Temptation ten cent cigar advertisement is not as good as it might be, but it is tastily arranged. “A cigar of quality. Always good” means practically nothing when it is seen in advertising hundreds of different brands of cigars.

The Murad cigarette advertisement is good because it tells us something about cigarettes; how the tobacco is grown and blended; why they are good.

The advertisements of the “Kilties Cigar,” “Little Sailor,” “108” “The White Star,” the three brands offered by J. W. Pauly, and the numerous brands offered by Jas. Kelly & Co., while specimens of well displayed advertisements, can do little more than bring the name of the cigars before the smoking public.

The Tyler & Co., advertisements are embellished by silly illustrations that a few years ago might have been considered funny, but which are now considered foolish.

The advertisement of the “Royal Sport” contains more food for thought than the rest of the advertisements reproduced on the same page.

The Smith-McKenney Company make a mistake by not advertising some particular brand of cigar. Their advertisement looks good, but it is so shallow no one would be influenced by it.

- Cigars at cut prices are offered by Joseph Graziano and is a perfect advertisement of its kind. There is no wasted words leading up to the subject. Just a plain statement of facts. It should pull trade every time it appears.

During the past few years a large trade in cigars has been done by mail-order firms. Such a business requires a large capital to be spent in advertising before any returns can be expected. In a department on Mail Order Advertising will be found hints for mail order exploitation suitable for use by the mail order cigar manufacturer.

CHAPTER XLII

MEN'S AND BOYS' CLOTHING

READY-TO-WEAR clothing is as surely taking the place of custom tailored clothing as the ready-to-wear shoe has usurped the place of the custom-made article.

Good advertising has had its share in bringing about the latter and will as surely help to bring about the former.

Clothing is a necessity. Climate and the law renders it impossible for man to get along without clothing. Good advertising is doing much toward making it imperative



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Get Smart

Over 2,000 years of
human knowledge in
797,885 volumes

Instant access
\$8.99/month

Continue

*Fair usage policy applies





Best \$15 Suits

WHEN you pay \$15 for Schwab's "set price" Special Suits, you secure a garment vastly superior to the majority of suits at that price. Some dealers may give you values as good, but we doubt it—we have every reason to doubt it. We know what workmanship and what quality we put into these garments; that is why we set the retail price. Take no chances, if you want the best \$15 Suits, the original garments with the price set by the makers, insist on getting Schwab's \$15 Special Suits for Men and Young Men. Good clothing dealers everywhere sell them—look for this shield.

"It's on the Sleeve"



"The Shield that sets the Price and sets the Pace."

Read two 3-cent stamps for our new Spring Fashion Booklet and samples of cloth.

Schwab Clothing Co.
Makers of Men's and Boys' Clothing
Dept. 101 ST. LOUIS, MO.

For Friday and Saturday
Easily the Clothing Event of the Season
Men's Blue and Black Suits
Single or Double Breasted, some are Silk Lined
Always \$25, \$30 and \$35, Close

\$19.50

THE way we manufacture is an open formula—exact tailoring, clever designing, fast colors, solid linings and all wool. The Black and Blue Suits offered to-day are the best we make—as good as the best in the business make—and extraordinary value at \$19.50.

And

Men's English Walking Suits, ideal for morning or afternoon wear; together with a superb group of Single or Double Breasted Waxed and Tweed Suits, always \$25 to \$35, same price, \$19.50.

Bring the Boys With You

Two Big Bargains for Big and Little Fellows

Youths' Suits

Knee Suits

Values up to \$10
Single or Double Breasted Boys' Suits at \$4.50 ought to
style, all wool, solidly made. Suits at \$4.50 ought to
and a fine assortment of hats in a \$1.00 Friday or
sobby patterns. \$1.00 Saturday, \$1.00 to \$1.50
also 14 to 19 10 years

Smith, Gray & Co.,

THREE STORES:
BROADWAY AT 207 ST. NEW YORK
FULTON ST. AT PLAZA AR. BOSTON AT PRINCE AR. CHICAGO

Browning, King & Co

CLOTHING, FURNISHINGS, AND HATS

Weather Changes.

Whether it's rain or shine to-day, there's no time in the year when a Rain Coat is not in season

It's a Top Coat if the sun is out and takes the umbrella's place if it rains.

We've a full assortment—\$15 to \$35.

"Preparedness for rain or shine" said Ben Brownell prophetically "will be achieved when a rain coat is worn."



Broadway
at 32d Street



Cooper Square
at 6th Street

Fulton Street at City Hall Avenue, Brooklyn

Smith, Gray & Co., meet the popular price clothiers half way in their advertising. They offer "spec-

ials" and by featuring them in their advertising draw many to their stores who might not be interested in the style of advertising done by Brokaw Brothers and Hackett, Carhart & Co. In the advertisement reproduced there are three specials offered for Friday and Saturday only.

This advertisement is a fine specimen of an all type advertisement. White space is used judiciously, making the advertisement stand out well. The light rule border holds it together forming a complete advertisement.

P. B. Kearney, Schenectady, N. Y., advertises overcoats at \$10 worth \$12. The illustration is the best part of this advertisement. The introduction is loosely constructed and there are too many headlines. If he had come out strongly in a headline saying

\$12 OVERCOATS FOR \$10

it would have had more meaning to readers than the one word "overcoats."

M. C. Swift & Son, New Bedford, Mass., advertise overcoats made to order. This is another feature of the clothing business that is coming more to the fore. That is the amalgamation of the ready-to-wear and the custom-made clothing business. It is only natural that these two lines should now be run together. Formerly,

when ready-to-wear clothing was made in any shape and style the two were enemies. To-day there is no reason why the man with a normal figure should not step into a store and pick out his suit, try it on to see how it becomes him, pay for it and carry it away with him.

BEST MADE CLOTHING

As Demonstrated



Overcoats?

The new as we call it \$12.00 overcoat. These overcoats are overcoats that any man would be proud to wear. To see them on other fellow's back you'd want they cost \$12.00.

They're Worth it too

But our great facilities enable us to offer you these fine overcoats this week for the trifling small sum of

\$10.00 each

We invite you to call this week and inspect these fine overcoats, even though you don't intend to buy.

See them today

Black, blue, gray, or fawn, herringbone, wide or full, all at \$10.00 each.

P. B. KEARNEY

Clothier and Furnisher to the People

303—State Street—305



It is an undisputed fact that the Busy Clothier's tailoring department has a wide reputation as being the largest in the city. In connection with a clothing store, the most painstaking tailors being employed.

Handsome fall and winter suitings and overcoatings are now on the counters.

There are a number of changes in the fashion plates for this fall. Come in and see them.

M. C. Swift & Son,
157-159 Union St.

The man who cannot do this must of necessity patronize the merchant tailor. Why then should they not be under the same roof.

Swift & Son might have stated what the new materials for fall were and also told something about the prices. This "New fall goods have arrived" kind of advertising is not sufficiently strong to make a lasting impression upon any man.

The one-price specialty clothier has arrived. We have him in the merchant tailors' ranks as well as in the ready-to-wear class. There is good reasons enough why this should be so. The one price idea has been accepted by hatters and shoe merchants, why not in other lines? The advertisement of the Schwab Clothing Co., St. Louis, Mo., is a direct appeal by the manufacturer to the consumer. This is a form of general advertising that has in the last few years been used by manufacturers in many lines and found successful. Dealers handling these lines of clothing get the benefit of all the advertising in all the papers and magazines, included in the advertising campaign, that comes into his locality.

The children's department of the clothing store is often neglected by the smaller merchants. They have failed utterly to realize the great value children's trade is to a store. It brings the parents to the store. The boy when small becomes accustomed to going to the store and usually keeps in close touch with it for many years. In one of Simon Long's Sons' advertisements of school suits the firm says:

"The store that sold your father his first school suit." We reproduce one of this firm's advertisements of school suits. It is a good example of display. Illustrations

are good. The offerings are bunched well together and the prices prominently displayed.

Hope, New York City, is a hopeless case. He will persist in squeezing all the words he can into his advertising space. The advertisement here reproduced looks as if the words had been pressed down very carefully so that they would all fit in. The same amount of information could easily have been conveyed to the reader in half the number of words. If this had been done it is altogether probable that double the number of men would have read the advertisement.

The illustration is not a good one and the name-plate could be much improved.

One feature of clothing advertising very noticeable in the larger cities is the large size of some of the

A special selection of these suits for your own youngsters, who will bring school for the fall term. It is on the best material. Bring them in.



Our Children's Dept.

Is Ready to Greet Mothers and their School Boys for

SCHOOL SUITS

An unlimited variety of pretty little Suits, in Russian, Eton and Sailor styles, and a large comprehensive selection of Double-breasted and Norfolk Suits, ranging in prices from \$2 to \$5.
Our \$3.00 Wear-resisters Double-breasted School Suits for rough and tumble boys are the best wearing ever offered.

Once again the good old school days begin. Now the mothers have boys who were talking all summer long about starting school and being in the school room and begin to study why they long for school before term and the boys. The school boys who know a school even though it is school and wear the suit making with the ever long machine and the boys' trousers, etc. If you have school beginners and for the school school boys we are showing you an unusual large stock of school suits in fall and winter weights, consisting of all the latest models and styles. Bring your boy along.

Children's School Suits in double-breasted styles, made good and strong.

\$2.00

Children's Russian Russian and Sailor Suits, made and trimmed nicely.

\$2.00

Boys' and made double-breasted and Norfolk Suits in nice patterns and all sizes.

\$3.00

Little Boys Russian Russian, Eton collar and Sailor Suits, made very prettily and trimmed beautifully.

\$3.00

Boys' very good School Suits, made of all wool materials, in fancy colors and plain blue and black, in double-breasted and Norfolk styles.

\$4.00

Pretty Little Sailor Suits, Russian Suits and Eton Suits in garnet, blue and navy serge, also many others.

\$4.00

Boys' very fine all wool Suits, made with lots of style and snap, in double-breasted and Norfolk styles.

\$5.00

Very nice little Suits for little boys of boys, in very handsome Russian, Eton and Sailor Suits.

\$5.00

A large selection of Young Men's Long Pants School Suits are on sale here today in single and double-breasted styles.

\$5 to \$10



Simon Long's Sons

illustrations. This is only a fad and will not continue because it is too expensive. Illustrations are all right and should be used lavishly, but when two-thirds of a page is given up to an illustration and the balance to mere commonplace statements



The Most Practical Summer Suit in the World

That is the verdict of the hundreds of men who have seen and tried this latest achievement in Men's Wear

Serge "ANTI-WET" Suits.

A Triple Achievement. A Health Preserver

The 1st achievement is in making the serge "anti-wet" without destroying the actual strength of its beautiful finish, making it THE dress Serge suit for all occasions, rain or shine.

The 2d achievement (almost a miracle) is in doing all this while still maintaining the cool, open and porous condition of the serge. You can keep through the heaviest drizzle, and it becomes perfectly "back's back."

The 3d achievement is a tailoring made in the smartest best tailors, from the Blue Serge suit yet produced AT ANY PRICE.

The Price, **\$15.00** Dollars...

is far below the actual value of the Serge Suit proper, but it is desired to make the distinction of these Suits as popular as possible. The styles are both single and double-breasted. The suits comprise special models for young fellows of 16 years to men of 50 pounds weight.

A Few Words of Caution. "Anti-Wet" is carefully protected and all infringements will be vigorously prosecuted. The Suit Label in the Coat and the Gilt Stamp inside the Trousers identify the genuine.

Sole Distributors for New York. Mail orders will receive prompt and careful attention. Order blanks mailed on request.

HOPE
BROADWAY & CHAMBERS
Stewart Building

that a firm sells overcoats and suits at \$10 to \$35 it is time to cry a halt. The tendency even now is toward a more rational use of cuts.

Brill Brothers, New York City, use a small black and white cut most effectively in the advertisement here reproduced. By allowing plenty of white space below it the cut becomes much more prominent than if it had been surrounded with type.

This advertisement of a "sale" is a little out of the ordinary. As a usual thing advertisers think it necessary to "spread" themselves when advertising a sale, but it is not always good policy as this advertisement clearly proves. They say:

\$5.00 Trousers or FREE

“If you buy now for next winter you have not only the twenty-five to forty per cent. off our regular prices, but also the twenty per cent. advance you will have to pay next winter because of increasing cost of wool and labor.”

This point is well taken, but it is hardly one that will be believed by most people. It is a stock inducement held out by salesmen when there is any inclination toward a rising market.

SEMI-ANNUAL CLOTHING SALE

We Say "Any"

You can buy any Overcoat you wish for any price! Suit you pick out at a real 1 price!

No other clothing concern offers you such a wide choice of desirable goods at such generous prices.

The OVERCOATS, Suits, Ties and Underwear from the 2 overcoat makers who put the best in Great Britain and Philadelphia, the makers which we could sell here in New York at advanced prices we could not carry them over.

The SUITS reduced are not only the Cheviot and other overcoat makers, but the West End—those of the highest quality, made in the best of wool in either of the great English cities.

If you buy one for your winter you have not only the 25 to 40% off our regular price, but the 25% advance you will have to pay for the winter's wearing of the increasing cost of wool and work.

\$12.50 & \$15 Suits and Overcoats, \$4.

Fancy suits, several models, Worsted, Cheviot, Cashmere, Overcoats—Fancy Ties, Black and Colored Underwear and Socks.

\$15 & \$18 Suits and Overcoats, \$11.

Superior quality, several Fancy Ties, Black and Colored Underwear and Socks.

\$18 & \$20 Suits and Overcoats, \$15.

Fancy Suits of various, all mixed Cashmere and Worsted, Underwear, Socks, Ties, Socks and Socks.

\$22.50 & \$25 Fancy Suits and Overcoats, \$15

\$25 & \$28 Fancy Suits and Overcoats, \$17

\$28 & \$30 Fancy Suits and Overcoats, \$19

\$35 Fancy Suits and Overcoats, \$21

All Youth's Overcoats, Fancy Suits and all Boys' Clothing reduced 25 to 40 per cent.

GET THE HABIT. GO TO

Brill Brothers

UNION SQUARE,
14th St. & Broadway,
NEW YORK CITY.

379 Broadway,
47 Carroll St.,
125th St., cor. 3d Ave.

\$5.00 - Trousers or Fancy Vests - FREE

Beginning Jan. 3d and Continuous Balance of Month.

WE will make to your personal measure, absolutely free of charge, a high-class pair of **\$5.00 TROUSERS** or a beautiful **FANCY VEST** with any suit or Overcoat order.

This is a clean cut business proposition—no bills or strings whatever attached to it.

Orders left one day before and one day after the sale will not be eligible to this **SPECIAL OFFERING**. Make no mistake in this regard. Don't let the one to repeat.

This is an extraordinary offer. The response will be very large. You must act rapidly or to continue it indefinitely. We have established a specific time limit to the sale and will not deviate from it. Every order will promptly receive the same careful attention—the same dependable cloth—tailoring, workmanship, etc., that has made this house trustworthy business.

Our special inducements are always worthy of the name. We consider this one exceptionally so. We believe you will appreciate it.

We planned to make more friends and do a greater business this month than any preceding January in our history—that we will, accomplish it is a certainty.

SUITS or OVERCOATS \$15 MADE TO ORDER

Including an Extra Pair of Trousers or Fancy Vest.

The Mill End and Remnant Trousers Sale of 99c a Leg, \$1.98 a Pair, and \$2.98 a Pair,

are moving fast and fast—due prominence is given to them that lengthen to enable you to choose readily.

Always good values, but never so great as now offered.

131 West Federal St.

Scotch Woollen Mills Co.

Bert M. Moss Manager

Only Union Popular Priced Tailors in the City.

\$4. SUIT CASE FREE



Every six months we have a special sale just to get acquainted with men who do not just have their clothes made to measure at the Hudson's Mfg. Store. Usually we give away an extra pair of Trousers with every Suit or Overcoat order. This time we offer you a choice of a

\$4 SUIT CASE FREE

Heavy, iron-bound leather suitcases, brass spring lock, brass-stamped on each front, new cloth straps, solid leather handles.

\$4 TROUSERS TO ORDER FREE

From one \$4 pairing in the store, made to measure, made to fit.

\$4 Fancy Vest To Order Free

From suitable finishing patterns in our catalogs, made to your general measure.

With Every Order for Suit or Overcoat.

Suits and Overcoats, \$25, \$35, \$45, \$55.
Trousers to measure, \$2, \$3, \$4.
Shirts to measure, \$2.50, from \$3.00, overcoat \$10.00.
FIVE DOLLAR 4-PT. WAISTED SUITS, \$4, \$5, \$6, \$7.
Specially selected in the uppermost quality, completely finished to fit, without extra charge for fitting.
We can have your CALLED FOR garments, made to suit to that of choice of choice.
Subscriptions of two of our catalogs, sent to your home, at no charge to you, to give you the latest news of the season.
Mail orders—We can fit you, and of course, to suit to fit your body to suit. When for five dollars, eight dollars, ten, and \$15.00, we can have your suit made to suit.

Scotch Woolen Mills Co
Genuine Custom Tailoring.

Schenectady Store: 235 State St.

The two advertisements here reproduced of the Scotch Woolen Mills Co., are a type of the special sale advertising done by a number of similar concerns throughout the country. They never reduce prices, but always offer some extra inducement such as a suit case, a pair of trousers or a fancy vest, or a pair of shoes. This is perhaps just as effective as knocking a goodly sum from the regular price and will not produce a tendency toward lower prices at ordinary times. This style of advertising might be adopted by clothiers selling ready-to-wear clothing in the dull season instead of slaughtering prices right and left.

A large number of credit clothing stores are springing up in the larger cities. These installment houses will continue to branch out until every branch of retail trade is included.



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and modern, fiction and
non-fiction books.

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greater. A woman dearly loves a bargain and will chase all over the city to get it. But, mind you, when it is found, it must be as represented, a bargain.

Babbitt & Co., Albany, N. Y., had a very strikingly displayed advertisement occupying half a page in the Albany papers. This advertisement, which is reproduced on this page, while a handsome piece of typography is hardly calculated to sell many women's suits. This advertisement is written in the old stereotyped way. Note these old-time phrases:

"In wearing our garments ladies can feel assured of being cleverly and properly dressed."

"We give our patrons the very best garments the world produces and at the lowest prices."

"We have a most complete line of——."

"Our line of —— is a very choice one."

"We also show a large assortment of——."

"A choice line of high-grade——."

"—— in great variety."

Correct dress for women

In wearing our garments ladies can feel assured of being cleverly and properly dressed. We give our patrons the very best garments the world produces and at the lowest possible prices. We have a most complete line of Street Costumes in Fanne Vests, Children Broadcloths and fancy mixtures in long and short coat effects, also fancy Etons. Our line of gowns for evening wear is a very choice one—some in all-over lace, net, voiles, tulle and crepe-de-chene. Coats and evening wraps fit for all functions. Fur-lined Coats for day or evening wear, also Fur Coats for Automobiling and driving. We also show a large assortment of very smart waists, in fancy and plain silks, lace, Chamois and Baby Irish and all-over lace. A choice line of high-grade fur sets: Ermine, Lynx, Mink, Persian Lamb, Beaver and Squirrel. Separate Skirts, Coats, Silk Petticoats and Rain Coats in great variety.

BABBITT & CO.

ALBANY'S GREATEST CLOTHIERS TO MEN, WOMEN, CHILDREN
451-453 Broadway, Albany, N. Y.

The price question has been entirely ignored, but as this may be regarded as a formal announcement of a season's opening they might properly be omitted. However good this advertisement may be to look at, a reading of it will not give any woman an idea of what the garments mentioned are like, nor how much they cost.

Compare this advertisement with the opening announcement of Simpson Crawford Co., New York, N. Y. In the latter advertisement we have a formal invitation to attend an opening to be held on certain dates. Is that all?

The strong advertising value of the Simpson Crawford Co.'s advertisement lies in the absence of words and the presence of pictures. Can any one look upon this advertisement and say illustrated advertisements are not stronger than all-type displays? This is as handsome an advertisement as can be found anywhere, and of its class about as effective as any.

The illustration in Babbitt & Co.'s advertisement is good but it is merely emblematic. It is not a picture of a real gown. Those shown in the Simpson Crawford Co.'s advertisement are representations of real gowns worn by real women. As such they deliver their message to every woman who sees them.

While the illustration of Babbitt & Co. illustrates a tendency of dress styles toward

shepherds' plaids, there is not a word about them in the advertisement, which is a mistake.

By far the greater part of women's clothing advertising is carried out upon the sale principle. At least this is so in the larger cities. The women like to buy goods at specially reduced prices. If she can choose between a \$50 dress for \$25 at one store, and a \$25 dress for \$25 at another store, both being of equal value in style, material and make, she will surely choose the former. Advertisers recognize this fact and often inflate prices

Simpson Crawford Co.
SOUTH AVE. 13TH TO 20TH STREETS

TO-DAY AND TO-MORROW
SEPT. 27TH AND 28TH
Grand Fall Opening

Presenting with arrival of our fall line a display of modish goods from the world's
famous designers of modish apparel, enabling you to see more real style in
Military costumes and wraps, tailor-made
suits and coats, waists, petticoats, corsets,
trunks, dress goods, trimmings and lace

There you will find what you need, as we have spent months in
selecting the best and most up-to-date goods, and we are now
able to present them to you at a special price.

Illustrations include: a woman in a long dress and hat, a woman in a short dress and hat, a woman in a long dress and hat, a woman in a short dress and hat, a woman in a long dress and hat, a woman in a short dress and hat, a woman in a long dress and hat, a woman in a short dress and hat.

for the purpose of reducing them. Each merchant must decide for himself whether to adopt such a questionable method or not.

The Keely Co., Atlanta, Ga., advertise a special in white linen skirts in a sensible manner. They do not claim that the skirt is a \$7.50 skirt for \$5, as some would, but they make an even stronger claim than that, because it is worthy of credit. The display of this advertisement is all that can be asked. Every part of it is in perfect accord.

The story is told in the introduction. The skirt is then described and the price given.

But a great deal of the value lies in the headline. Upon reading the words, "Of course you want a white linen skirt," you can almost imagine you catch the inflection of the voice, it is so persuasive. Of course every woman would say "yes" to this proposition.

There is one fault that appears in this advertisement that can be found in a large

KEELY'S KEELY'S KEELY'S

Of Course You Want a White Linen Skirt

Every fashionable woman will want a supply of white linen skirts for Spring and Summer wear. Here's a chance to buy them at a very low price--the newest style, thoroughly well made in every detail, perfect fitting and altogether satisfactory skirts. We've contracted for a thousand of them; the first hundred will be on sale tomorrow in our popular second floor.



This Skirt Is Warranted All Pure Linen and Thoroughly Shrunk

Before deciding upon this, our leading style in White Linen Skirts for 1906, we had samples submitted by a half dozen of the best New York manufacturers. This was, by far, the best of the lot and we are sure that you won't find its equal in other stores at anything like so low a price.

It's made of an excellent grade of white linen, medium weight and thoroughly shrunk. The design is exactly as shown in the accompanying illustration -- circular gored, full flared and finished with plaited panels. A very stylish and serviceable skirt.

All Sizes **\$5.00** All Lengths

Mail Orders will have our prompt and careful attention. In ordering by mail be sure to give size of waist, hip measure (taken 6 inches below waist line) and length of skirt.

Keely Company

John Taylor D.G.C.

Beginning Monday, a Showing Extraordinary of

"1906" Styles in White Waists

Superiority--that's the keynote of this event; superiority in value, in style and in assortment.



No. 1--98c No. 2--\$2.95 No. 3--\$3.95 No. 4--\$1.50 No. 5--\$2.95

The waists illustrated above are representative of the excellence of the scores of styles ready for choosing. Make your selections now. It will surely pay to do so. Early purchasers will save accordingly as we have saved by purchasing early, for the recent advance in the price of materials, especially for laces and embroideries used for trimmings, means an advance in selling prices later in the season when depleted stocks are replenished. Selection from complete assortment is likewise to be considered.

No. 1 at 98c--White Lawn Waist with embroidered front, tucked yoke, opening in back.

No. 2 at \$2.95--White Lawn Waist with tucked yoke, front lace trimmed and embroidered.

No. 3 at \$3.95--White Lawn Waist, elaborately lace trimmed, with the new French short sleeves.

No. 4 at \$1.50--White Lawn Waist, with artistically embroidered front and lace trimming.

No. 5 at \$2.95--White Lawn Waist, cleverly designed, with front lace trimmed and embroidered.

Mail Orders for the above Waists will receive prompt attention. State bust measure in ordering. Address, John Taylor Dry Goods Co., Dept. 31, Kansas City, Mo.

The Columbus Dry Goods Co

The only store in Central Ohio that shows a complete new stock of merchandise.

A Number of Tailor and Afternoon Gowns at Prices Which Have Been Considerably Reduced, as Follows:

Regular \$26.00 and \$27.50 Suits in Panama and Tropical worsteds. Pearl Gray, Medium Gray, Alice Blue, Navy and Black, reduced to

\$19.50

Regular \$32.50 and \$35.00 Eton, Bolero and Pony Coat Suits in all the newest and best materials for

\$27.50

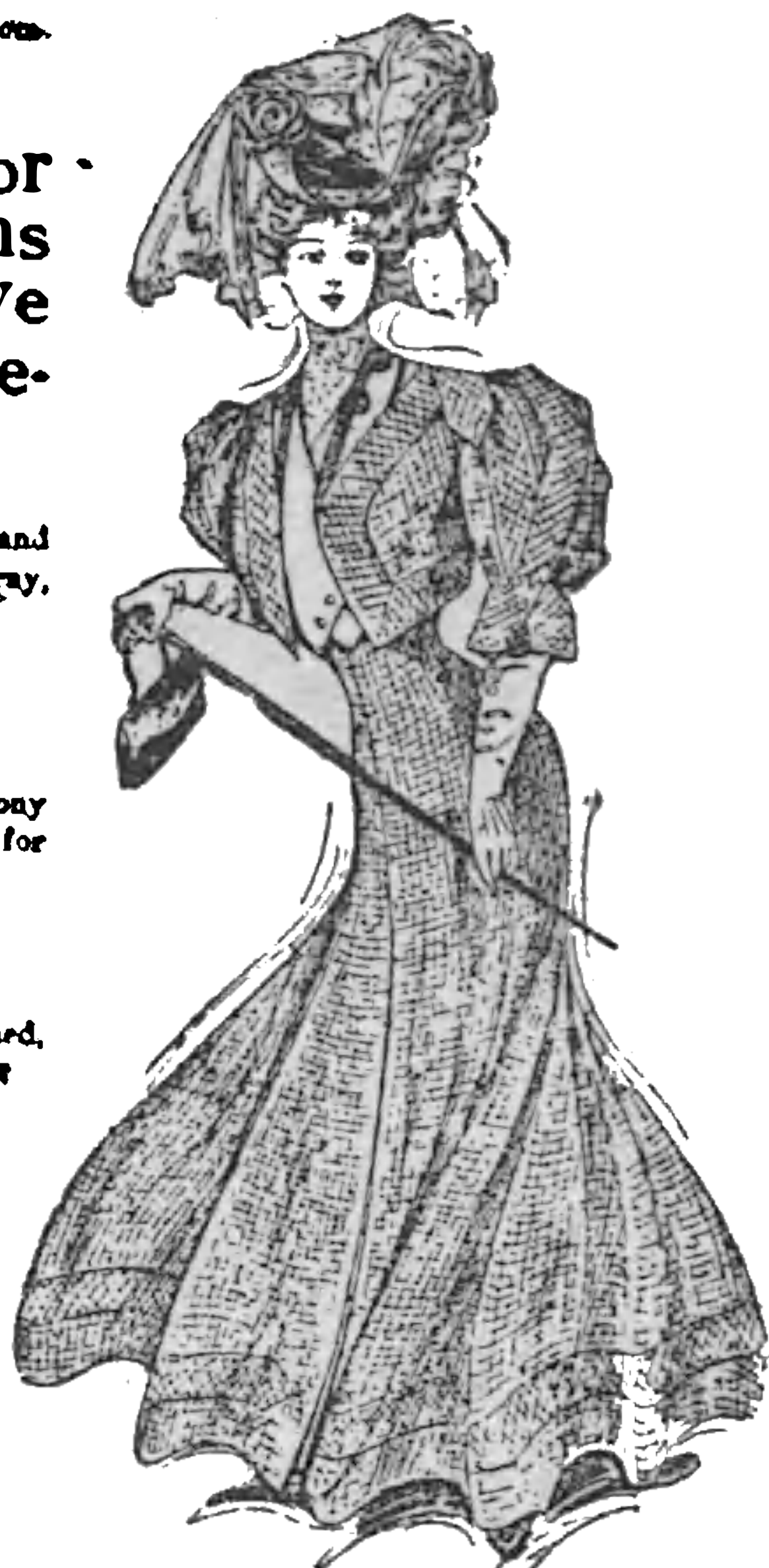
Regular \$42.50 and \$47.50 Vile Suits, silk lined, in Pearl Gray, Alice Blue, Navy and Black, for

\$32.50

Covert Jackets

Regular \$25.00 and \$28.00 Jackets, all sizes and styles, for

\$20.00



High and Spring Streets

"SOMETHING NEW EVERY DAY."

Jacoby Bros.

131-133-135 South Broadway.



360 Beautiful Sample Suits \$15

Values \$22.50 to \$39.50

This lot of show room and traveler's sample suits comes from the biggest and best known manufacturer in New York City. It is all clean, well made merchandise, and the especially attractive styles show the high tone of the designer's art. The assortment could not be better. Fine all wool Panamas in all the wanted shades, such as pearl gray, rose Alice, reseda, navy and black. Pretty worsted mixtures, handsome taffeta silk. A few sold as high as \$39.50, a few at \$22.50, but the majority are worth \$27.50, \$29.50 and \$32.50. Your choice for \$15.

300 Swell Sample Covert Jackets \$7.50

Values \$10 to \$15

This lot consists partly of samples and partly of regular stock from the same house that sold us the suits. We bought them at almost half their regular value. They come in all the popular light shades of coverts, taffeta silk and satin lined, tight fitting, semi-fitting and loose backs. All sizes from 32 to 42. The regular selling price of this lot would range from \$10 to \$15, but all go on sale at \$7.50.

Just for Thursday

Women's muslin gowns, plain and well made, of good muslin; long and good width, regular 50c value, special 39c.

Women's drawers, 19c. A good garment at 25c, good substantial material, hemmed ruffle, special 19c.

Women's muslin petticoats, 49c. Made of good cambric; embroidery trimmed; wide and long, worth 75c, special 49c.

72x90-inch neatly seamed sheets, good muslin, regular 50c, special 36c each.

81x90-inch seamless sheets, extra fine quality, regular 85c value, special 59c each.

42x36 extra fine quality pillow cases, special \$1.25 a dozen.

45x36-inch soft finish pillow cases, regular 10.25c, special \$1.65 a dozen.

1 case full sized spreads, good weight and neat patterns, special 79c each.

150 dozen towels for bath and toilet; good weight and size, special 8.15c each.

25c Gilt Belts 9c

About 500 stylish gilt belts. The kind you pay 25c for. Special 9c.

Just received a shipment of long Silk Gloves, black only, \$1.25 a pair.



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Get Smart

Over 2,000 years of
human knowledge in
797,885 volumes

Instant access
\$8.99/month

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advised them where they are to be found the advertiser must expect to lose some of the profits from sales that might have been made.

The Columbus Dry Goods Co., Columbus, Ohio, advertisement would look better if the display made there by the type matter was upside down. We have nothing to say against the use of the firm name at the top of a large advertisement, but in a small one it certainly plays "hob" with the display. If a headline is used the two are continually



John Laidlaw & Son
Store Closes at 5 O'clock

A Golfer for Summer

*For the Evenings--At Home--
At the Resort--At Camp--On
the Lake*

There are no outer-garments made into which more genuine usefulness is crowded than the nobly golf jacket. When the cool, damp evenings come, and it matters not where you are this summer—you are sure to feel them—a fine, knitted golfer will give you perfect comfort.

To-morrow we'll offer the following latest styles

Knitted Golf Jackets, in white, Fine "Norfolk" Golfers, in either cardinal, black, or navy, with new white or cardinal, with fine knitted shaped sleeves having long cuffs, belt and pretty pearl buttons, and new turn-over collars, our most popular style, priced to-morrow each **1.95** only, to-morrow, each **2.49** only.

Knitted "Buster Brown" Jackets, in navy, cardinal or brown, for little boys and girls, just the very best over-garments for all children to wear during the cool summer evenings, priced to-morrow per garment according to size, 1.25 and **1.35**

JOHN LAIDLAW & SON

Navy Blue Lustres and Serges--The Best for Bathing Suits

In all the realm of plain-colored materials, navy blue lustres and serges are the most durable for bathing suits. Neither of these materials cling to any noticeable extent when wet, and, though light in weight, they possess great strength and wearing qualities. To-morrow we'll give you a chance to secure the best material for a bathing suit at a small price. Like this

NAVY BLUE LUSTRE, full 36 inches wide, imported especially for bathing suits, having about four silk cords woven to every inch of splendid weight, to-morrow per yard, only **.25**

NAVY BLUE SERGE, full 36 inches wide, of crisp firm quality, especially desirable for bathing suits, offered to-morrow at the same very moderate price as the above lustre, per yard only **.25**

JOHN LAIDLAW & SON

Beautiful White Nightgowns

Tasteful designs, combined with dainty lace and embroidery with perfect 'sizing' have been responsible for creating the unprecedented business we have enjoyed in our white section this season. We are proud of the reputation we have gained in this regard—and are ever adding to, proud enough of it, that nothing we can possibly prevent shall ever cause a lessening of public approval. Wednesday will see several values offered in choice styles of lingerie that will emphasize all we say—and cause you especial delight.

LADIES' WHITE NIGHTGOWNS, of fine cottons and nainsocks, in many different styles of full sizes, some with high cut neck, some cut square or round, and some V shape, all finished with lace or embroidery, and tucked yokes, priced to-morrow, from 3.00 to **4.75**



John Laidlaw & Son
Store Closes at 5 O'clock

20% Off All Embroideries

As it appears to us, the real Embroidery-selling season is nearing an end for this summer, and, we have too large an assortment. This means but one thing—a clearance. Surely you'll appreciate it coming as decisively as this for to-morrow.

All our summer and pretty popular collection of Embroideries and Insertions, containing many thousand yards running from the dainty narrow designs for children's wear up to the very broad patterns, will be offered all day to-morrow with a discount off the regular marked prices, of just **20%**

JOHN LAIDLAW & SON

Silk Remnants at Nearly Half-Price

After a thorough "cleaning up" of our silk section, we have some fifty or sixty ends—the remnants of the most popular silks we had in our stock this summer. As these all run from 2 to 5 yards in length—the majority nearer the larger number—the possibility of getting them at nearly half what it would cost to buy just so many yards a few days ago should be very gladly accepted. To-morrow, any time, ask for the silk remnants at a little over half-price.

JOHN LAIDLAW & SON

Children's Pretty Summer Dresses

Modern methods and machinery have usurped the mother's place of fashioning her little girl's garments herself. To buy materials now-a-days and spend hours making them up is such an expenditure alongside that of buying them ready-to-wear that no one wishes to make it. It has been our pride all along to keep the prettiest collection of little dresses in the city. We claim that distinction right now. Will you come to-morrow and give your opinion?

White, dainty, dress, with very dainty and beautiful Val lace yoke and collar. Full sleeves trimmed with lace, and insertion over top of insertion in skirt, for age 12, to-morrow only, **3.75**

White, dainty, dress, with very dainty and beautiful Val lace yoke and collar. Full sleeves with three fine tucks in each, of insertion at each side, and over plain the front, very pretty Swiss pretty lace collar skirt composed of pink-colored yoke, collar and skirt, alternate bands of pink in white, and the material for ages 12 and 14, to-morrow only, **3.49**

White, dainty, dress, having four bands tucked front, having one row down with three fine tucks in each, of insertion at each side, and over plain the front, very pretty Swiss pretty lace collar skirt composed of pink-colored yoke, collar and skirt, alternate bands of pink in white, and the material for ages 12 and 14, to-morrow only, **1.39**

John Laidlaw & Son *John Laidlaw & Son*

ying with each other for prominence. In this advertisement the headline has been omitted. The advertisement is weak without it.

The illustration is used as the central point of attraction and the paragraph set in heavy faced type is expected to hold it, if the prominently displayed prices do not.

If the name-plate had been placed at the bottom, the illustration shoved to the top, and a prominent headline inserted at the top there would have been no necessity for the use of heavy faced type in a whole paragraph. An advertisement of this kind requires a border to hold it together. Without it it looks as if it was ready to tumble to pieces.

Jacoby Bros. Los Angeles, Cal., give us a well-displayed advertisement, barring the position of the name-plate. The headline is an eye-catcher and of the kind that will lead to a further perusal of the advertisement. "Just for Thursday" is given prominent display and should impress readers with the importance of the items that follow.

The John Taylor Dry Goods Co., of Kansas City, Mo., commit the same fault as the two advertisers last mentioned. They desire to give prominence to "'1906' styles in white waists," but fail almost in doing so on account of the heavy name-plate. Cover this name-plate with a piece of paper and see how prominently the headline will spring out from this advertisement. The balance of this advertisement is very cleverly arranged. The solid mass of type with the indentation at both sides gives the advertisement a compact appearance.

The method of numbering the illustrated waists and describing them is exceedingly good. The use of italics is recommended. If used in moderation, as in this case, it is correct.

We reproduce a page advertisement of John Wanamaker's New York store. It is an announcement of the opening of their Paris costumes. The advertisement writer has cleverly worked in special sales of different articles around the announcement proper. The illustration is very good, representing as it does a feature of Parisian life—the café.

The advertisements of John Laidlaw & Son, Kingston, Ont., are excellent from any point of view. They are attractive; they are informative. Prices are prominent and descriptions adequate. The illustrations harmonize with the text; the typography is good. At first glance these advertisements may appear crowded, but they are not. Women will read such advertisements as eagerly as they would a sensational novel.

CHAPTER XLIV

COAL

THE coal man wastes more space than most advertisers, not because he uses extra large spaces but because he does not use the small spaces he uses well.

Coal is one of the hard things to advertise in an interesting way. Prices in most places are fixed by "common consent" so that price is not such an inducement in a coal advertisement as it is in other lines.

The sum total of the coal man's advertising seems to be the "keeping of his name before the public." This is of some value, but it is not considered good advertising these days.



The advertisement of The Central Coal & Wood Company is of this order. It is merely keeping the name before the public. In the small advertisement of Chalfant Bros., Philadelphia, Pa., we have some kind of information, even if it is merely the price.

In these two small advertisements we have at least four points that might be made much more of than is done in either advertisement. They are, quality—"Best American hard coal" and "Finest quality Lehigh;" prompt delivery; guarantee of weight and price. These points emphasized are of value to the coal man's advertising campaign.

In the advertisement of J. H. Leonard, Kansas City, Mo., we have another type of coal advertisement. To this type belongs the advertisements of the Reading Coal Pockets,

COAL		Finest Quality LEHIGH	
EGG	\$6.25	PEA	\$4.00
STOVE		COAL	
NUT			
Per Ton 2240 Pounds			
A full-weight guarantee (worth \$50.00) delivered with each order.			
Chalfant Bros.			
1314 North 44th St.			
Both Phones.			


Trenton, N. J., Rogers Coal Co., Hamilton, Ont., A. J. Bird & Co., Rockland, Me., Murray City Coal Co., Columbus, Ohio, and also that of the West River Coal Company, New Haven, Conn. This class of advertisement always carries with it some kind of an illustration. If one can be had showing the coal in action all the better; if that can not be obtained any old cut that indicates coal seems to answer. Most of these illustrations are worthless. Some are worth something, while at least four of the lot are pretty fair.

The illustration showing the extent of the Kansas City coal yards of J. H. Leonard, though crudely drawn suggest vastness, greatness, and these suggest economy.

The coal pockets illustration may be puzzling to most of us, but the illustration is explained by the text, and together they make quite a strong advertisement.

The illustrations in Bird's and in Murray's advertisements might be used with several other kinds of merchandise.

St. Bernard, Louisville, Ky., gives us an atrocious cut. The text is good and the advertisement would be better without the illustration.



Kansas City's Coal King

ADD ANOTHER COAL YARD

1908—Leonard's Total South Sales of Year, \$6,000
1908—Leonard's Total South Sales of Year, \$279,000

1908—Total Sales, \$60,000 1908—Total Sales, \$140,000
1908—Total Sales, \$140,000 1908—Total Sales, \$140,000

3 Immense, Modern Coal Yards

19th and Cleveland 19th and Tracy
21st and Grand Ave.

5,000 Tons Already Booked for July Delivery

These deliveries were made by The Kansas City Coal King as the yards actually appeared July 1st, 1908. They have the best of this business, the best of loading facilities—the best covered storage to store the best weighing facilities on land, the best coal yard to deliver that money can buy.


Living in the great amount of coal and merchandise sold last year, we recently made a special trip to the harbor and secured an unlimited supply of the best coal dug in the state. We have it now and guarantee every ton sold.

East side deliveries are made from the Belt Line Coal Company, owned by J. H. Leonard & Son, W. H. Leonard.


Remember that Leonard prints no dealer to whom all business is sent; but orders placed with him receive a first classing, no matter what kind of coal you want or how much you want.

J. H. LEONARD
Victoria Office—22 Bryant Building
All Crops—Steam—All Good

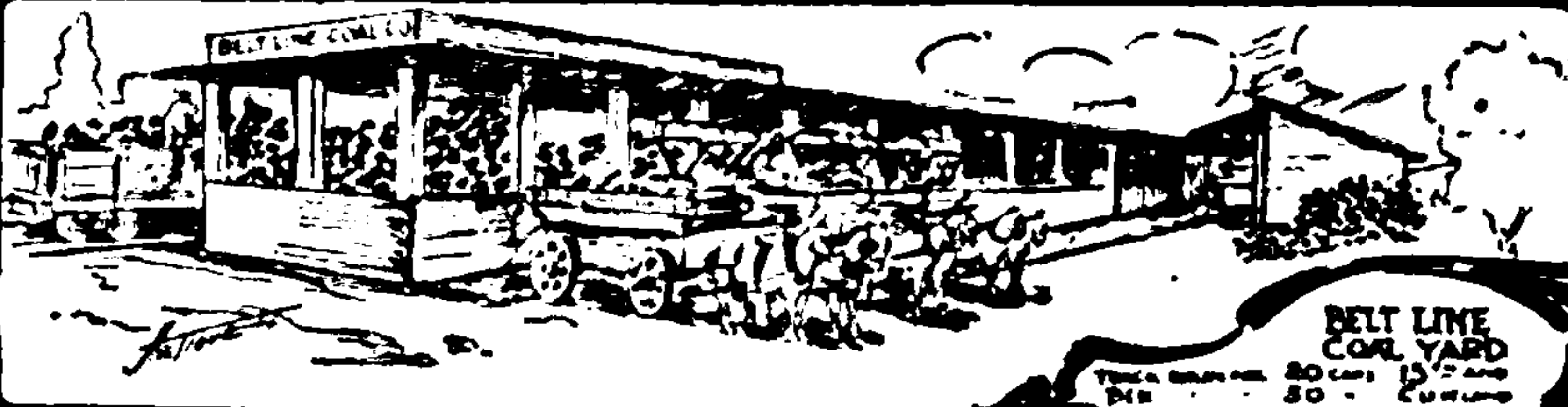
J.H. LEONARD COAL YARDS.



J.H. LEONARD COAL YARD
19th & Tracy. These figures are correct.



J.H. LEONARD COAL YARD
19th & Tracy. These figures are correct.



BELT LINE COAL YARD
These figures are correct. 50 cars 15' and 20' — 50 — CUMULATIVE

The Murray City Coal Co. advertisements are the best of the lot, for they give reasons for buying, and as before stated, it is hardly worth while advertising prices when prices are the same in every coal yard in the city.

It might be a good plan for a coal merchant to say unto himself. "Now there's that Pocahontas coal. Who should use it? Who can use it to best advantage? Very well, I'll tell these people all about the good qualities of this coal. I'll tell them how to use it to get the best results. I'll tell them when it is best to buy it. I'll tell them why it's policy and good business on their part to buy it from me. I'll tell them what it costs, etc., etc."

Then let him sit down and write half a dozen advertisements bringing out one or two points in each and making them show up strong. Then he has the beginning of a good campaign. Let him take every other kind and class of coal he has and do the same. Then we would have better and more interesting coal advertising. Circulars, blotters, booklets, novelties, etc., can be used as reminders and will aid in keeping the prospective customer in touch with the firm.



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Purchase full membership to immediately unlock this page

DELVE INTO FANTASY, MAGIC, MYTHOLOGY & FOLKLORE

Forgotten Books'
Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.

Continue

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CHAPTER XLV

DEPARTMENT STORES

WHEN we pass down the aisles of the great department stores and see the busy salesmen and saleswomen passing out thousands of dollars worth of merchandise to the surging, jostling crowd we are wrapt in wonder at it all. We ask ourselves the question, "What is the force that brought all these people into the store in search for these goods?" The answer is, "Advertising."

Then we turn to the newspaper and scan the large advertisements. In the larger cities, pages, only pages are used, and we wonder how these advertisements can be prepared, day after day, in such a manner as not only to interest the public enough to cause them to read the advertisements but to force them to call at the store and buy. How are all these wonderful bargains procured and how are they gathered together for use at the proper time? This latter is the advertising man's work. He must keep the store full of customers, he must keep each department busy. Sales must not drop behind even though the heavens fall. If there is a bad showing even for a day extra efforts must be made to "catch up" and "pass" the standards set by previous business.

Some advertisers find it extremely difficult to make their announcements interesting because they use only small space. They are of the opinion that it is an easy thing to prepare a page advertisement. It is if that page comes only once in a while. But when page after page must be prepared as day follows day, it is not so easy a task. The advertising man of a large store must be continually upon the alert to take advantage of every circumstance that occurs outside of the store as well as inside. He must be a person of profound knowledge of human nature. He must have artistic tastes and temperament. He must be well read in the literature of the day. He must keep posted upon values. He must know the ins and outs of the firm's business, aye, he must even know what is going on in the other stores.

A former advertising manager for Marshal Field & Co., Chicago, Ill., in an article some years ago that appeared in *The American Hatter*, says:

"Advertising is a life study. Everybody knows a little about it, but nobody knows all about it. Perhaps nobody ever will know all about it. To do that would require a knowledge broad enough to cover all the principles of human action. But many of us know that advertising will turn the attention of people to our business, and will thereby help that business. And between the knowledge of that simple fact, and the ultimate understanding of the why and wherefore of all things commercial, lies the scope of the possibilities of advertising."

Advertising is a life study, and like any other subject will never be learned by one man. Every man may become expert along certain lines, but he cannot master the whole subject for the reason that the subject is so wide, so vast, so changeful that when he has learned one idea he often has to speedily unlearn it and learn another to take its place.

All may learn certain fundamental principles that remain fixed, but it is the ever changing phases of the subject that must baffle the "would be" expert in the end.

Here are several paragraphs from the article mentioned above. They are worthy of thought, coming as they do from a master mind:

"Simplicity is the ideal in advertising. The strongest advertisement is the one which tells its story, leaves the right impression, and then stops. The reader will do the rest. It is not necessary to go on and load his mind with incidental statements. It is the easiest

thing in the world to write a simple advertisement—all you have to do is to find out what there is to say about the subject of your advertisement, and then write it down in the order in which the various points will best appeal to the reader. But if you undertake to twist the facts into a knot that you may arouse the reader's curiosity to get him to attempt to unravel it, you will encounter hard work, and a great deal of useless expense. After all, most of the Mystery of Mysteries of advertising consists in doing things which are considered smart by the people who invent them and foolish by the people who read them. A great deal of money is spent on this mysterious kind of advertising, but it is safe to say that half the money invested in simple statements which people can understand, would bring immensely greater returns.

"Another point I wish to mention is that it is of great benefit if the writer of an advertisement knows what he is writing about, instead of merely drawing on his imagination, and clothing his subject with adjectives, and bragging about its supposed merits. Let him go see the thing he is to talk about, let him examine its points, and thoroughly understand them, and then he can write an advertisement which will interest the people.

"The writer of an advertisement should digest the information he may receive about the subject of his sketch, and consider what points are known to the public, what points are commonplace, and what points stand between the public and the purchase. He will find very often that the points which appeal to him will be commonplace to the public and the points which seem commonplace to him will most strongly appeal to the public. So it is necessary to put yourself always in the reader's place, and write your advertisement from that standpoint. Such an advertisement is sure to win. As fundamental as this point seems to be it is merely the application of common sense to one of the simplest phases of the advertising problem.

"There are some things which claim to be advertising, but are not. They detract from the reputation of the business which issues them, and do not create one atom of respect. The only apology that can be offered for such things is that the people who get them up don't know very much about advertising; in fact, they seem to have a serious misconception of it. These things are designed merely to attract attention, regardless of whether the impression they make is good or bad. But there is about as much difference between such attempts at advertising and real advertising as there is between notoriety and fame."

The following extracts from an address delivered to the business men of Binghamton, N. Y., by Ralph B. Peck, advertising manager for Simpson Crawford Co., New York City, and formerly with Mandel Brothers, Chicago, in a similar capacity, gets down to everyday practical detail:

"In large stores the advertising manager is virtually the promoter and works with the merchandise man, whose business it is to regulate prices and stocks, and consequently they know what is best for a department. Department managers buy their goods, and no matter how poor the selections, they are, as it were, in love with their merchandise, but when it does not go and the merchandise man puts the 'give up mark' on it, it is then that the advertising man gets his work in.

"A manager is out for profit, while the advertising man is out for volume, and consequently I make it a rule never to advertise regular goods at regular prices. What I insist on is something new, or something at a cut price, in order to give me an opportunity to talk.

"For instance, a manager may come to me and say, 'I have 100 suits that have not sold, and I want to get rid of them. When I first received them I marked them \$20.00, but I'll put them on sale now at \$15.00—they cost \$14.25.'

"If I would take this item right in mid-season and say, '100 suits reduced from \$20.00 to \$15.00, no one would want them, so I make up what is termed the 'story' and when the ad comes out it would probably read:

“One hundred suits bought from an eastern manufacturer at a special price concession. He over-estimated his orders and was glad to have us take them off his hands. They are the very latest styles and were made to sell at \$20. In fact we have had the very same suits on sale at \$20 right along, but to-day, as long as they last, they are \$15.”

“Of course where the genius of the advertising man comes in is never to tell these ‘stories’ the same. But in doing this you must tell the truth about values. If you do not, people will soon learn not to believe you at all.

“The advertising department has a corps of shoppers who go to every store regarded as a competitor and buy anything that is new, not contained in our stocks, or anything that we have on sale at a higher price. These articles are shown to the buyer and his prices are regulated accordingly and he keeps in touch with all the new things his competitors have.

“Besides the corps of shoppers a ‘count’ is taken twice a day in all competitive stores, and we know how many are in each respective department of every store, and how many are in our store at a given hour.

“If we should find that one of our competitors had thirty in the glove department, another twenty, another thirteen, and we had only six or seven, we would immediately find out what they were selling to have such a crowd, and would arrange our glove sales accordingly, besides calling the buyer up and putting the ‘ginger’ into him, giving him a line of talk to the effect, ‘If so and so can sell gloves and have thirty in his department, there’s no excuse for you having only six or seven.’

“The advertising department knows the sales of each given day, what they were a year ago on a given day, and plans accordingly for each department. If a department had a \$3,000 day a year ago, say on the 20th of February, he knows it a week or two in advance, and it is his business to see that that department does not go behind, and he sends for the manager, plans accordingly and demands something out of the ordinary that will enable him to surpass that record.

“I want to say again that regular goods advertised at regular prices will never prove profitable. I will go further and say that I would rather take a two-hundred dollar ad and a hundred-dollar loss than to take a three-hundred dollar ad at any time. Give your patrons all you can, don’t give it all to the newspapers. And when you learn the art of doing this you will be able to profitably buy twice the space, for there is no paper that will pay if you do not offer the proper merchandise in your advertisements.

“Learn to sacrifice profit until you get your store up to a large volume of business and then you can do business profitably, for your discounts alone will be the source of great profit. That’s the secret of a large concern.

“A store doing ten million dollars a year can make eight hundred thousand dollars in discounts. If you sell a thing at a profit to-day, make a special of it some other day, and keep on until you have gone through your stocks. For when you sell something at a loss you are selling thousands of other articles at a profit. When I say selling at a loss, I don’t mean below cost—never do that unless forced to.

“Every time you write an ad put enthusiasm in it. Believe what you write and write what you believe. If you are not enthusiastic, depend upon it your readers will not be.

“I always try to make it a point once a month to ‘try a paper out’—find out the class of merchandise that brings the best results. Some papers are good for household goods—some for ready-to-wear apparel—some are better for men’s wear—and it’s the merchant’s business to find this out by practical demonstration.

“It’s impossible to tell a newspaper’s real worth by placing it at a disadvantage by running an ad unsuited to its clientele. The merchant must find out himself—you cannot take the newspaper’s word for it because the convictions of the one who speaks for the newspaper may be founded upon an experience that does not fit your business.

“No store can estimate the exact result of any one ad for any one day—true, a store may put an ad in the newspapers and it may fall flat—or a store may put an ad in the



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human knowledge in
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“In days I foresee this will not be so. The special activities of the leading store or stores in any community will give the hurrah of war-time to its advertising and bring the delighted throngs of Fair time to every selling floor under its roof.”

✂ The newspaper advertising done by these large stores is mostly of the “clearance” and “special” sale order, or consist of a large number of leaders being offered as a bait. The main object of the advertising man is to get people into the store where the tempting array of goods and the enthusiastic sales force may have a chance.

Yet, there is another order of newspaper advertising done by a few stores, the best stores, and that is of a kind that is quietly building up a business with a foundation upon the rock "quality." These stores are building business for the future; the former are of to-day. Let some new store peep forth with a cleverer manager and the others immediately take a back seat. Sale advertising is not harmful in itself, it is the too frequent use of this means of attracting a crowd that will eventually cause its own death. Leaders and baits are a necessity but should not always be offered. The general public will become

[illegible]

wise to the game some day and will absorb all the leaders offered in the different stores and will not even nibble at the other goods they are expected to buy.

The large stores of course use other mediums of publicity besides the newspapers. Many of them issue regularly twice a year large catalogues for use by mail order buyers. Then there are innumerable booklets, circular letters, novelties, premiums, and in fact almost every known kind of publicity from a business card to a poster.

Besides all these the store itself is used for advertising purposes. Costly decorations in windows and interiors, handsomely finished fixtures and furniture, cool and comfortable rest rooms, play rooms for children, exhibitions of works of art and demonstrations of goods and talent. Every convenience is looked after for taking care of the business of the store. Some stores have very strict rules of conduct laid down for their sales force. Any infraction of these rules results in instant dismissal. The customer must be protected from cross or cranky, careless or lazy salespeople.

The telephone is simplifying shopping, and several stores now have 'phones installed that number into the thousands. An idea of the amount of business done by telephone by

some of the big department stores may be had from the fact that Wanamaker's Philadelphia store has lately completed the installation of 2,000 'phones and have contracted for 1,000 more. There are over 100,000,000 feet, or nearly 19,000 miles of wire within the store. At each counter there has been located an instrument with automatic coin box attached, so that customers may call up any point with the utmost convenience. The monster switchboard is one of the "sights" of the store. It has a capacity of 12,000 'phones, should that number be necessitated by the growth of the store.

Individual cash registers are also being installed in all the principal departments and at the more important counters, so that people do not have so long to wait for their change.



Great January ★ Clearance Sale

This morning marks the beginning of Gilchrist's Great January Star Clearance Sale—an event looked forward to with keen anticipation by every shopper throughout New England—an occasion of marked importance, in which there is gathered a collection of bargains far greater than in any like sale heretofore. We need only to say that for low prices we will excel any effort of our own in the past. A comparison of prices elsewhere with that of the quality of merchandise offered, will be the most convincing argument and will clearly demonstrate to one and all that we still hold the proud distinction of being Boston's Foremost Store for Quality, Style and Price. All purchases made during the week will not be charged up in December, but will appear on January bill, which will not be rendered until February 1st. Mail Orders promptly filled. Write, or Phone Oxford 1791.

The Entire Stock of Samuel Reich & Co.'s Women's Suits, Coats and Skirts

Purchased by Us at 50 Cents on the Dollar Goes on Sale Today

Samuel Reich & Co. of New York are known throughout the United States as manufacturers of the most distinguished and fashionable styles in women's wear. Their extensive experience and vast stock of fabric made by them from the highest quality material in the world, and their skill in the construction of their garments, are well known to all who have purchased of them at regular prices.

At the present time, the entire stock of their women's suits, coats and skirts, purchased by us at 50 cents on the dollar, is being offered at a special clearance sale. This is a rare opportunity for you to secure these garments at a price far below their regular value. The quality and style of the merchandise are of the highest order, and the prices are so low that you can afford to purchase for yourself or for your friends.

This special clearance sale is a rare opportunity for you to secure these garments at a price far below their regular value. The quality and style of the merchandise are of the highest order, and the prices are so low that you can afford to purchase for yourself or for your friends.

On Sale Today at 5.30 A. M. Sharp









<p>No. 101 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p> <p>No. 102 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p> <p>No. 103 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p>	<p>No. 104 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p> <p>No. 105 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p> <p>No. 106 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p>	<p>No. 107 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p> <p>No. 108 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p> <p>No. 109 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p>	<p>No. 110 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p> <p>No. 111 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p> <p>No. 112 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p>	<p>No. 113 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p> <p>No. 114 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p> <p>No. 115 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p>	<p>No. 116 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p> <p>No. 117 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p> <p>No. 118 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p>	<p>No. 119 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p> <p>No. 120 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p> <p>No. 121 - Princess Suit, the latest style, with long skirt, high collar, and long sleeves. Made of fine material. Price \$10.00</p>
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Merchants Legal Stamps As Usual Given With Each 10c You Spend

Transfer slips can be used at some stores, which facilitates purchases and saves paying for articles as purchased at the different counters and waiting each time for change.

Banking is rapidly being added as one of the features of the modern department stores. This is merely for the purpose of acquiring capital (interest being allowed upon deposits), and of inducing people to patronize that particular store when they have money on deposit. The matter of credit purchasing is being simplified to some extent by this innovation.

In this chapter we are reproducing a number of advertisements of department store sales and other events. In doing so the writer has selected from a wide range of advertisements, selecting as nearly as possible from every locality, from every large city at least, one specimen, so that the reader may at his leisure compare the different styles.

Much has been said about the difference in the style of advertising used in different cities. This difference is merely on the surface. It is not in essentials. Each class of people in one city is represented by a very similar class of people in another. Sometimes the size of this class differs, but hardly ever the make-up. The same advertising will appeal to the same classes no matter where situated.

January is pre-eminently the month of "Clearance Sales." These are now to be

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Forgotten Books'
Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.

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long lines of the introduction been broken so that they extended only over half the width of the page. The type used however is large and clear and is readable.

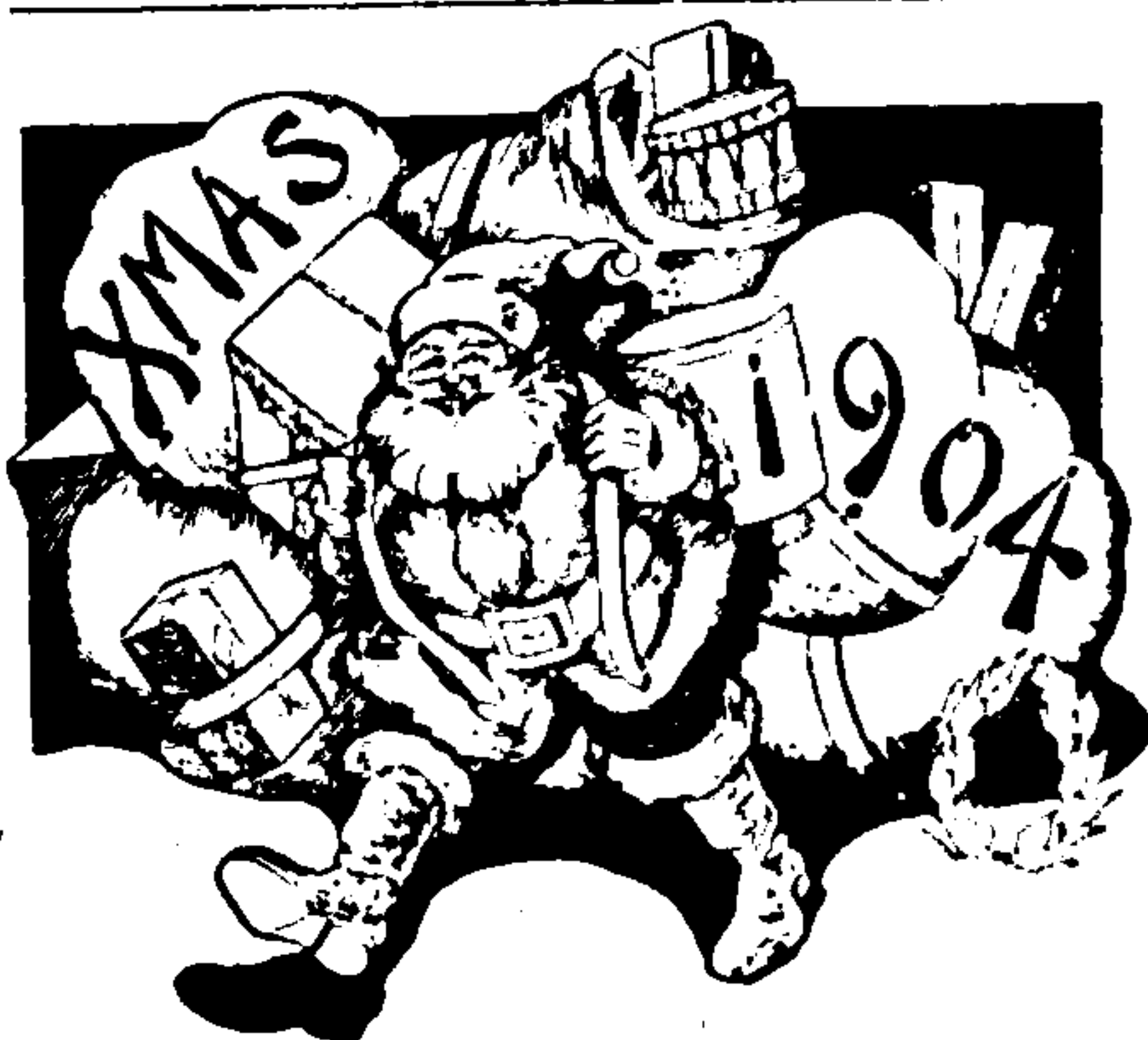
The Harris-Emery Co., Des Moines, Ia., gives us an excellent example of advertising in the specimen reproduced. This advertisement is a solid mass of type, yet so artistically arranged that not one woman in a thousand could resist the temptation to read it through at the breakfast table, allowing her coffee to get cold while she eagerly skipped from one item to another. The headline is an excellent one, as is also the introduction. The illustrations and their arrangement are as good as one could wish. Prices are properly and prominently displayed. Descriptions are fully given. What more could one want in an advertisement.

H. S. BARNEY CO.

H. S. BARNEY CO.

H. S. BARNEY CO.

H. S. BARNEY CO.



The Great Christmas Book at BARNEY'S IS OPEN

And Ready Saturday Morning With Better Service
Than Ever at

SCHENECTADY'S GREATEST CHRISTMAS STORE

THE great machinery of this great Christmas store is running smoother and better than ever before, even under the highest pressure ever put upon it.

Many improvements have been made during the year and all have been made with but one main thought in the arrangements—more room for store comfort and more room to display the greatest Christmas stock ever gathered from all corners of the earth.

The book of Christmas happiness is written here in strong, bold face type, and it is a story of toys and baubles, in books and jewels, in art things and wear things, in things for the home, in things of sense and sentiment.

The store is a book telling a story as dramatic as was ever penned. It will give you a Christmas message which will help open wide the door of some heart, deepen friendship, create happiness and good will.

COME—read the great Barney Christmas book, for pleasure if you will, for inspiration or for helpful suggestions.

Santa Claus is Ready

Arrayed in his sleigh, drawn by his faithful reindeer (fulfilling the old, sweet, traditional story of the child mind) carrying stores of toys to his faithful friends, THE CHILDREN.

See our log cabin, our handkerchief booth, our calendar and card booth, our basket booth and so on, for with all our extra attractions, we still consider the main attraction, the magnificent

Christmas Stocks

Such as have been gathered at the Barney Company store. We are showing

The largest, most complete Toy Store in Central New York.

The broadest variety of Men's Wear—Scarfs, Suspenders, House Coats, Bath Robes, Shirts, Gloves, &c.

Handkerchiefs

Not only by the thousands, but the choicest and finest that come from abroad.

A Comprehensive Book Store

Copyrights, Juvenile books, Boys and Girls Library, Christmas Cards, Calendars, &c., &c.

Sterling Silver and Silver Plated Ware

All kinds for table and fancy use, as well as Brushes, Combs, Manicure, Toilet Articles, &c., &c.

Our China Ware Department

Presents a broad and beautiful variety of Dinner Ware, Fancy China and Cut Glass, Vases, Art Glass, &c., &c.

The Candy Department

Back in our new annex on first floor—full of the choicest sweetmeats in pound or half pound packages, fancy baskets and boxes and in bulk.

The Furniture Department

On the 3d, 4th and 5th floors of our new building shows the finest stock ever gathered here—Music Cabinets, Desks, Morris Chairs and Rockers, Sideboards and Buffets, Lounges, Cabinets, &c., &c.

The Carpet Department

Has a large variety of Oriental and Domestic Rugs, Carpets, Portieres, Carpets, &c., &c.

And so on, for space fails us to tell of the beautiful gift things in Leather and Burnt Wood Novelties, Perfumes, Toilet Articles, Umbrellas, Ladies' Neckwear, Dress Patterns in Silk or Wool, Cloaks, Jackets, Furs and the thousand and one other practical gifts that serve as well as delight the recipients.

Our Christmas Story

This year is more interesting than ever and as we tell it to you day by day and week by week we feel that the wants of every heart can be satisfied at the Barney store.

We have made special arrangements for Santa Claus letter box at our post-office department. Have the children prepare their Santa Claus letters and deposit them in our regular Santa Claus box.

And do not forget our Post Office Department under GOVERNMENT SUPERVISION. You can mail any parcel or package direct from our store. We will have a special department for the shipping and packing of your parcels, Stamps, postoffice money orders, postal cards, etc. for sale in any quantity. Further announcements of Christmas Readiness will be forthcoming, and no opportunity will be lost to make our store your headquarters for Christmas shopping.

SCHENECTADY'S
GREATEST STORE

H. S. BARNEY CO.

SCHENECTADY'S
GREATEST STORE

Canada's greatest retail establishment furnishes us with a good specimen of sale advertising. In Eaton's, Toronto, Ont., advertisement the furniture sale, a special February feature of most large department stores, is given prominence. The symmetrical arrangement of the whole advertisement is pleasing. Into this page advertisement is crowded a great many different offerings, no fewer than sixteen departments being prominently represented, while there are suggestions of many more.

One must not suppose that because a firm uses a page space that it is always good advertising. Very often it is not. In the specimen from Schenectady, N. Y., we have a page space filled with general statements. The H. S. Barney Co. no doubt reaped a benefit from this advertisement. If they did it was more from the impression the size of the advertisement created than from any particular information it gives, or of any special offerings held out for the purpose of inducing the public to call and purchase.

The whole story of the headline and introduction occupies nearly half a page. When one reads it one wonders what there is in it to deserve so much notoriety. Four words would have said just as much—"Christmas stocks are here." The balance of the page really gives us the same information over again, only it goes into detail sufficiently to mention three or four departments. We are told that "Santa Claus is Ready," and one or two attractions mentioned. What an opportunity lost! Why, oh, why did not "Barney" tell the children something about "Santa's" coming in his reindeer-drawn sleigh, of the fine toys he was bringing from his home in the "Northland?" Why were they not invited to come and see these things? Did "Barney"

think they would be in the way? Perhaps he forgot that children want everything they see, and that indulgent parents try to gratify their infantile wants.

Just think of a page advertisement exploiting Christmas stocks and not a price mentioned. Surely this advertisement is an hundred years old you will say. Not so. The

BLOOMSTEIN BROTHERS

Women's Good Stockings

These excellent hose and half hose afford the welcome combination of quality with low prices, with the additional advantage of being in plentiful assortment.

for 17½¢
a pair

Women's black fine thread lace stripe hose, full fashioned foot, very sheer, any lace, were 25¢ a pair. For tomorrow 17½¢ or

3 pairs for 50¢

Men's black fine thread lace open socks, black grounds with circular red stripes; black ground with white or colored figures embroidered. Were 25¢ a pair. For tomorrow 17½¢ or

3 pairs for 50¢

Women's Hermsdorf black fine thread hose, ankles silk embroidered in neat designs in white or colored. Were 50¢ a pair. To close at

30¢ a pair.

Special—30 dozen women's Hermsdorf black lace open work hose, the best patterns, worth 50¢ a pair. Price for this lot **30¢ a pair**



MANDEL BROTHERS

Marvelous sale of gold-filled jewelry

95c

THIS IS truly an offer of most absorbing interest from a viewpoint of price as well as the character of the merchandise represented. The circumstances which made possible this exceptional inducement are most interesting. A well-known manufacturer of high-grade jewelry accepted our offer on his entire made-up stock of handsome pieces. As a result we secured the immense assortment at about half their actual market value, which, of course, means a decided saving to you. Choice of collection.

There are gold-filled Natchez brooches, make brooches, children's signet brooches, gold-filled ring holders, gold-filled keyrings, set with semi-precious stones, leather-covered and long chain ring holders, combs with emeralds and amethysts, monogrammed rulers, vanity boxes, set with rhinestones, and other designs too numerous to mention, all splendid

values, worth up to 2.50, now at only **95c**



date is plainly shown in the illustration. It means "December, 1904," which is not very far back, considering.

All department store advertisements do not occupy a full page space. Many of their best advertisements occupy much smaller spaces. Take the Mandel Brothers', Chicago, Ill., advertisement of gold-filled jewelry. If that advertisement would not draw trade then no advertisement would. The charm of that combination border and illustration could hardly be resisted. The text is so entirely different from usual "bargain" announcements that this very difference makes it convincing. The whole arrangement is first-class in every respect.

The idea of offering some one line at a time is as good for department stores as for other retailers. Take the two Memphis, Tenn., advertisements of J. G. Gerber, and Blownstein Brothers. Here we have two very good hosiery advertisements. These advertisements appearing among other stores' offerings will have a greater value than had they appeared on a page of either firm's advertisements. They are not overshadowed by any other offering the firm is making at the same time. They stand out alone as a special offering of the firm making it.

Gerber
MEMPHIS

Specials for Saturday

Ladies' Gauze Lisle Hose, comes in embroidered instep in a large line of neat new designs; also embroidered lace boots, 75c quality
Special a pair 45c

Ladies' Imported real Maco Cotton Hose, an excellent wearing quality, comes in correct fall weights, reinforced heels, soles and toes, fast black
Special 5 pairs for \$1.00



Children's School Hose for boys and girls, comes in the most desirable fall weights, reinforced knees, heels and toes
Our 35c quality. Special a pair 25c

Children's School Hose, style for girls small ribbed; bicycle ribbed for boys. All reinforced knees, heels and toes, absolutely fast black
Special a pair 12½c

Marshall Field & Co.

*A Splendid Value in One of the
New Fall Models:*

**Misses' Tailored Suits
\$15.00.**



100 of these suits are included at this price. Made in the season's popular shades—maroon, green, navy, brown, also black; the new kilted skirt, coat lined throughout with satin; sizes 14, 16 and 18—specially priced at \$15.

Fourth Floor

Sometimes the advertisement writers of large department stores make mistakes. They don't do it often, mind you, for that would mean a "change." But occasionally they make an effort in the wrong direction. Just take a look at the sewing machine advertisement of the J. R. Libby Co., Portland, Me., for a moment. If any one should read a little more than half of this advertisement he or she would find that it was about sewing machines. The first mistake made in this advertisement, and of course the gravest, is the argument. It is a man's argument to men. Women do not hire men as a usual thing to do things around the house, the men attend to that. The argument would make good if the article offered was a machine tool for use by men and was presented through a trade journal. There is another very great mistake made here, and that is the failure to tell the difference between a chain stitch and a lock stitch. After telling that, it should also have presented the advantage of having a machine that would produce either or both stitches when wanted and might have told something about *when* the one was an advantage over the other. That is, it might have told why a lock stitch was more suitable for one kind of work and a chain stitch for some other.

But supposing this machine makes only one kind of stitch, which is a combination of "lock" and "cham" stitch, what then? Why not tell why the lock stitch is deficient



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Get Smart

Over 2,000 years of
human knowledge in
797,885 volumes

Instant access
\$8.99/month

Continue

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We never have permitted and never will permit any one to mislead us or successfully to depict our agency in any branch of our business.

Fishermen! Attention! Live Bait.

To-morrow morning we will begin to sell Live Bait—small worms, blood worms, fiddler crabs, etc. This is done at the request of men who say that it's the only thing we do not sell for bait. We worry about Bait—just come here.

[illegible]

Dainty Wear for Misses.
Washable Summer Attire.

Characterizing styles of real modish dresses that are of the same taste very modestly priced.

Washable Ties of poplin, linen. Two pocket, striped with natural and colored with extraordinary decorative dyes, priced from \$1.00 to \$1.50 and \$1.50 to \$2.00.

Blouses: Peter Pan, Western, to white only, collar and cuffs of pink or blue \$1.25, 1.50 and 1.75.

Children's: 12-piece, collar and length of materials of boys and children's, gingham, striped, plaid, and blue and white, 12-piece, \$1.00 to \$1.50.

Special children's, \$1.00 to \$1.50.

Special two-piece children's, \$1.00 to \$1.50.

For Underwear and all the many, many needs
for the business men these valuable Ribbons,
at these very low prices, will be wanted by
many many people

No. 1 -	1/2 yds with	slightly the a	1/2 yds with	1/2 yds with
No. 2 -	1/2 yds with	slightly the a	1/2 yds with	1/2 yds with
No. 3 -	1/2 yds with	slightly the a	1/2 yds with	1/2 yds with
No. 4 -	1/2 yds with	slightly the a	1/2 yds with	1/2 yds with
No. 5 -	1/2 yds with	slightly the a	1/2 yds with	1/2 yds with
No. 6 -	1/2 yds with	slightly the a	1/2 yds with	1/2 yds with

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If all advertisements were arranged in panels similar to the above the whole would be monotonous, yet note the fine effect alongside of the Siegel-Cooper Co. advertisement with its glaring heavy faced type headings and prices.

The Great Departmental Stores
157-173 St. Joseph St., Quebec

Z. PAQUET

The Great Departmental Stores
157-173 St. Joseph St., Quebec

"A" is for Anything you may require
At prices which create the keenest desire.

also stands for
Art Sofa Cushions.

Pretty Sofa Cushions, size 18 x 18 inches, covered with fine Art Muslin of various dainty designs suitable for cozy corners and easy chairs, regular price 35c each. Red Letter Sale price, each **15c**

"B" is for Bedtime that you'll be excited.
You'll agree that quality is always up to the mark.

also stands for
Bedroom Suites.

4 or 6 only—Bedroom Suites, five quartered oak finish, French bed plate mirror, solid brass trimmings, regular price \$200.00. Red Letter Sale price **\$135.00**

"C" is for Comforters, excellent quilts,
Which give you comfort by day and by night.

also stands for
Cushion Covers.

Lithographed Sofa Cushion Covers, very handsome designs, suitable for framing or for every day use, regular price 75c each. Red Letter Sale price each **35c**

"D" is for Dollars you'll save, if you wish.
By reading this ad, which will prove a surprise.

also stands for
Dainty Portieres.

8 pairs only—Fine Silk Tapestry Portieres, very handsome designs in old gold, yellow and old rose. 12 yards long, regular price per pair \$100.00. Red Letter Sale price, only **\$55.00**

"E" is for Economy, a quality rare
Which each man in this ad will treasure.

also stands for
Etchings.

Handsome Framed Etchings, size 16 x 23 inches, in tinted oak frames with titles on gilt plaques. 12 designs, regular price \$5.00 each. Red Letter Sale price **\$2.45**

"F" is for Favorite Customers, who
Will profit by reading these items all through.

also stands for
French Corsets.

Le Louvre, No. 450, white combed, black Corset, handsewn, trimmed with lace, best tempered steel filling, sizes 14 to 25, 26 to 27, 28 to 30, 31 to 33 and 34 only, regular price \$1.75. Red Letter Sale price **\$1.00**

"G" is for Genuine Comforters which give
This pattern a reliable feeling that lasts.

also stands for
Grey Jean Corsets.

Le Louvre, No. 300, fine French Corset of Grey Jean 22 steel, slown style lace, trimmed, sizes 18 to 28, regular price 1.00. Red Letter Sale price **65c**

"H" is for Honesty, always our aim.
And this has four means to distinguish our name.

also stands for
Highest Shoe Values.

Men's Douglas Slippers, Men's Congress Slippers, and Ladies' patent lace Oxfords and Douglas Patent Boots, regular prices \$1.25 to \$3.00 per pair. Red Letter Sale price **75c**

"I" is for Integrity, our policy tried—
You'll get satisfaction if we help you decide.

also stands for
Infants' Silk Bonnets.

Infants' fine Japanese Silk Bonnets, colors pink or blue, handsewn, trimmed with lace and trim, very dainty and pretty, regular price \$2.50. Red Letter Sale price **\$1.50**

Great Red Letter Sale

Commencing on Monday April 30th, we will hold a unique Bargain Sale, embracing many new and pleasing features. Every item on this list will be found to be specially reduced and the prices will prove a real surprise. These bargains will be easily discovered by the huge red letters in every department. Remember your letters—each will prove a prize worth coming for.

"J" is for Justice to one and to all.
You'll get a better deal at each counter or stall.

also stands for
Jackets for Ladies.

Ladies' Pony Jackets, 21 inches long, fawn or black, front made with inverted pleats, plain box back, matched collars, self-covered buttons, regular price \$8.75. Red Letter Sale price **\$6.50**

"K" is for Kindness in buying our stocks,
Whether curtains or linens, dress goods or frocks.

also stands for
Knife Boxes.

Solid Wood Knife Boxes, well made, center jointed, 10 handle, very handsome finish, light or dark, regular price 50c each. Red Letter Sale price **35c**

"L" is for Lenses we're bound to maintain
When making reductions your trade to retain.

also stands for
Ladies' Shirts.

50 only all wool Bengaline, made with box pleats all round, very light in weight and rich in appearance, colors fawn, castor, silver grey, pearl, peach and navy, regular price \$7.50. Red Letter Sale price **\$5.50**

"M" is for Merchandise, ready and new,
In every department, all ready for you.

also stands for
Men's Shirts.

Men's Fancy Shirts, stiff and soft, handsome, neat designs in stripes and figures, colors white, blue, green and tan grounds, mostly 18 inch sizes, regular price \$1.75. Red Letter Sale price **\$1.25**

"N" is for News that we print every day,
To tell you what's here if you're passing this way.

also stands for
New Taffetas.

Handsome Checked Taffeta Silk, very fine quality, tiny checks and overchecks in a great variety of popular shades, regular price 85c per yard. Red Letter Sale price **60c**

"O" is for Obedient women and men,
Who show you the goods and service you desire.

also stands for
Oil Paintings.

Genuine Oil Paintings, size 20 x 30 inches, hand-painted gilt frames, beautiful landscape subjects, very artistic, regular price \$5.00 each. Red Letter Sale price **\$3.25**

"P" is for Pullman which can't fail to please
And make you get through your day's shopping with ease.

also stands for
Plauen Lace Collars.

100 dozen—L

John Laidlaw & Son

The Greatest Bargains of This Season

To-morrow at 9.00, 3.00, and 7.00 O'clock

White India Linnon has been one of the very scarce materials on the market and one of the very popular materials with the public for the last few weeks. Imagine then the surprise and pleasure with which we accepted 4,500 yards of six line even qualities from one of the best English makers, at very radical reductions on his regular prices. Why he reduced does not matter. Certainly it was not because of having poor qualities of an un-called for material which he wished to clear out—the Linnons will prove that at a glance. Suffice to say that we'll sell to-morrow—

1160 yards,	10 quality at	.08	
845 "	.15 "	.11	
440 "	.18 "	.13	
790 "	.20 "	.15	
800 "	.25 "	.18	
365 "	.30 "	.20	

To-morrow there will be a bolder day here. In order that all may come and get some of this material, we have divided the lot into three parts. One-third will be offered at 9 a.m., one third at 2 p.m. and one-third at 7 p.m. Candidly we do not believe that anyone of the lots will last over one ho

No phone orders accepted.

JOHN LAIDLAW & SON

300 Splendid New Cushion Covers at Nearly Half-Price

If you need Cushions for a boat, for a veranda, for a hammock—for anyone of the helps to summer comfort, you'll do well to come at 9.30 to-morrow morning. We bought these Cushion Tops at a price away below their regular—almost half—and you may be sure the small profit we have marked will not alter the difference very materially. No phone orders.

150 French Tapestry Cushion Covers, in new and designs of figures, regularly available at \$2.00 each, your choice to-morrow after 9.30 a.m. each only	.15
150 French Tapestry Cushion Covers, in designs of flowers, regularly available at \$2.00 each, your choice to-morrow after 9.30 a.m. each only	.29

JOHN LAIDLAW & SON

Buy Your Summer Needs in Hosiery To-morrow

No one knows better than ourselves the trouble choosing Summer Hosiery may be especially if an assortment is limited in any way. But limitation is just what we've avoided. When ordering we pleased to have plenty of styles and plenty of qualities with every wanted size—so that the saying "Hosiery for All" might be applied more forcibly than ever to this section of our popular store.

Here are a few special lines, and you'll be very well come to come and see all to-morrow—

Ladies' Fine NAVY Line Hosiery, the latest and most popular fall in Fashion—a great city—New York—have in very low last fronts with absolutely embroidered dots, in sizes 11, 12, 14 and 16, priced while they last, though in other cities the very same kind are sold for \$2.50 per pair only	.49
Children's Fancy Line Lace Stockings, in dainty black and white designs, priced, per pair, according to size, from \$1.00 to \$1.50	.39
Children's Black Cotton Stockings, very fine, ribbed, per pair, according to size, to-morrow from \$1.00 to \$1.50	.25
Boys' Famous Leather-Knit Stockings, with double toe, heel and knee pads to stand the toughest kind of holiday wear, light summer weight, priced per pair according to size, from \$1.00 to \$1.50	.25
Men's Black Cotton Stockings, with natural wool and ballroom and a very popular light weight and excellent quality, per pair only	.25
Ladies' Summer-weight Cashmere Stockings, very light and just the thing for those who wish to wear cotton-like qualities, per pair, 30, 35, 39 and 44	.90

TWO CANADIAN ADVERTISEMENTS

In these two advertisements we have a contrast of style. In the constant striving for effect one should not forget that the object of the advertisement is to draw people to the store. The advertisement of John Laidlaw & Son, Kingston, Ont., is the ordinary style of announcement, while that of Z. Paquet, Quebec, P. Q., varies the monotony without losing sight of the business aim of the advertisement.



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Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.

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CHAS. A. STEVENS & BROS

Muslin Underwear and Lingerie
May Sale: Most Phenomenal Values in Fine Domestic and French Underwear
 Why can we give greater values than can be found elsewhere? Because we are the only exclusive women's style shop in our city, we have nothing to divert our attention from women's wear. This is all we know. Then must we not know it more thoroughly than the puerile institutions who know something about everything? 'Tis just a proof of the good old saying—a jack of all trades is master of none. To prove our statement we ask you to fix in your mind, if you please, any article of undermuslin at any given price. Then make a careful investigation of what we show at that price in the article selected. Compare it with what can be found anywhere else at the same price, and we know you will endorse our statement that such values have never before been offered.

Anything like an adequate description of the numberless styles and qualities is impossible. In both the popular brand and four grades the price comparison is such that every patron who in investigation will undoubtedly want to buy a woman's supply. The effects are so novel and satisfactory, yet practical and so accessible. The following list of prices will suggest to you about what we are offering in this sale:

Neck Gown—Ranging in price: 50c, \$1, \$1.25, \$1.50, \$1.75, \$2.00, \$2.25, \$2.50, \$2.75, \$3.00, \$3.25, \$3.50, \$3.75, \$4.00, \$4.25, \$4.50, \$4.75, \$5.00, \$5.25, \$5.50, \$5.75, \$6.00, \$6.25, \$6.50, \$6.75, \$7.00, \$7.25, \$7.50, \$7.75, \$8.00, \$8.25, \$8.50, \$8.75, \$9.00, \$9.25, \$9.50, \$9.75, \$10.00, \$10.25, \$10.50, \$10.75, \$11.00, \$11.25, \$11.50, \$11.75, \$12.00, \$12.25, \$12.50, \$12.75, \$13.00, \$13.25, \$13.50, \$13.75, \$14.00, \$14.25, \$14.50, \$14.75, \$15.00, \$15.25, \$15.50, \$15.75, \$16.00, \$16.25, \$16.50, \$16.75, \$17.00, \$17.25, \$17.50, \$17.75, \$18.00, \$18.25, \$18.50, \$18.75, \$19.00, \$19.25, \$19.50, \$19.75, \$20.00, \$20.25, \$20.50, \$20.75, \$21.00, \$21.25, \$21.50, \$21.75, \$22.00, \$22.25, \$22.50, \$22.75, \$23.00, \$23.25, \$23.50, \$23.75, \$24.00, \$24.25, \$24.50, \$24.75, \$25.00, \$25.25, \$25.50, \$25.75, \$26.00, \$26.25, \$26.50, \$26.75, \$27.00, \$27.25, \$27.50, \$27.75, \$28.00, \$28.25, \$28.50, \$28.75, \$29.00, \$29.25, \$29.50, \$29.75, \$30.00, \$30.25, \$30.50, \$30.75, \$31.00, \$31.25, \$31.50, \$31.75, \$32.00, \$32.25, \$32.50, \$32.75, \$33.00, \$33.25, \$33.50, \$33.75, \$34.00, \$34.25, \$34.50, \$34.75, \$35.00, \$35.25, \$35.50, \$35.75, \$36.00, \$36.25, \$36.50, \$36.75, \$37.00, \$37.25, \$37.50, \$37.75, \$38.00, \$38.25, \$38.50, \$38.75, \$39.00, \$39.25, \$39.50, \$39.75, \$40.00, \$40.25, \$40.50, \$40.75, \$41.00, \$41.25, \$41.50, \$41.75, \$42.00, \$42.25, \$42.50, \$42.75, \$43.00, \$43.25, \$43.50, \$43.75, \$44.00, \$44.25, \$44.50, \$44.75, \$45.00, \$45.25, \$45.50, \$45.75, \$46.00, \$46.25, \$46.50, \$46.75, \$47.00, \$47.25, \$47.50, \$47.75, \$48.00, \$48.25, \$48.50, \$48.75, \$49.00, \$49.25, \$49.50, \$49.75, \$50.00, \$50.25, \$50.50, \$50.75, \$51.00, \$51.25, \$51.50, \$51.75, \$52.00, \$52.25, \$52.50, \$52.75, \$53.00, \$53.25, \$53.50, \$53.75, \$54.00, \$54.25, \$54.50, \$54.75, \$55.00, \$55.25, \$55.50, \$55.75, \$56.00, \$56.25, \$56.50, \$56.75, \$57.00, \$57.25, \$57.50, \$57.75, \$58.00, \$58.25, \$58.50, \$58.75, \$59.00, \$59.25, \$59.50, \$59.75, \$60.00, \$60.25, \$60.50, \$60.75, \$61.00, \$61.25, \$61.50, \$61.75, \$62.00, \$62.25, \$62.50, \$62.75, \$63.00, \$63.25, \$63.50, \$63.75, \$64.00, \$64.25, \$64.50, \$64.75, \$65.00, \$65.25, \$65.50, \$65.75, \$66.00, \$66.25, \$66.50, \$66.75, \$67.00, \$67.25, \$67.50, \$67.75, \$68.00, \$68.25, \$68.50, \$68.75, \$69.00, \$69.25, \$69.50, \$69.75, \$70.00, \$70.25, \$70.50, \$70.75, \$71.00, \$71.25, \$71.50, \$71.75, \$72.00, \$72.25, \$72.50, \$72.75, \$73.00, \$73.25, \$73.50, \$73.75, \$74.00, \$74.25, \$74.50, \$74.75, \$75.00, \$75.25, \$75.50, \$75.75, \$76.00, \$76.25, \$76.50, \$76.75, \$77.00, \$77.25, \$77.50, \$77.75, \$78.00, \$78.25, \$78.50, \$78.75, \$79.00, \$79.25, \$79.50, \$79.75, \$80.00, \$80.25, \$80.50, \$80.75, \$81.00, \$81.25, \$81.50, \$81.75, \$82.00, \$82.25, \$82.50, \$82.75, \$83.00, \$83.25, \$83.50, \$83.75, \$84.00, \$84.25, \$84.50, \$84.75, \$85.00, \$85.25, \$85.50, \$85.75, \$86.00, \$86.25, \$86.50, \$86.75, \$87.00, \$87.25, \$87.50, \$87.75, \$88.00, \$88.25, \$88.50, \$88.75, \$89.00, \$89.25, \$89.50, \$89.75, \$90.00, \$90.25, \$90.50, \$90.75, \$91.00, \$91.25, \$91.50, \$91.75, \$92.00, \$92.25, \$92.50, \$92.75, \$93.00, \$93.25, \$93.50, \$93.75, \$94.00, \$94.25, \$94.50, \$94.75, \$95.00, \$95.25, \$95.50, \$95.75, \$96.00, \$96.25, \$96.50, \$96.75, \$97.00, \$97.25, \$97.50, \$97.75, \$98.00, \$98.25, \$98.50, \$98.75, \$99.00, \$99.25, \$99.50, \$99.75, \$100.00, \$100.25, \$100.50, \$100.75, \$101.00, \$101.25, \$101.50, \$101.75, \$102.00, \$102.25, \$102.50, \$102.75, \$103.00, \$103.25, \$103.50, \$103.75, \$104.00, \$104.25, \$104.50, \$104.75, \$105.00, \$105.25, \$105.50, \$105.75, \$106.00, \$106.25, \$106.50, \$106.75, \$107.00, \$107.25, \$107.50, \$107.75, \$108.00, \$108.25, \$108.50, \$108.75, \$109.00, \$109.25, \$109.50, \$109.75, \$110.00, \$110.25, \$110.50, \$110.75, \$111.00, \$111.25, \$111.50, \$111.75, \$112.00, \$112.25, \$112.50, \$112.75, \$113.00, \$113.25, \$113.50, \$113.75, \$114.00, \$114.25, \$114.50, \$114.75, \$115.00, \$115.25, \$115.50, \$115.75, \$116.00, \$116.25, \$116.50, \$116.75, \$117.00, \$117.25, \$117.50, \$117.75, \$118.00, \$118.25, \$118.50, \$118.75, \$119.00, \$119.25, \$119.50, \$119.75, \$120.00, \$120.25, \$120.50, \$120.75, \$121.00, \$121.25, \$121.50, \$121.75, \$122.00, \$122.25, \$122.50, \$122.75, \$123.00, \$123.25, \$123.50, \$123.75, \$124.00, \$124.25, \$124.50, \$124.75, \$125.00, \$125.25, \$125.50, \$125.75, \$126.00, \$126.25, \$126.50, \$126.75, \$127.00, \$127.25, \$1

Broad New & Halsey Sts. **HAHNE & CO****HAHNE & CO** Broad New & Halsey Sts.**Fishing Tackle.**

The disciples of Wallace will find here everything needed for making the biggest catches ever with only a little bit of skill. Everything is here for both fresh and salt water fishing.

RODS—

Split Bamboo, two piece casting rod, well mounted good quality, 1.50.

Four piece split Fly Rod, cheaply mounted good quality, ranging in price from 1.00 to 10.00.

Large wood bait and Fly Rod, extra fine quality to have from \$10 to \$25.

Chase Clay Rod, two piece bait or fly, cheaply mounted in form, regularly \$5.00, at \$2.75.

Ask and learn wood bait Rod, \$10 to \$25.

Quadrant and large wood Rod, best quality, 2.50 to 4.00.

Spoken Rods, 7 to 40 inch, beautiful casting Spoken, 25c.

Split Rubber Tippets, 25c.

Free to all Fish, etc.

For quality of get London, 4c to 20c.

Phantom Flywaters, regularly 10c, at 10c.

Acme and all Lines, 10c to 1.00.

Best look from our Lines, 10-catch quality, 25c.

Best Catfish Rod Lines, 100-catch quality, 40c.

Ordnance Rod Lines, 100-catch quality, 40c.

First all Lines at 1.25 per 100 rods.

Superior Braided Rods, guaranteed best of the 1.00 per 100 rods.

Forest Lines, from 2.50 to 4.75 per 100 rods.

Split Bamboo Rods, 7 to 10.00.

Large wood Rods, 1.00 to 4.00.

Quadrant Rods, 1.00 to 1.00.

Spoken Rods, 1.00 to 1.00.

Split Rubber Tippets, 25c.

For quality of get London, 4c to 20c.

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Quadrant Rods, 1.00 to 1.00.

Spoken Rods, 1.00 to 1.00.

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Large wood Rods, 1.00 to 4.00.

Quadrant Rods, 1.00 to 1.00.

Spoken Rods, 1.00 to 1.00.

Split Rubber Tippets, 25c.

For quality of get London, 4c to 20c.

Fling Old Glory to the Breeze!

LET the Flag float on Decoration Day from every home, from every store, office and factory; and then let us salute it and its gallant defenders who have answered to the last roll-call, and the regiment of the Grand Army of patriots still marching under the Starry Banner.

Whether you devote Decoration Day to paying tribute to the dead or to the enjoyment of outdoor recreation or sport, you will find in this store everything needed for the full enjoyment of the holiday—flags, decorated umbrellas, warm weather wearables, eating and sporting goods of every kind, as well as foodstuffs for the table and necessaries for young and old.

Store Closed All Day Wednesday.

THESE are the splendorous night shapes that which extend its popularity because of its clean-cut, direct appearance, besides being becoming to most men. The popular height is 32 in. the front 14 in.

Prices are \$1. \$1.50. \$2. \$2.50. \$3 and \$4.

OTHER Straw Hats of the fashionable Senator and Milton brand, some low, some high to crown, the Milton soft and comfortable, with slightly turned brim. Some low to crown, turned down in front for young fellows. Priced at \$1.50, \$2 and \$2.50.

HATS FOR OUTING TIME.

White Duck Outing Hats in very stylish and dashing high-back sailor effects to very popular this season, prominently trimmed with quills—hats that would sell in many stores at 75c, and not be the least at 49c that, selling here at the low price of . . .

White Duck Ready-to-Wear Hats in most effective styles, prominently trimmed with quills and feathers, would readily sell at \$1.25, priced 98c very low at . . .

Jap. Rough-and-Ready Continental Hats, worn by children and bigger girls as well, \$2.95 here in all the popular shades, at only . . .

Sailor Hats in smooth and rough brims, in the most popular shapes, trimmed with bands of ribbon, may be had in white, black and all this season's fashionable colors, at from 90c \$5.00 to . . .

Newly Trimmed Hats in striking Summer styles, equaling in beauty and effectiveness most of those sold in other stores at \$3 and \$10, are included in our great collection of hats which we sell at the popular price of . . . \$4.75

Children's Hats in a profusion of styles not approached by any house in New Jersey

Trunks and Bags for Go-Aways

All the things now abundant and most useful. By this time you should have seen the greatest variety of trunks and bags ever put out for the season.

Dress Trunks—Well made, canvas covered, leather bound, fitted with top and body straps, having the additional convenience of a small removable top, very strongly stuffed, of deep wadded and guaranteed by brand change top and body straps front and back. Leather back, two heavy side leather straps, No. 4 bolts, drawers on either side of body, cloth lined throughout, choice of colors—

Regularly 14 in. 16 in. 18 in. 20 in.
\$5.00 \$5.50 \$6.00 \$6.50

Canvas-covered Trunk—Good waterproof cloth, wrapped, protected by brass clamps front and back, with large one and body straps, change top and body straps front and back, leather back, two heavy side leather straps, No. 4 bolts, drawers on either side of body, cloth lined throughout, choice of colors—

Regularly 14 in. 16 in. 18 in. 20 in.
\$5.50 \$6.00 \$6.50 \$7.00

Steamer Trunks—Well made canvas covered, leather bound, fitted with top and body straps, having the additional convenience of a small removable top, very strongly stuffed, of deep wadded and guaranteed by brand change top and body straps front and back, leather back, two heavy side leather straps, No. 4 bolts, drawers on either side of body, cloth lined throughout, choice of colors—

Regularly 14 in. 16 in. 18 in. 20 in.
\$5.90 \$6.40 \$6.90 \$7.40

Light Weight Matting Suit Cases—Made of wooden frame, corners protected with leather and bound all around with leather. Turned down with top on the inside of cover, best quality lock and bolts, choice of colors—

Regularly 14 in. 16 in. 18 in. 20 in.
\$2.25 \$2.50 \$2.75 \$3.00

Good Groceries
At Special Prices on Tuesday.

Flour—Pillsbury's Best XXXX Flour: 40 lbs. 44.00 per bag (24 1/2 lbs.) 60c.

Coffee—Lunchon Coffee, 100 lb. 1.00; 50 lb. 50c; 25 lb. 25c; 10 lb. 10c; 5 lb. 5c; 2 lb. 2c; 1 lb. 1c.

Corn—Best Maine Sweet Super Corn, 100 lb. 1.00; 50 lb. 50c; 25 lb. 25c; 10 lb. 10c; 5 lb. 5c; 2 lb. 2c; 1 lb. 1c.

Crackers—National Biscuits, 100 lb. 1.00; 50 lb. 50c; 25 lb. 25c; 10 lb. 10c; 5 lb. 5c; 2 lb. 2c; 1 lb. 1c.

Sugar—Granulated Sugar, 100 lb. 1.00; 50 lb. 50c; 25 lb. 25c; 10 lb. 10c; 5 lb. 5c; 2 lb. 2c; 1 lb. 1c.

Tea—Famous, Oolong, Oolong, English Breakfast, Young Hyson, 100 lb. 1.00; 50 lb. 50c; 25 lb. 25c; 10 lb. 10c; 5 lb. 5c; 2 lb. 2c; 1 lb. 1c.

Cigar Special
Tomorrow we will sell in our popular Cigar Store, Brava La Fernandez Cigars, 5 1/2 inch Cigars, Special \$1.00, Made in Porto Rico.

Cot Beds of the telescopic kind, strongly made and most compact, fine for those who are going camping, price \$2.50.

Motor Boats
The Racine Motor Boats which we sell are among the best manufactured. We are particularly proud of the 21-ft. motor, which has a seating capacity for 10 persons and a speed of 7 1/2 miles an hour.

The motor is an excellent 4-h. p. single cylinder and is complete with a one-lever control, reversible propeller, bilge water ejector, muffler, battery, tools, etc.

We sell these Racine Motor Boats in two grades at \$400 and \$450.

Famous "Oso" Hammocks

THE entire body of the "Oso" Hammock is made of one twist, the strongest fabric made, yet it is so light that its strength can hardly be appreciated. There are three hundred strands in every hammock, each strand separate from the others, made up by a patent web, each bearing its proportionate share of the strain. The rods are made of bamboo and twisted into forty-five cables, twenty-three of each and this feature does away with any joining, consequently every strand receives the full benefit of its strength. At the end the cables are tied with what is known as the "weaver's knot" and are guaranteed not to pull out.

The "Oso" Hammock will carry at least 1,000 lbs. weight—Undoubtedly the strongest hammock made. The mesh being loose and open, it conforms to every curve of the body and gives with every movement, thereby securing ease and comfort also doing away with the necessity of a pillow. The open mesh also makes it very cool. There are no knots to which dust and water can settle.

One can lie or sit in many positions to the "Oso" than in the ordinary hammock, a fact that makes it a great favorite with all who have used it. The "Oso" is a fine hammock for reading, because when sitting in it, it comes up against the back and head, giving a natural rest.

As a swing hammock for children it has no equal.

The "Oso" Hammock is made to your order, of any size and shape. Prices run from \$1 to \$10. The Baby Hammock up to \$4 for the baby. Double Hammock, \$6.

We are also agents for the wonderful hammock, of French and will be pleased to show it to all who call.

Lawn Tennis.

The growing popularity of the excellent game makes the need of a stock such as we carry necessary to the devotees of the game hereabout.

This is the only store in Newark that carries complete lines of the tennis goods made by A. G. Spalding, J. G. L. Bancroft and Wright & Utz.

Racquet Tennis Rackets, strong with Oriental and bamboo gut, counter-balance handles in all weights.

Forest Rackets, \$1.
Lawn Rackets, \$1.50.
Dandy Rackets, \$1.50.
Court Rackets, \$2.50.
Standard Rackets, \$3.00.
Primer Rackets, \$4.
Queen Rackets, \$6.00.

B. G. L. Tennis Rackets, strong with bamboo gut, combined cedar handles, regular \$5 and \$7. Special \$4 and \$4.50.

Spalding's Doherty Champion Tennis Racket, \$5.

A. G. Spalding Tennis Rackets, strong with Oriental and bamboo gut, combined mesh and rubber handles, best quality.

Palm Rackets, the regular \$5 kind, are selling here at \$6.75.

B. G. L. Rackets, the \$5 and \$7 kinds, are selling here at \$4 and \$4.50.

Croquet Sets.

For sale here for amateurs or professionals—the highest reputation for the finest equipment in the city.

Croquet Sets of right painted ball and mallets, steel, galvanized with-its and two stakes, in various qualities, at \$1.50 and \$2.

Croquet Sets with right painted ball and mallets, with brass with-its and two painted stakes, at \$2.50, \$3, \$3.75 and \$4.50.

Croquet Sets with four painted dogwood balls and mallets and right white enameled with-its and two fancy painted stakes, \$3, \$5 and \$10.

Row Boats

Some of the best boats manufactured are sold here at popular prices.

We direct special attention to our "Plymouth" Boat, which is one of the handsomest built, exceeding all others for family use. Has liberal depth, good beam, easy lines, fine entrance and clearance and good floor carried well forward and aft—a safe and graceful boat. A picture.

weighing 150 pounds can stand on the gunwale without taking water over the sides.

A girl of 13 could easily row this boat.

Lengths 13, 15 and 18 feet.

Prices \$35, \$65 and \$75.

"Our Leader" is a cheaper boat, exceptionally well built of oak, and fastened with the best quality cloth and wrought iron nails properly clinched on the wood, with planking of cedar; all fittings of malleable iron, galvanized painted inside and out with three coats of best lead paint; 7-foot ash oars, varnished, oiled, weathered and coppered.

Canvas Canoes, built upon the same principles as the Red Man's Birch Bark, having ribs of the lightest white cedar with a skin of cedar, over which is stretched a covering of canvas, ironed into shape, and then coated with a waterproof paint, 14 feet long. Price \$32.

Indian Paddlers, 13 feet long \$22.

A DECORATION DAY ADVERTISEMENT

Decoration Day is honored in the opening of this advertisement from Newark, N. J., but it is chiefly remarkable for the arrangement of the illustrations. What man or woman could look upon this advertisement and not be pleased? What memories from the past it must bring back and what pleasant anticipations of the future it must arouse.

THE STIX, BAER & FULLER DRY GOODS COMPANY

Begs To Announce The Formal Opening Of The

(Third Floor.) NEW MISSES' & CHILDREN'S CLOAK SECTION (Third Floor.) ON SATURDAY AND MONDAY, MARCH 4th and 6th

The New Juvenile Cloak Section on the Third Floor is ready for your inspection, and we are confident it will meet with your approval. We aimed to make this the most complete Children's Department in the city, and we believe that you will say we have succeeded. Every representative manufacturer in this country was visited by our buyer and his able assistants. They made it a point to buy the best there is made, and the result is A Style Show of Misses' and Children's Spring and Summer Apparel Never Equaled in This City.

Those who have girls to clothe, will take special interest in this magnificent display. We especially direct your attention to our vast collection of high-class garments.

GRAND LEADER
Stix, Baer & Fuller Dry Goods Co.
THE LARGEST CLOTHING STORE IN AMERICA

GRAND LEADER
Stix, Baer & Fuller Dry Goods Co.
THE LARGEST CLOTHING STORE IN AMERICA



You can glean an idea of the immense variety of styles we are showing from the following:

Misses' Intermediate Tailor-Made Suits, with short-top length skirts, sizes 12 to 16 years and bearing the newest ideas, ranging in price from \$5.00 to \$22.50
Misses' Peter Thompson Suits of serges, mohair and chevrons, sizes 14 to 16 years, ranging in price from \$4.00 to \$18.00
Misses' Shirt-Waist Suits of washable materials; lavas, chambrays, ducks, linens, etc.; sizes 14 to 16 years, ranging in prices from \$2.50 to \$9.50
Girls' Peter Thompson Suits of piques, lavas and chambrays, sizes 6 to 14 years; from \$1.50 to \$9.00
Misses' Bathing Costas; all made of waterproof chambray; sizes 14 to 16 years; from \$4.00 to \$15.00
Girls' Buster Brown Suits, in white and colored wash materials; sizes 6 to 14 years; from \$1.00 to \$6.00
Girls' Skirts of fancy mixtures, checks and serges, sizes 6 to 14 years; from \$2.50 to \$7.50

Misses' Tailor-Made Suits, walking style, full length skirts, sizes 14 to 16 years, embracing every new style and material; from \$10.00 to \$25.00
Girls' Wash Dresses; one and two piece styles, of percales, lavas, chambrays, gingham, madras and lawn, sizes 6 to 16 years; from \$2.00 to \$4.00
Girls' Confirmation Dresses of lavas, organdies, nets and point d'esprit, sizes 6 to 14 years; from \$2.50 to \$4.75
Girls' Fancy Dresses of Chorus silk, dotted lavas, aurore silk, net, organdies, point d'esprit and French lavas; from \$4.00 to \$10.00
Girls' Russian and Buster Brown Suits of fine lawn, hand-embroidered; sizes 6 to 14 years; from \$2.00 to \$12.00
Misses' Covert Coats, in new spring styles, both loose and fitted back; plain, tailored and trimmed effects; sizes 14 to 16 years; from \$4.00 to \$14.00

Girls' Regulation Suits of lawn, mohair, serge and chevrons, sizes 6 to 16 years; from \$2.00 to \$12.00
Girls' Bathing Costas of taffeta, gros de pois, Pique and Shanghai silk, sizes 6 to 14 years; from \$2.00 to \$10.75
Girls' Wool Suits of serges, chevrons, lavas, fancy mixtures and mohairs, sizes 6 to 16 years; from \$1.00 to \$14.00
Girls' Bath Coats, sizes 6 to 16 years; from \$4.00 to \$9.00
Misses' Wool Skirts of Panama, chevrons, serges, mohairs, checks and fancy mixtures; sizes 14 to 16 years; from \$1.00 to \$6.00
Misses' Wash Coats of lawn, organdies, Chorus silk and point d'esprit; sizes 14 to 16 years; from \$7.00 to \$20.00
Girls' Wash Waists of lavas, colored chambrays and checks; from \$1.00 to \$2.00

We have every one of the Garments that is Illustrated on this page

GRAND LEADER
Stix, Baer & Fuller Dry Goods Co.
THE LARGEST CLOTHING STORE IN AMERICA

GRAND LEADER
Stix, Baer & Fuller Dry Goods Co.
THE LARGEST CLOTHING STORE IN AMERICA

ST. LOUIS CONTRIBUTES THIS FORMAL ADVERTISEMENT

There can be no doubt in anyone's mind that a change from regular announcements is to be commended, but when it tends toward waste of space as it does in this advertisement of the Grand Leaders it is worthy only of harsh criticism. The lines in the opening text are too long.



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\$8.99/month

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Dinner Sets, Toilet Sets, Lamps

A splendid collection of entirely new designs including Haviland Dinner Sets, direct from France, and ware from America's best potters. Rich and rare creations in Lamps. Wide price range in all lines. Values unmatched anywhere.

THE G.M. BRITTON CO

402-404 PENN SQUARE.

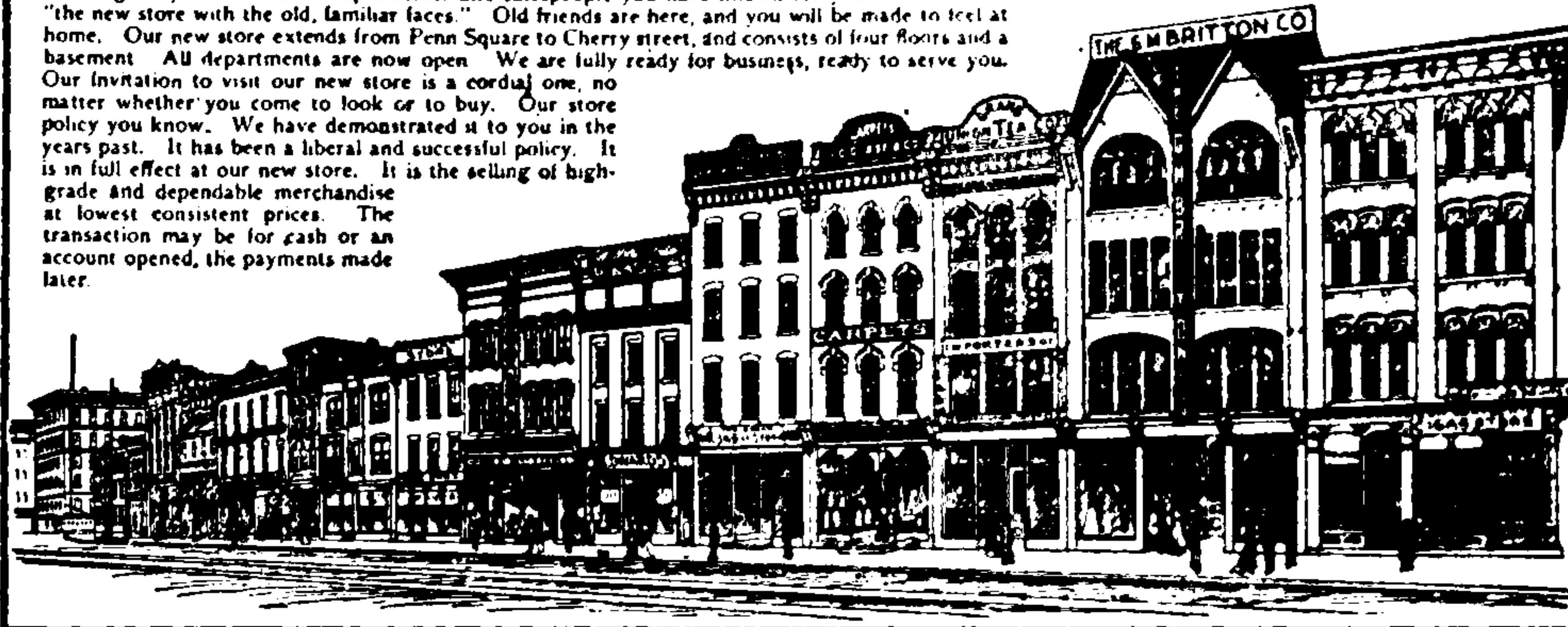
PAY CASH OR OPEN A CHARGE ACCOUNT—EITHER WAY SUITS US

New Jewelry Section Now Open

Not an offering but what's thoroughly guaranteed. Not an old design. Beautiful Watches, Jewels, Diamonds, new creations in Clocks and Silverware, lovely Rings, Chains, Charms, Necklaces, etc. Expert jeweler in charge. Big values.

A Very Busy Store in a Busy Block

A busy block surely, full of life, full of hustle. We have pictured it for you. It extends from Fourth to Fifth streets on the south side of Penn Square. You will notice our store—the third one from the right. It's our new home, and we are proud of it. It is filled with bright, new goods, and here to greet you are heads of departments and salespeople you have known for years. We call it "the new store with the old, familiar faces." Old friends are here, and you will be made to feel at home. Our new store extends from Penn Square to Cherry street, and consists of four floors and a basement. All departments are now open. We are fully ready for business, ready to serve you. Our invitation to visit our new store is a cordial one, no matter whether you come to look or to buy. Our store policy you know. We have demonstrated it to you in the years past. It has been a liberal and successful policy. It is in full effect at our new store. It is the selling of high-grade and dependable merchandise at lowest consistent prices. The transaction may be for cash or an account opened, the payments made later.



Store Directory

Locating the various lines of goods by floor or sub.

BASEMENT—

Shoes and Boots, Girls and Children, Trunks, Cases and Luggage, Stationery, Maps, Globes, Sewing Machines, and Clocks, Jewelry, Pictures, and Games, and many other goods.

FIRST FLOOR—

Jewelry, Clocks, and Stationery, Trunks, Cases and Luggage, Sewing Machines, and Clocks, Maps, Globes, and Games, and many other goods.

SECOND FLOOR—

Shoes and Boots, Girls and Children, Trunks, Cases and Luggage, Stationery, Maps, Globes, Sewing Machines, and Clocks, Jewelry, Pictures, and Games, and many other goods.

THIRD FLOOR—

Shoes and Boots, Girls and Children, Trunks, Cases and Luggage, Stationery, Maps, Globes, Sewing Machines, and Clocks, Jewelry, Pictures, and Games, and many other goods.

FOURTH FLOOR—

Shoes and Boots, Girls and Children, Trunks, Cases and Luggage, Stationery, Maps, Globes, Sewing Machines, and Clocks, Jewelry, Pictures, and Games, and many other goods.



A Great Showing of Baby Go-Carts and Carriages

We can safely say that upwards of one hundred baby vehicles, of various shapes, were placed on sale at our store this week. This means you, in addition to the large number previously offered, some of these late arrivals are entirely new styles not heretofore shown. Others are re-orders of sets sold out. We are showing exclusive designs not only in the ordinary grade, but in the English Go-Carts, Perambulators and Carriages. One is a truly metropolitan showing and includes such makes as Whittier's, Wakefield's, the famous Gosh, and Heywood's. Every vehicle offered here has its special points of merit. We have them in natural colors, the royal blue, green and black. Come in and look over the splendid variety on view. There's no obligation to buy because you look, but we'll see to it that interesting prices are quoted.

Prices Range from \$2.75 to \$45

Furniture, Carpets, Draperies, Stoves

Meeting time and spring housecleaning demands many household needs. Whether these you had planned for. Remember the home is a special business in itself, and we have thoroughly equipped our department to properly handle the various branches of home furnishing and decoration. Our large well-lighted carpet hall is prepared to meet the most attractive demands that could be made upon it. There's all sorts of carpets from the high-grade Wilton, Axminster and Velvet, to the softest and best looking. There's a huge array of draperies, including the latest in styles and designs. Shaded from your chamber, will become the most of all things. We have for stoves all the latest styles produced in America. We have all of them, including our own brand. In fact, looking through our department, you'll find everything you need in the way of furniture, carpets, draperies, and stoves. An Entire New Stock, Priced Very Low.



Women's Wearables

We wish our lady readers to kindly fix firmly in their minds this important fact—Ours is a showing of made-up outer garments that are in no wise ordinary or common-place. On the contrary, they are exclusive in design, perfect in fitting qualities, exquisitely made. Enter showing now being made.

Tailor-Made and Silk

Shirtwaist Suits

Marvelous are the advances achieved by our makers of Tailored Suits. Ideas we had hardly dared dream of are now laid down to us, every detail worked out to our entire satisfaction. The new materials of the season are made up so prettily, into such stylish and becoming gowns. Once, when there can be no gains left for made-to-order dresses. And wonderful in the saving in price, a gratifying feature to us.



Priced from \$7.75 to \$45.00

These Silk Shirt Waist Suits we spoke to you about last week met with special favor. We have offerings at all prices, from \$10.00 to \$30.00. Our special suit is the one we mention in particular. Your choice from plain or changeable Tailored Silk Suits, full blouse waist, prettily plaited skirt, very stylish.

A \$16.00 Value at \$13.75

Pedestrian Skirts and Shirtwaists

The Pedestrian Skirt is the thing this spring and the most-gratifying because this is so. We have a special strong line to show, a collection of great merit.

Priced from \$2.75 to \$30.00

To-day we wish to specially mention a lot of these Silk Shirtwaists. They are lovely garments and of extra value.

Priced from \$2.75 Up

Covert Jackets and Raincoats

By all means buy a Covert Jacket. They are extremely popular and a very handy garment. We have now on sale a lovely lot, including a special line for misses and young women. Prices vary from \$4.95 to \$15.00. Without fail, see our

Misses' Covert Jacket at \$5.00

Beautiful new shades of crocodile, made up into the prettiest Raincoats we ever placed on sale.

Priced from \$7.50 to \$30.00

Millinery and Shoes

We have a collection of Spring Hats that delight all beholders. Brilliant, colorful, elegant, dainty and charming. American designs. Hundreds of them, and so the sale.

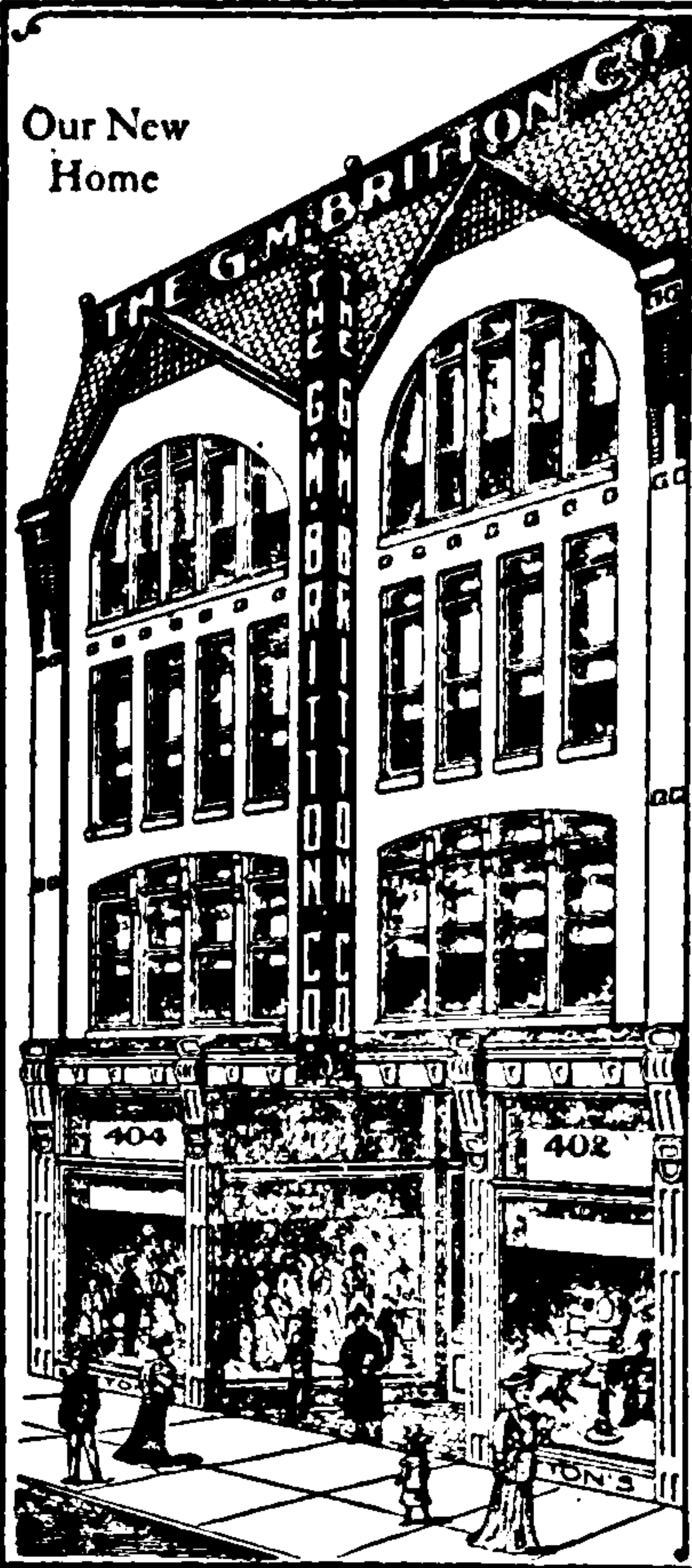
Buy the Easter Hat Here

Women's shoes in the new and fashionable shapes. Patent sole, closed toe, double toe, also pretty toes, in high and low cuts.

Priced from \$1.25 to \$5.00



Our New Home



BRITTON'S
ON THE SQUARE.
Nos. 402 AND 404

Men's Wearables

It does not matter to us what price you pay for a garment. We can not afford to sell you anything made of poor cloth, the linings of inferior quality, the making slighted in any way, for the simple reason that we allow you to be wearing the goods while paying for them. We would not offer you anything but reliable, sturdy, durable clothing. Anyway, for the reason that there is no pleasure, profit or honor in selling the other kind. One thing here is as certain as are your taxes—we won't knowingly offer you a garment made of inferior cloth, or one that is badly constructed in any particular. Let it be understood that our clothing is that different kind that proves lasting satisfactory. And of our Spring stock we have this to say. In all our many years of clothing buying we never had so nice a showing as now.



Suits for Men and Young Men

By a time for all sorts and sizes of men. Noble business and dress suits in plain and fancy, black, blue, and grey, and rich shades of brown and ivory, fabrics of mixed colors in fancy patterns. Every suit is made to order and made in the latest style, cut to thoroughly made, cut to fashion a better requirement. The better grades are tailored to a much higher degree than is usual in this city. To prove that makes suits in order. We change making up to be, fabric or value. Especially making and distinctive fabric suitings for young men and young women.

Any price \$5.00 to \$26.00

Nobby Top Coats and Raincoats

You certainly need one of the new—new light-weight short overcoat, or a modern raincoat. We have coats of rich and in new and pretty shades of cloth and made up in the latest and most elegant style. Better shaded garments not made.

Prices vary from \$7.75 to \$27.00

Suits for Boys and Little

Fellows

Our juvenile suits are made with these standard features of merit. To wear to school, to play, to sports. We can do light you in a minute, please you with price. Bright, sturdy things are most in evidence, although we have good showing in plain, blue, black and brown. Bring the boys along—we want to be sure of a perfect fit.

Priced from 2.75 to 16.50

Hats and Shoes for Men

and Boys

Ward for men and young men to carry and courtship. Now on sale—many very striking spring shapes in very pretty shades of color. Look for little fellows.

Prices range from 75c to \$5

Remember that of shoes and walking shoes, in our new line and please remember them in both and low cut.

Men's Shoes from \$1.50 to \$5



SEMI-ANNUAL \$10.00 SUIT SALE



NOTE: PRICES EXCHANGE 357
The Broadway Department Store
 BROADWAY COR. FOURTH LOS ANGELES ARTHUR LETTS, PROPRIETOR

BEGINS THURSDAY, JULY 5

This Means Choose From Any Suit in Stock
 For Men, Young Men and Youths.
 They Sell Regularly Up to \$27.50.

Just think of the importance of this announcement. You may choose from any men's, young men's or youths' suit in our stock—suits on the second floor, and you pay but \$10.00 each.

It's a limited sweeping clearance that offers a very single suit in every desirable fabric, color and style—most in demand.

These suits are the Broadway store's forward with this liberal offer, and these Broad Suit Sales are looked forward to by discriminating buyers, who plan to lay in a supply of several suits. The sale has grown in importance each year so that when you come here Thursday you'll be greeted by an event that outshines all previous efforts.

We matter whether you are a particular dresser who follows closely the whims of fashion, the business man who desires the more grade style or the working man who wants a sturdy suit that looks well and wears better—you'll find your every wish gratified here at this sale—and the price for any suit is \$10.00 each.

Some of these suits have been reported sellers at \$15.00; others are priced regularly at \$18.00, \$20.00 and \$25.00, and any number of them have sold as high as \$27.50 and at Broadway regular prices that means from \$3.00 to \$1.00 less than you'd pay at exclusive stores.

It's Important

To remember that every single suit goes into this sale. There are none reserved and it means the very cream of our values. Suits for men, young men and youths. There are black, gray and unadorned overalls, flannels, blue serge, fancy overalls, tweeds, chevrons, Venetians, velours and every material that's now in demand for the making of good clothes. It's going to be the greatest clothing event of the season. We want you to know this for yourself. Come in and investigate. You'll not be disappointed to buy. We are satisfied to let the values speak for themselves.

Famous Clothes

From the well known trade tailors, B. Kuppenheimer & Co., Henry J. Brock & Co., Gumbiner & Fox and the "Clothes" clothes for men—both two and three-piece styles. In addition to this we have the celebrated "Extra Good," "Kast Wear Out" makes for young men.

It's unquestionably the best layout of high-grade clothing we've ever offered at this price. And besides these names you have the liberal Broadway guarantee back of each suit—that means "Satisfaction, or Your Money Back." It's on the second floor.

NOTICE

In order to make this sale successful, we are holding off our regular business to the minimum. We are not to be disturbed by the sale. We are not to be disturbed by the sale. We are not to be disturbed by the sale.

Our Restaurant

It's not and is not to be disturbed by the sale. We are not to be disturbed by the sale. We are not to be disturbed by the sale.

"Shop Morning"

It's a good plan to form the habit of morning shopping. It's a time of the day when the stores are not crowded and the prices are low.

Extra Sales People, Extra Cashiers and Bundle Wrappers

From the well known trade tailors, B. Kuppenheimer & Co., Henry J. Brock & Co., Gumbiner & Fox and the "Clothes" clothes for men—both two and three-piece styles. In addition to this we have the celebrated "Extra Good," "Kast Wear Out" makes for young men.

Remember, Sale Begins Thursday, July 5. ALTERATIONS AND PRESSING FREE DURING THIS SALE.

Panama Hats \$3.50

While you are at the \$10.00 suit sale on the second floor, we have a special sale of Panama hats. They are made of the finest straw and are very stylish. They are sold at \$3.50 each.



Children's Straw Sailors 50c

And here a value that mothers will appreciate—these sailor hats for children's wear. They are made of the finest straw and are very stylish. They are sold at 50c each.

Men's Golf Shirts 50c

Stylish golf shirts for men in a very special sale. They are made of the finest cotton and are very stylish. They are sold at 50c each.

Men's Night Shirts 69c

Men's night shirts for men in a very special sale. They are made of the finest cotton and are very stylish. They are sold at 69c each.

Men's Neckwear 25c

Men's neckwear for men in a very special sale. They are made of the finest cotton and are very stylish. They are sold at 25c each.

Men's Shirts 59c

Men's shirts for men in a very special sale. They are made of the finest cotton and are very stylish. They are sold at 59c each.

Soisette Golf Shirts \$1.00

Soisette golf shirts for men in a very special sale. They are made of the finest cotton and are very stylish. They are sold at \$1.00 each.

Cool Underwear 50c

Cool underwear for men in a very special sale. They are made of the finest cotton and are very stylish. They are sold at 50c each.

Closed All Day Today

The Broadway store is closed all day today. We are not to be disturbed by the sale. We are not to be disturbed by the sale. We are not to be disturbed by the sale.

RUNNING TO TOO MUCH ILLUSTRATION

Illustrations that illustrate and illustrations that embellish are good, but when a third of a page is given up to the figure of a man it is altogether too much. These large cuts are all right in posters but smaller ones will serve just as well in a newspaper announcement.

G. M. Britton Co., Reading, Pa., have given too much space in their efforts to illustrate their new store. The picture of the whole block is not a bad idea, but a much smaller cut would have served for the other. A small cut used in connection with the phrase, "Britton's on the Square," could be used in all their advertisements to advantage.

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MY HEADQUARTERS ARE IN TOYLAND

THE **Busy Boston Store**
418-424 SMASHINGTON ST. & 5TH ST.
MARION, IND.

MY SPECIAL
TELEPHONE
IS No. 1400

CALL
UP
SANTA CLAUS
PHONE 1400

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I HAVE opened my work shop in the show window of the BUSY BOSTON STORE at Marion, right at the foot of a big snow covered hill, where you can see me almost any time between now and Christmas.

The United Telephone Company has furnished me special telephone service and I will be glad to answer calls from girls and boys any time from now until Christmas, whenever I am in my work shop.

I will make a record in my big book of all the children who call me up, and give me their full address, and will write each one of them a personal letter. Call Santa Claus Phone 1400.

TOYLAND IS FILLED WITH TOYS AND DOLLS

and I invite you all to come and see them. I will be here and will be glad to see you any time you come

Santa Claus

A Few of the Many Hundred Things in Toyland:

- Shells** Our most complete every kind from the eye mirror to the brass shell at 75c to \$1.75 and the more elaborate ones at \$1.50 to \$3.00.
- Drums** We are carrying more than the ordinary stock of drums this year and every boy should be prepared to keep his neighbor awake with these splendid drums. We are offering them at from 10c to \$2.50.
- Teal chests** We never carried so many chests as we have now and every boy should be prepared to keep his neighbor awake with these splendid chests. We are offering them at from 10c to \$2.50.
- Games** All kinds of games including all the standard, checkers, dominoes, lotto, etc., from 5c up to \$1.00.
- Roller and line skates** Roller skates splendidly made, steel sole 50c to \$1.00. Ice skates, new edge, special 50c to \$1.50.
- Striking bags** Splendid exercises that are well worth their price 75c to \$3.00.
- Air guns** Where is there a boy who would not like to have an air gun for Christmas? We have them at all prices from 75c to the repeating gun at \$1.75.
- Foot balls with leather covers** Rugby shape 50c to \$3.00.
- China dolls** Quite a good sized doll for 5c and up to 60c.
- Wid body dolls** Low as 10c and up to \$7.50.
- Dressed dolls** In pretty little gowns patterned after Parisian models, smallest ones as low as 10c, others a foot high at 25c, and they range in price up to \$7.50 for those that are almost life size.
- Doll repairs** A complete line of doll repairs, arms, heads, legs, eyes, wigs, etc., 5c and upwards. Full clothes to fit them out complete, slippers and stockings, dresses, hats, caps, jackets, shoes, mittens, etc., at 5c and upwards.
- Doll beds** Most dolls want rest, as a bed is most in question. We have metal beds at 50c to \$1.50. Stated out complete with mattress, etc.
- Doll furniture** All kinds of dressers, sideboards, cupboards, folding beds, tables, chairs, etc., prices ranging from \$1.50 down to 10c.
- Doll cars and go carts** You may buy a very nice little car for 25c. These of course have wooden wheels and we have the high or clam cars, substantial enough to support a real live baby, ranging in price from 50c to \$5.00.
- Walking dolls** highly colored, wind up and walk natural as life, 25c.
- Warming moses** Little automatic moses, painted in life color. When wound up will run across the floor natural as life, 15c.
- Mechanical boats** Complete mechanical effect; when wound up will plow their way through the water for quite a distance 25c.
- Life like rope walker** when wound up will walk rope suspended across the room, nicely painted in clown costume 50c.
- Mechanical club swinger** when wound up will perform many surprising feats, which are amusing to both young and old. Young man in dressed in gymnasium costume 30c.
- Mechanical friction hill climbing toys** can be operated by anyone, will climb hills after being wound, are made in steam engines, patrol wagons, automobiles and other patterns, highly colored, price 50c.
- Parlor croquet** Miniature croquet set for table playing 25c.
- Parachut** the ever popular home game, extra fine finish, complete 00c.
- Motor carriages** mechanical, new model, 25c.
- Planes** 15 key mahogany toy planes 00c.
- Automatic loop the loops** with double tower arrangement, car containing 2 men, an exact reproduction of the transitional apparatus 40c.
- Mechanical trains** complete with circular track 35c.
- Jointed dolls** 19 inches tall, moving eyes 50c.
- Jointed dolls** 22 inches tall, full jointed body, hair head, natural hair wig, shoes and stockings, very special offer of 300 of these dolls which were bought at a closing price and were made to sell at \$1.75, while they last, choice, \$1.00.
- Doll holding go carts** made of hard wood, turned spindles, tin wheels, ten-inch rear wheels, 20 inch handles, upholstered seat, 00c.
- Velocipedes** made of wrought iron, nicely painted, necked wheels, adjustable leather seat \$1.50.
- Shoe fly rocking horses** painted and dappled, painted mane and tail and wood rockers, \$1.50, \$1.75, 00c, 75c and 50c.
- Toy tea sets** of German China, plates, cups and saucers, teapot, sugar bowl and creamer, large enough for table service, 00c.
- Cylinder printing press** A complete and practical printing outfit with several complete fonts of type, automatic inker can be used for practical work, making letter heads, circulars, etc. \$5.50 and \$3.50.
- Doll stoves** highly finished and nickel, complete in every detail, practical little baker 50c.
- Folding doll beds** highly colored and striped, substantially made, 25c.

REACH SANTA CLAUS BY 'PHONE

The Busy Store, Marion, Ind., cannot help but be busy if all their advertising is as full of "heart throbs" as this Christmas advertisement is. The little ones may not be the buyers of the family but they are the "prompters" of the buyers.



STATIONERY

The impression that comes with a letter written on good stationery is lasting. We are given to neglecting this detail in our correspondence. Our stationery department is so complete inasmuch as we carry all the registered "bonds" that we can satisfy the most discriminating tastes.

THE OWL DRUG COMPANY
920 MAIN.



SOAP

Pure, sweet scented Soap with foamy lather—the luxury of toilet and bath—this surely appeals to your feminine instincts. We have soap in every convenient form—oblong cakes and oval cakes—square cakes and round cakes—fancy and plain—imported and domestic.

No store in the whole West can offer such a variety at such astounding prices. It's merely another case showing the Owl's way of getting big bargains for the beautiful women of this proud city. Look over this line and see what we offer.

From 10¢ to 50¢ per cake
2711 White Horse
Clyburn
Woodbury's Patent

Customers
Joe Ross
Perry

THE OWL DRUG STORE
628 MAIN STREET



—try a glass of our Ice Cream Soda these hot days.

—they are the kind that remove thirst.

—made from pure fruit juices and served from our Arctic Fountain.

—cold?—well I should say so.

The Owl Drug Store

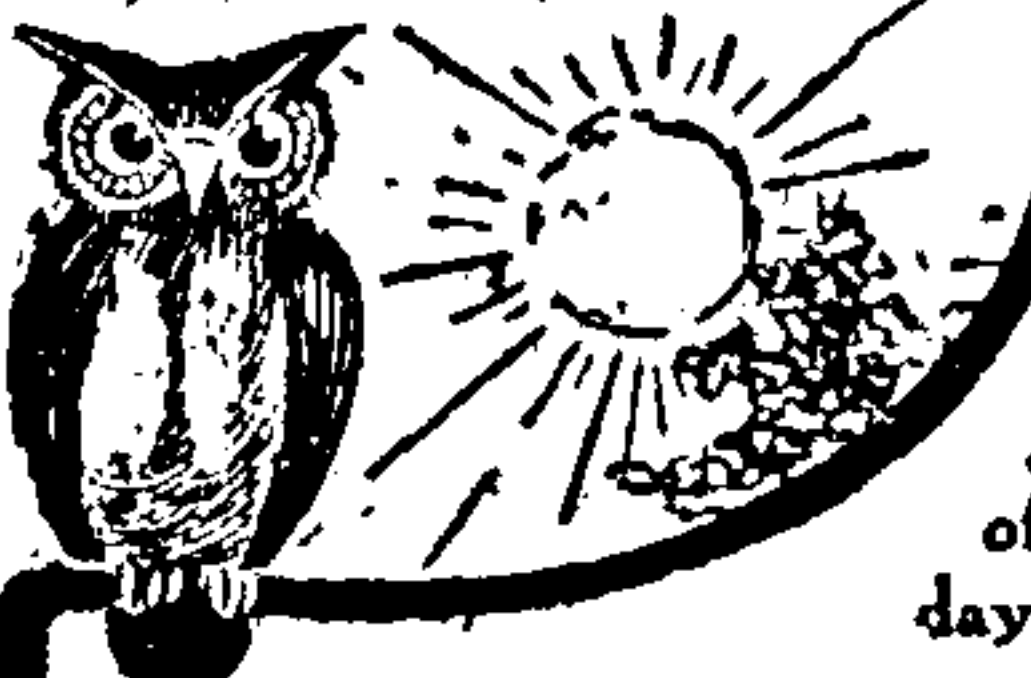
920 Main Street.

To Protect Your Complexion

AGAINST SUMMER'S HEAT AND WINDS

The Owl provides all the best lotions and preparations made. Freckles, sunburn and tan need never trouble the complexions of the fair ones with these many preparations within their easy reach, for if you can't come in person a letter will bring you just what you want, for the Owl keeps them all and all of them at Cut Rate Prices.

The Owl CUT RATE Drug Store
920 Main Street



Sunburn and Tan

Are painful and mar the beauty of one's complexion. These hot days, all are liable to get scorched more or less. If so, you will find at

our Toilet department the following remedies which will remove tan or relieve sunburn:

Espey's Cream 12c | Pompano Massage Cream 20c
Pond Lily Cream 15c | Owl Sure Cure Lotion \$1.00
Hinds' Honey Almond Cream 25c | Mennen's Talcum Powder, 15c, 2 for 25c

All Toilet Accessories, Perfumes and Toilet Waters in Stock.

The Owl Drug Store 920 Main St.



Thirst Satisfying SODA

AT OUR ARCTIC FOUNTAIN:

Made from the Pure Fruit and Appetizingly Served.

Delicious Drinks Dispensed!

OUR SUNDAES ARE FAMOUS.

OWL DRUG STORE

920 Main Street.



Our Sodas and Sundaes

Made from the pure fruit juices, pure cream, and served cold and appetizingly, they leave a delightful satisfying sensation that dispels all thirst. Served from our Arctic Fountain.

FIREWORKS AT CUT PRICES

THE OWL DRUG STORE.

920 Main Street.

The Owl's Greatness and The Kansas City Spirit.

For years the Owl alone and unsupported has stood out against High Prices and Trust Control. Kansas City people have stood by the Owl and the fight has been a winning one for both the Owl and the people. The Owl has grown to be the greatest Retail Drug Store in the world and the people have benefited immeasurably by its Cut Rate prices. Let the good work go on.

Beef, Iron and Wine 25c
Violet Ammonia 15c
Rex Deaf Extract 25c
Jan Rose Soap 15c
Scott's Emulsion 75c

S. S. S. ointment 75c
Syringes 45c
Mellin's Food 50c
Foot Ease 15c
Quinine, per oz. 25c

The Owl's Soda Fountain is Kansas City's Summer Resort for Satisfying Drinks.

THE OWL CUT RATE DRUG STORE, 920-922 Main Street.





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human knowledge in
797,885 volumes

Instant access
\$8.99/month

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tobaccos. With all these departments, and in some cases, many more, it is not surprising that some druggists make money. Those who do are the good advertisers.

The Scott Drug Co., Oklahoma, O. T., make their announcement of the opening of their soda fountain in a very neat way. The advertisement might have been more informing; might have told strangers something about the soda served. This announcement followed by others noting special drinks, telling what they are made of, how pure they are, how delicious they are, will make many thirsty mortals travel a block or two out of their way to test

HOME PHONE
L.J.C. 4911
SUNSET
MAIN 4911

STORE

Ice Cream Soda

Our way is to serve crushed fruit in every one we make. You don't have to call for it, or ask for a little more.

Most dispensers use flavored syrups and only put in the fruits when called for.

We don't want to see how cheap we can serve a drink. It is how good.

You will appreciate our efforts after you try one.

KINGSTON

The Low Rate Drug Store

Where there is nothing low but prices and nothing high but quality. Where prompt service renders long waiting unnecessary, but where long waiting is a pleasure, where the drinks are of greater variety, sweeter, stronger and larger than elsewhere, where the ice cream is a dream of dairy delight, where the service delights you and makes you come again.

STOLL MOORE DRUGS
S.E. COR. 12th & GRAND
STOLL PH. C. MANAGER

DAINTY PERFUMES



An extensive collection of exquisite and high grade perfumes representing the best foreign and domestic makes. Nowhere in Kansas City can such a desirable assortment be found—Rogers & Gallier's, Guerlain, Flouard, Subin and all the famous American odors. Note these prices which will make it to your advantage to buy your perfumes here:

Jockey, in bulk, per oz. 65c
Trafic, in bulk, per oz. 65c
Ideal, original, per bottle. \$3.50
Colgate's, all odors, oz. 25c
Indian Day, 1 1/2-oz. bottle. \$1.00
Iris Blanche 1 1/2-oz. bottle. \$1.00
Vera Violette 1 1/2-oz. bottle. \$1.00
Dabrock's Lotus Blossom, oz. bottle. 35c

THE OWL CUT RATE DRUG STORE.

An Isolated Prescription Dept.

This store takes such infinite pains with prescriptions that it amounts almost to crankiness. We even put the prescription department on a separate mezzanine floor so as to remove it from all noise and confusion that might endanger accurate compounding.

The Hamner-Ballard Drug Co.

The Fountain's Music

Our fountain has been started for this season and the gentle "sizz" of our lively soda is a musical sound to those who have enjoyed the delicious drinks we serve. We can't say our soda is any better this year than last—it is hard to improve on perfection—but we do know that we shall use the purest and finest materials that money can buy, and shall omit no effort that might make these most delightful beverages more delicious still.

The Scott Drug Co.

Prescription Druggists

209 Main Street
Phone 76

REMEMBER THIS ABOUT PRESCRIPTIONS!!

A good prescription can be spoiled by bad drugs. A common prescription can be greatly increased in efficacy by superior drugs when compounded by an expert prescription druggist.

We use the highest grade of drugs in all of our prescription work. If you want the best prescription work that can be done you will bring your prescription to our drug store.

No prescription is ever changed in our prescription department without the instructions of the physician who wrote it.

ELLIS W. ARMSTRONG DRUGGIST.

1113 North Water St. 1001 East Harkimer St.

Six Christmas shopping days left. Six days that will be busy ones for the new store. The wide assortment of choice new holiday goods here and the reasonable prices we quote have become known to the best families of Los Angeles and everyday our larger crowds here in search of Christmas presents. You will save yourself much worry and possible disappointment if you will buy tomorrow instead of a day or two before Christmas. Crowds will increase and assortments decrease every day this week.



Travelers' Rolls

These "Travelers' Rolls" are made of the finest leather and equipped with all the latest modern conveniences. They are made of the finest leather and equipped with all the latest modern conveniences. They are made of the finest leather and equipped with all the latest modern conveniences.

Stag Horn Goods

We have a wide variety of decorative stag horn goods for Christmas. They are made of the finest stag horn and are decorated with the latest designs. They are made of the finest stag horn and are decorated with the latest designs.

Shopping by Mail

As soon as you have decided on the goods you want, write to us and we will send you a list of the goods you want. We will send you a list of the goods you want. We will send you a list of the goods you want.

Telephone Your Household Needs.

When you need some household remedy or drug, sendries of some kind just telephone to us. Speedy messengers here waiting to deliver right to your door. This service costs you nothing extra. Try our phone system of drug selling.

Off & Vaughn Drug Co.
332 SOUTH VERNON - CORNER 7th & V
L. F. BOWELL, Pres. A. H. GRIFFIN, Secy.

Dainty Lingerie

When you need some household remedy or drug, sendries of some kind just telephone to us. Speedy messengers here waiting to deliver right to your door. This service costs you nothing extra. Try our phone system of drug selling.

Newest and Best in Leather Goods

Among the choice new things we are showing in the way of leather goods is a line of handbags and wallets. They are made of the finest leather and are decorated with the latest designs. They are made of the finest leather and are decorated with the latest designs.

Things for Baby

Baby's first outfit consisting of a long gown, bonnet, shoes, socks, and a small hat. They are made of the finest material and are decorated with the latest designs. They are made of the finest material and are decorated with the latest designs.

For Men Who Smoke

Cigar Boxes—made of the finest material and decorated with the latest designs. They are made of the finest material and are decorated with the latest designs. They are made of the finest material and are decorated with the latest designs.



Manicure Sets

Manicure Sets—the new ones are a real variety of styles—some are made of the finest material and are decorated with the latest designs. They are made of the finest material and are decorated with the latest designs.

Toilet Cases

Handsome toilet cases for the dresser. Beautifully bound with silk. They are made of the finest material and are decorated with the latest designs. They are made of the finest material and are decorated with the latest designs.

the drink advertised. They might find just as good a drink closer at home, but they do not know that, because they have never been told.

The advertising of the cut-rate drug stores is usually much more aggressive than that done by those who hold to more conservative prices. The former cut the profits in two, advertise largely and sell all the way from three to ten times as much merchandise, make in the end more profit, make friends with the public and enemies of the other druggists.

The writer does not favor one style more than another in giving his views on the subject of advertising. The cut-price drug store has a field of its own and so has the other fellow. The one caters to the masses, the other to the classes. The one is aggressive while the other is conservative. The one is always in the limelight in as sensational a manner as possible, while the other remains in the background in dignified silence.

Off & Vaughn Drug Co., Los Angeles, Cal., present a rather wordy Christmas advertisement in the one we have reproduced. There are few unnecessary words, however, and at the holiday season one can hardly crowd too much interesting matter into an advertisement. This firm, apparently, have forgotten nothing. In the upper left-hand corner appear the 'phone numbers. These might have, and should have been mentioned in that portion of the advertisement devoted to "Telephone your household needs." This store opens Sunday 7:30 A.M. and closes 11:30 P.M. A good point to be made known at this season of the year. "Shopping by mail" receives attention also. We are reproducing a page of drug store advertisements. The Owl Drug Store, Kansas City, Mo., is of the cut-rate variety, yet in all of their announcements they preserve their dignity and create confidence in their integrity.

In advertising a drug store the newspapers can easily be used to advantage when remedies carried in stock are being advertised by the wholesaler. Space of two lines could be bought under such advertisements, and an advertisement stating: "——— and ——— for sale at Blanks." The drug manufacturers are great advertisers and provide the retail druggist with millions of dollars worth of advertising matter, samples, etc. These should all be used as advantageously as possible. Window displays are very valuable to the druggist. These should be timely and in season.

CHAPTER XLVII

FURNITURE

IN THE larger cities the furniture business has been taken out of the hands of the exclusive dealer almost entirely. The department stores all have large departments where furniture is sold. Their largest competitors are the "credit" furniture firms who handle everything in household furniture from a tin pan to a parlor suit. These latter firms have absorbed a goodly portion of the exclusive hardware merchants trade in kitchen utensils, stoves, cutlery, etc.

But in the smaller cities and larger towns there are still a large number of furniture houses who handle only furniture and carpets, rugs and draperies. It is for these this chapter is written.

The exclusive dealer in furniture is usually a poor advertiser. He believes in advertising because he uses large space in the newspapers, but he does not appear to grasp the possibilities of the proper use of that space.

The advertisement of Chas. F. Doll, Buffalo, N. Y., is a fair example of what the usual run of these advertisements are. There is usually a cut of some article of furniture, and it is not always an appropriate one either. The space is then used for the purpose of going over a lot of generalities that are old and time-worn. As a usual thing they ring in that old "chestnut" about being made in their own factory. In these modern days people know that better and cheaper furniture, as well as other articles, are usually turned out by the largest factories and not by the smallest.

"You may rest assured that you are getting the best at the lowest market price" does not convince these days. Contrast that statement with "Brass Bed, \$22.00," the headline appearing in Kaschenbach's, Wilkes-Barre, Pa., advertisement. Which statement is likely to be the more convincing? Which statement is likely to be remembered when furniture is wanted?



OUR
Parlor Furniture
IS UNSURPASSED
FOR ITS
EXCELLENCE OF
DESIGN
AND DURABILITY OF
CONSTRUCTION

WHEN you buy of us it is made in our own factory, designed to your taste, material, finish and upholstery as per your instructions. We quote you a manufacturer's price, and deliver to your home or pack and ship free of charge to your out-of-town residence; and you may rest assured that you are getting the Best at the Lowest market Price.

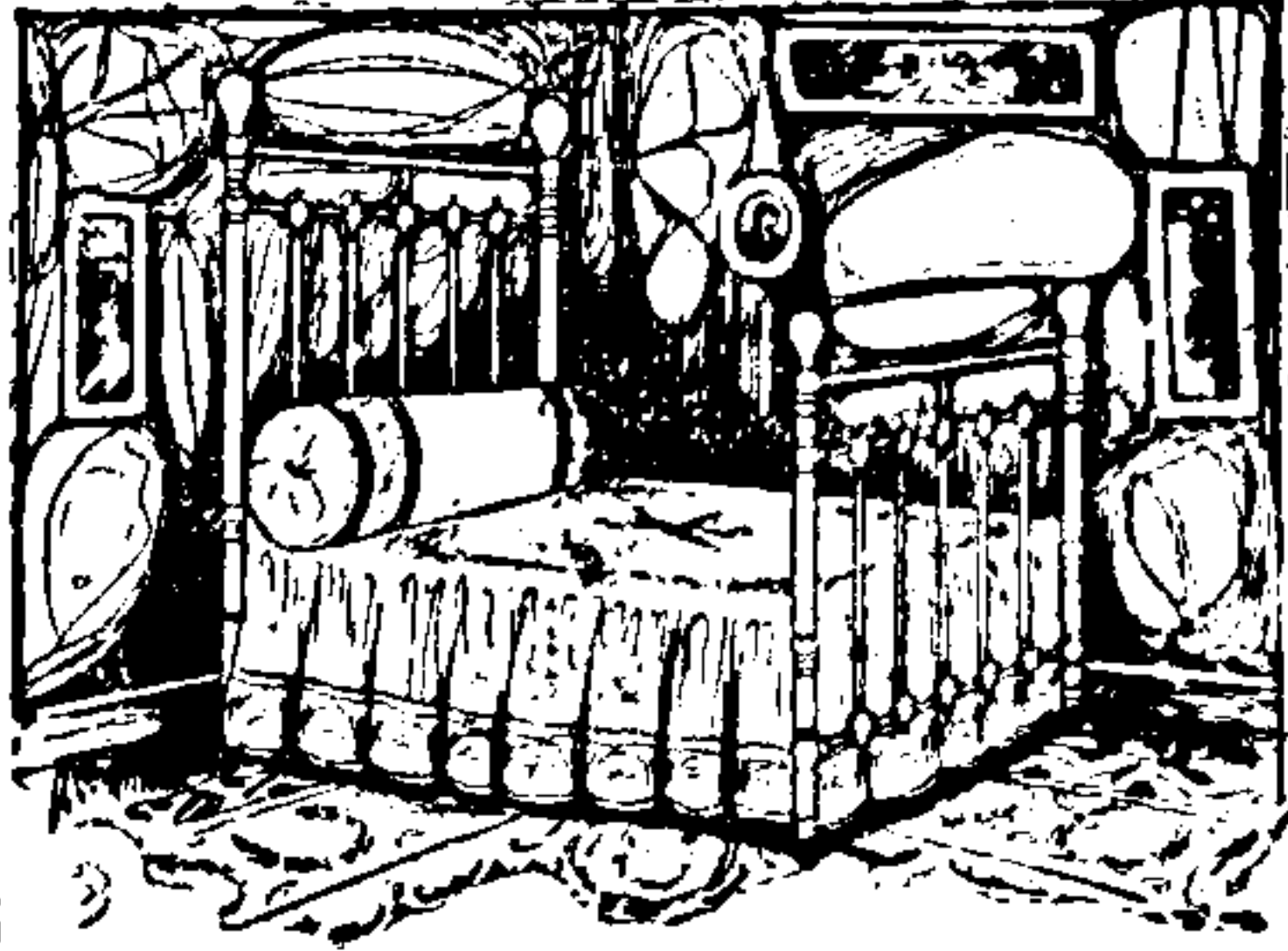
Just at present we have a handsome assortment of davenport and suites, which will interest you, and an excellent showing of upholstery goods.

CHAS. F. DOLL, FINE FURNITURE
FACTORY AND WAREHOUSE
COR. WASHINGTON AND HAWK STS.

Kaschenbach's advertisement is a business bringer. The headline, illustration, description and price are all in accord. Brass beds are much in demand and when a furniture dealer comes out and says:

"Here's an all-brass bed, it has two-inch posts, heavy filling rods and mounts; it is finished in genuine gold lacquer. The price is \$22. Look at it for yourself. Don't you think it is a beauty?"

That is really what this advertisement says, although it is done in a more conservative manner. "Besides this we have an assortment of metal beds unequaled in variety,



BRASS BED


\$22.00

The most extraordinary value ever offered in Walker-Barré in an all-brass bed. Has 2 inch posts, heavy filling rods and mounts. Finished in genuine gold lacquer. Our assortment of metal beds stands unequalled for variety, quality and real value. In the carpet department, no special feature in the grand showing of room furnishings.

KASCHENBACH'S

253-259 South Main, St. Louis, Mo.

A PRETTY SIDEBORD



will greatly add to the appearance of a dining room. It will make a rather plain dining room look attractive. If you have not seen our stock, it will pay you to look at it. It won't cost you much to make your home attractive. If you buy your sideboard here, we are offering special inducements this week of a lot of sideboards that were in stock some time and must be sold to make room for others. Full quarters not 50 inch sideboards, but from 36 to 60 inch, others in proportion.

P. H. THOMPSON, 124-6 S. Ninth Street

quality and real value." That is a pretty strong statement to make but readers of advertisements take such announcements at their real value.

The writer of this advertisement should have quit there or he should have made the balance of the announcement, concerning rugs, form another paragraph.

P. H. Thompson, Lebanon, Pa., advertises sideboards in the old time-honored manner. This is altogether too wordy and after all there is rather little said: "A pretty sideboard makes a dining room attractive. We are offering special inducements this week in sideboards. \$35 sideboards, \$15." That is what it means but it says so in a very long, roundabout way. Advertisements must be interestingly and entertainingly written or they get few readers.



As in other lines—so in Music Cabinets—our line is the most complete and beautiful in the city. We are going to move some of them this week to make room for the spring goods. Here are a few inducements to make them go.

\$7.00 Cabinets	\$4.50
\$9.00 Cabinets	\$6.00
\$12.50 Cabinets	\$8.25
\$15.00 Cabinets	\$11.50

FRANK PRYOR FURNITURE & CARPET HOUSE

Cor. Main and Second Sts.

The advertisement of The Frank Pryor Furniture & Carpet House, Pueblo, Colo., is a much better advertisement than any of those previously mentioned. The introduction is good, at least the last part of it is. The usual statement, "Our line is the most complete and beautiful in the city," should be cut out. Such statements have no place in up-to-date advertisements. If the furniture dealer should make an affidavit to that effect there would be more than half of the furniture buyers who

would pay no attention to it at all but say, "I guess I'll look around anyway, So and So are advertising some very cheap lines, etc."

"\$7.00 Cabinets..... \$4.50"

This line is incomplete. It does not state what the cabinets are like. It is an inducement for the reader who is looking for a music cabinet to take the time to call and see them. But how about the thousands of women who are not just now looking for music cabinets but who have promised themselves one many times over? Perhaps a price reduction like this would make a few of them long for a music cabinet again. If a short and explicit description of the cabinet was given together with information regarding size,



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DELVE INTO FANTASY, MAGIC, MYTHOLOGY & FOLKLORE

Forgotten Books'
Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.

Continue

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IRON BED OUTFIT
Including Iron Bed,
Spring and Mattress
\$1.50 Cash, 75c a Week

This outfit consists of a handsome Iron Bed—exactly as shown in picture—a new and pleasing design, made especially for us—extra strong and rigid and richly enameled; also good woven wire spring and excellent mattress; total value \$18.50. On easy terms of \$1.50 cash and 75c. weekly. **\$9.75** at the special low price of.....



Pedestal Extension Table
\$1.50 Cash 75c a Week

A really beautiful table—made of finest selected golden oak, with 8 in. top—massive pedestal and hand carved claw feet. Our own exclusive design and well worth \$27.50. Special on above terms of \$1.50 cash and 75c a week, for **\$17.50**

3 Rooms Furnished Complete, Terms \$1.25 Weekly

May & Co.

3 Rooms Furnished Complete, Terms \$1.25 Weekly

\$69.50 Cash or Draft

—239-241 NORTH HIGH STREET—

JOHN A. COLBY
Q. SONS RELIABLE FURNITURE
148 to 154 Wabash Ave. near Monroe

**Last Week
Half-Yearly Sale**

"Yes," said a customer who hadn't learned the store, "I am sure we'll see lovely furniture. I have heard of Colby furniture. But it is costly."

Not a bit of it. We bring to Chicago the most beautiful things we can find in the whole world, but our own designers digest these style hints and then conjure adaptations both correctly stylish and inexpensive.

1866

The shrewdest shopper in the family used to be delegated to do the shopping—now a child can safely do it.



1906

Genuine Mahogany Library Table, 34" high, long, long secret drawer **\$10**

Buy of the Maker

STORE: 148 to 154 Wabash Avenue FACTORY: 4 to 50 North Blackhawk Street



Our Third February Sale
... Of High-Class ...


Home Furniture

Starts Thursday Morning.

It will be the Greatest Value-Giving Furniture Sale that this valley has ever known. Every article is of First Quality and you have plenty of time and opportunity to carefully examine before buying—an opportunity rarely afforded at some sales. Every article guaranteed and the opportunity of changing any purchase cheerfully given if you desire.

Wait for the Reliable Sale of Reliable Furniture

The Williams & McAnulty Stores
129 Wyoming Avenue.



California Furniture Co.
BROADWAY New York 639 to 645

NOTHING IS MORE SURE TO PLEASE THE recipient than a gift of some good, substantial piece of furniture. Easy chairs, tables, desks, library pieces, shaving stands and wardrobes for the young man, and a host of really beautiful and practical articles that touch the needs of every member of the family.

While this store is less than two months old, Christmas was thought of before the store ever opened, and the gathering of really elegant furniture suitable for gifts has been carefully planned. Each article has been selected with a view to both its utility and beauty. From the little rocker for baby to the easy Morris or leather covered chair for grandpa, the store abounds in all that is newest and best.

It is only four weeks until Christmas. The sooner you come, the greater varieties you will find, and there is no need to say a word about great comfort and satisfaction to be derived from buying before the great Christmas rush sets in.

Particularly note the fact that the CALIFORNIA FURNITURE COMPANY is located on BROADWAY on the west side of the street, near Seventh.



FLINT'S FINE FURNITURE



FOUNDED 1840

Spring Showing
Dining Room, Library and Bed Room Furniture.

The extensive facilities which we offer our patrons for grouping furniture, and being able to secure the correct impressions as to how furniture will look when at home, before purchasing, is a feature at Flint's.

The almost unlimited variety, designs, finishes this Spring enable the most scrutinous connoisseur to be easily satisfied. Our construction is limited to "Flint Quality."

Special designs prepared upon request.

GEO C FLINT Co
WEST 23rd STREET

advertisement. The advertisement is complete in all its details and is very attractively displayed.

The California Furniture Co., Los Angeles, Cal., take advantage of the fact that many people buy furniture as Christmas gifts. The border of holly is so much reduced that it does not show up quite as well as it did in the original. There is one thing about this announcement that was forgotten and that was prices. There are a great many words there that might have been omitted leaving space enough for at least one particular offering at a price that would be likely to attract holiday shoppers. The space taken up by this holly wreath might be considered by some as wasted, but it is not. If all advertisers should show the same amount of originality of display as is shown in this advertisement there would be more attractive advertising in all our newspapers.

John A. Colby & Sons, Chicago, Ill., handle high grade furniture. This firm has earned a reputation of being high-priced which they are trying to get rid of in this advertisement. The statements made there are rather on the short order and might have proved better had they been longer and more explanatory. As a whole it is an excellently displayed advertisement and worthy of any furniture house selling high grade goods.

From New York we select an advertisement of Geo. C. Flint Co. This is an advertisement of "quality." Its value to this firm may be assured but it would prove valueless if used by many of the smaller firms in the smaller cities. And yet there is more of this style of advertising being done by small firms than by the larger ones. On the whole it is too general in tone. What people look for now is a direct business proposition. "I will sell you so and so for so much." That should be the story of the retailer's advertisement whether he sells furniture, shoes or groceries.

CHAPTER XLVIII

GAS AND ELECTRICITY

FOR a good many years the advertising of gas and electric light companies was done almost entirely by personal solicitation. Once in so often the local manager would stir himself about and make a few personal visits, recommend the use of gas or electricity for lighting, take a few orders, draw his head into his shell and there keep it for months or years.

If any new business came their way it was because it could go no other way. New buildings had to be lighted and they sought out the gas or electric light companies according to their preferences.

A little rivalry sprung up when the incandescent light was introduced, but it did not produce much advertising. That came later with the introduction of the new gas lamp. The use of the mantle in a gas lamp brought forth the present era of advertising among gas and electric light companies. Even then it was not the light companies who saw the possibilities of publicity, but the lamp manufacturers. They really started the ball rolling and it has been rolling ever since and like the snowball has been growing larger the longer it is rolled.

The first advertising done by the gas and electric light companies was of a more or less general character. The advertisements consisted of mere business cards left standing sometimes for months at a time.


When the gas companies began to handle gas lamps, gas fixtures, gas stoves, etc., advertising became

**YOU DON'T
BUY ICE IN
WINTER**

Because you don't need it then. Why keep a fire in your kitchen coal stove during hours when you've no use for it? Besides being extravagant it heats the house unnecessarily. **Vulcan Gas Ranges** are used only when needed. That's why they are economical and otherwise desirable.

GET ONE.
Connected Ready to Use, **SEVEN DOLLARS.**

BUFFALO GAS COMPANY
186-188 MAIN STREET.



**Be Up-to-Date
And Get a
GAS RANGE.**



**Be Wise and GET IT NOW while
Connections are Free.**

**If you don't know that Gas
is cheaper, FIND OUT.**

If You Do Know, Then Why Wait?

**Call at the office and see a
Gas Range operated.**

SEE THE GAS CO.

an absolute necessity, because they were then competing with hardware merchants, department stores, supply houses and others who were advertising. Competition compelled the old light companies to come forth and advertise. Advertising has helped to build many of these properties into immense corporations.

Some of the advertising done by these companies to-day is on a par with much of the advertising done by the country retailer a few years ago. Take the advertisement of the Buffalo Gas Company. The cut is one of those old fashioned syndicate affairs which have been out of date for years. The headline is rather startling but misleading. It might even give the reader who is skimming over the pages an impression that the brave soldier is guarding an ice chest instead of a stove.

"Be up-to-date and get a gas range." Thus starts the advertisement of The Bay City Gas Co., Bay City, Mich. Then the reader runs into a graveyard. Just a little private graveyard used by the gas company for its

own private ends. Upon the stone so prominently shown is a representation of an old style wood stove. The inscription reads, "To the memory of the old-fashioned stove."

If the subject wasn't sacred to some, gruesome to others, this might be mistaken for humor. The balance of the advertisement is about as bad. "If you don't know that gas is cheaper, find out."

The Springfield Gas Light Co., Springfield, Ill., have here an attractive advertisement and an attractive proposition. It is altogether too bad that they did not give more particulars. Most persons want to get all the information they can about a proposition before investing their money.

The advertisement of the Spokane Gas Co. is better in every way, but it has an uninviting appearance. It looks very much like the trade journal advertisements of a decade or two ago. An all-type advertisement might have been used to better advantage.

The Humphrey Gas Arc advertisement of the Spokane

Falls Gas Light Co., is one of modern excellence. The lamp is illustrated. A shaded oval holds the advertisement together. The advertisement covers only one point but

**It's
Up to You**

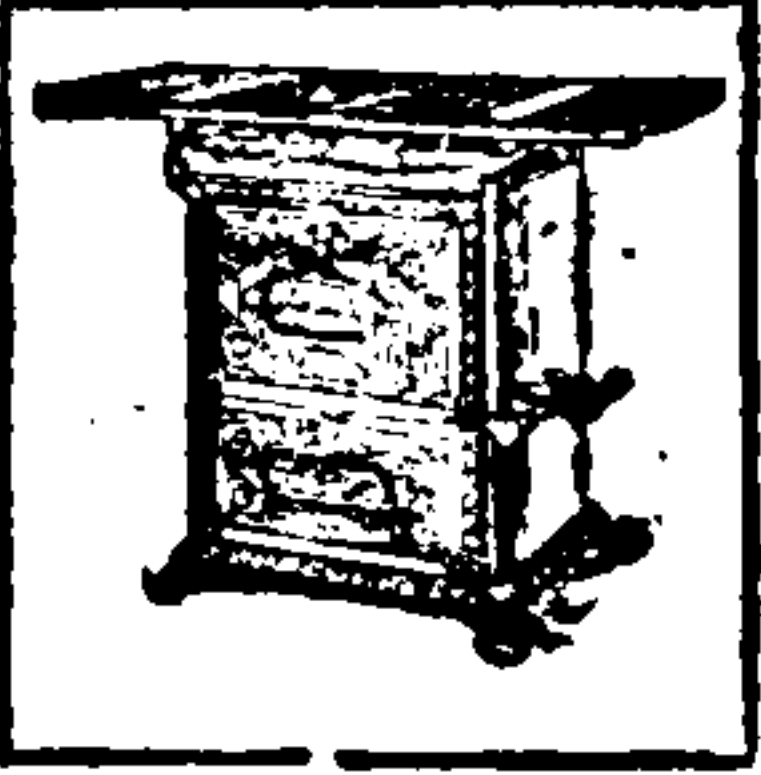
For 30 days only we make the special offer: One of our latest
models, stainless gas ranges for \$1 cash and \$9 per month for 30
months.

\$21 for this durable range is an actual saving of not less than \$10.
In addition, if your home is not piped for gas, we will connect you
with our main and also furnish all range connections.

Free of Charge

This is the most powerful of bargains privileges ever offered and
within easy access of every Spokane home to know the comfort and
economy in owning one of these great labor savers, ensuring a cool
house in hot weather, saving strength and vitality.
The phenomenal sales of the past week have taxed our mechanical
department to the limit, so order at once and insure

Prompt Service
Tel. 305



**If You Love Your
Wife Get Her a Gas Range**

**A COOL SNAP
FOR A HOT SUMMER.**

\$1 cash secures this per-
fect range.
No charges for range
connections.
No charges for street
connections.
Pay for fuel after it's
used.

SPOKANE GAS CO., 804 SPRAGUE AVE.



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Get Smart

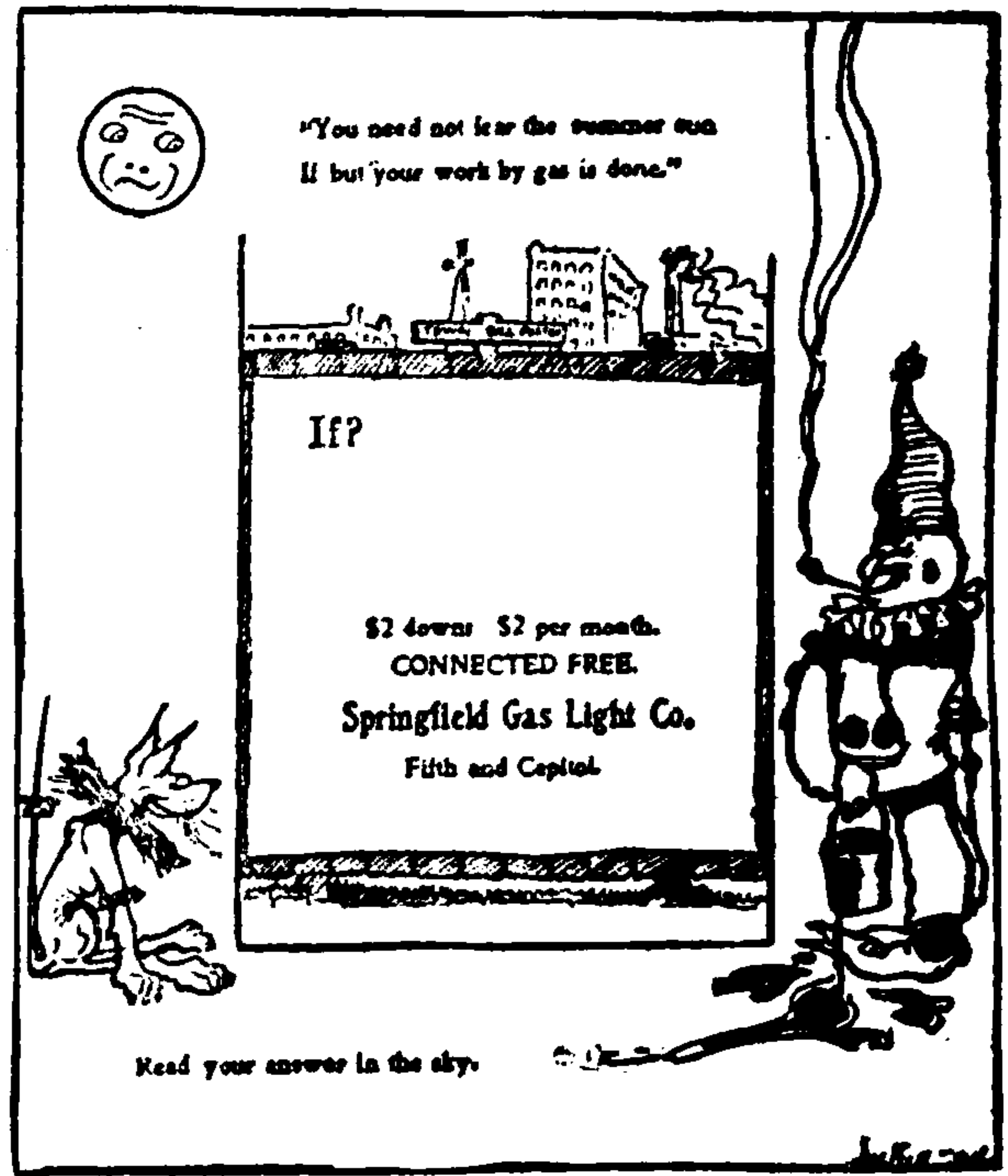
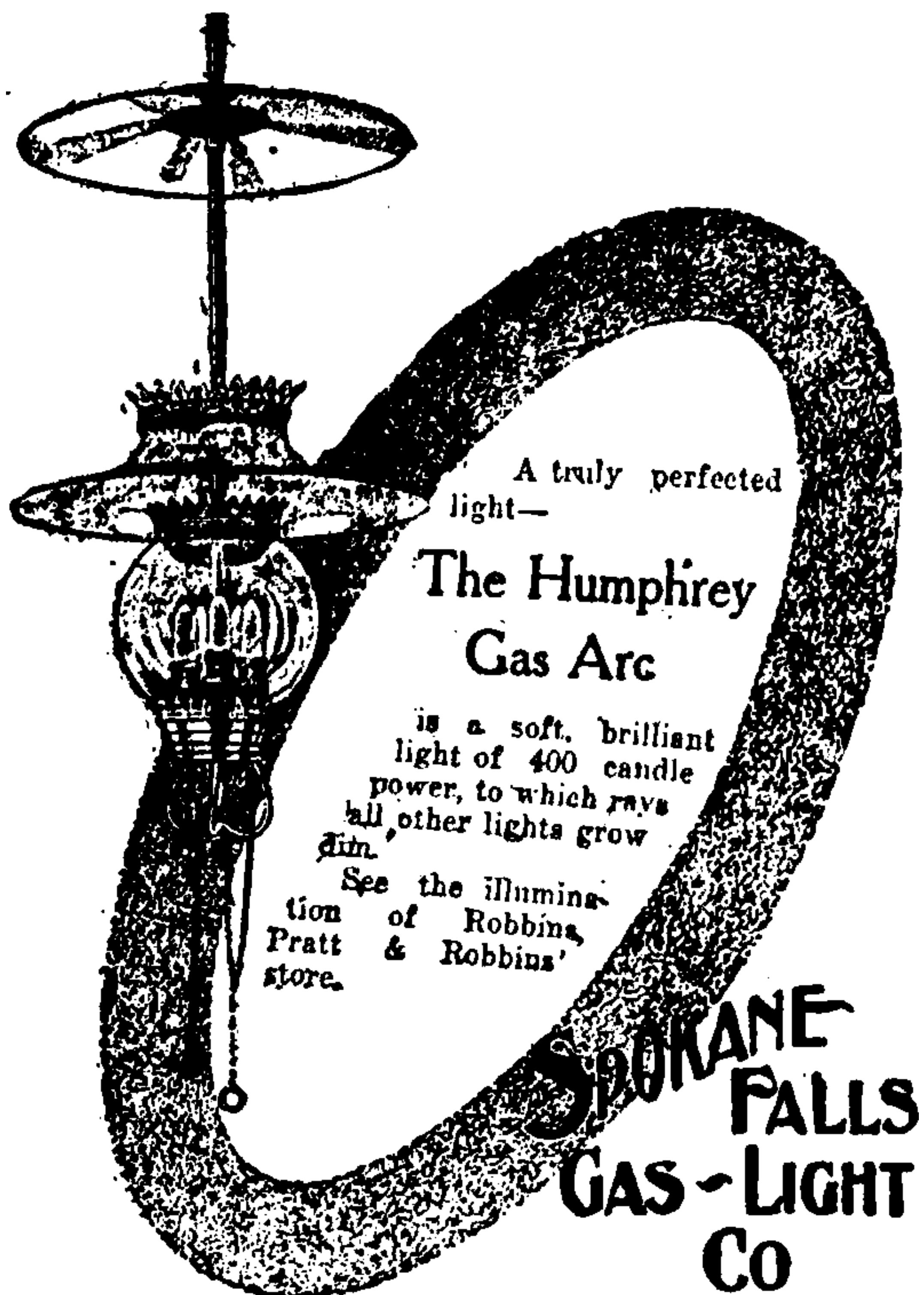
Over 2,000 years of
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Gas is not a commodity that anyone will buy. There are certain conditions that must be met before they can have any use for gas. The house must be piped before it can be used as light or fuel. Thousands of houses are piped for gas where the occupants only use it for lighting purposes. These are the ones that the gas company can find it profitable to advertise to. These are the ones that are to be induced to buy a gas stove and reap the benefits. Special lamps, such as the reading lamp, comes in for a considerable amount of publicity. The gas water-heater has of late been strongly advertised.

CHAPTER XLIX

HARDWARE, PAINTS, ETC.

OF ALL lines of retail trade there is perhaps less advertising done by the hardware merchant, in comparison with the amount of business he does, than by any other. This is not because it is a hard business to advertise. There can be none more easily advertised, for the variety of stocks carried makes the hardware store's merchandise interesting to all classes.

The stocks usually carried consist of hardware, such as nails, screws, hooks and eyes, locks, bolts, hinges, and a hundred other small articles used in most homes. Then there is always a large assortment of tools used in almost all trades and by all mechanics. Cutlery and plated silverware form a goodly department as do kitchen utensils in iron, tin, graniteware, wood, etc. Stoves and their usual accessories, the smaller farm implements, lawn mowers, etc., and sporting goods and recreation wares, such as hammocks, form no mean proportion of his stock.

Besides this he keeps all classes of hardware and tools used by carpenters and builders and paints and brushes used by painters. His store is the center of attraction for these two trades as well as that of the farmer, the householder, the housewife and the boy whose amateur building operations not only require tools but material as well.

With all these classes of goods there is no reason why the hardware merchant should not do more and better advertising than many other merchants who use space regularly.

There are at least three phases of advertising the hardware merchant can use successfully. He can advertise to builders and painters, for they use his products in wholesale quantities. He can advertise to the housewife because he handles so many lines of goods that are essential to her comfort in the home. He can advertise to the men because he handles all kinds of sporting goods from an air gun for the boy to a repeating rifle for the sportiest man. He carries hammocks for the home and fishing tackle for the river side. Why, then, do not hardware merchants do more advertising?

One class of advertising that is done to a greater or less extent is represented in the advertisement of Johnston's Hardware Store, clipped from a country paper:

HEADQUARTERS

FOR

Nails, screws, locks, bolts, etc.

Screen doors, window screens, etc.

Paints, varnishes, stains, etc.

Cow bells, cow chains, ropes, etc.

Builders' tools, paints and brushes,

Graniteware, tinware, iron and wooden ware,

Stoves, pipes, zines, kitchen utensils,

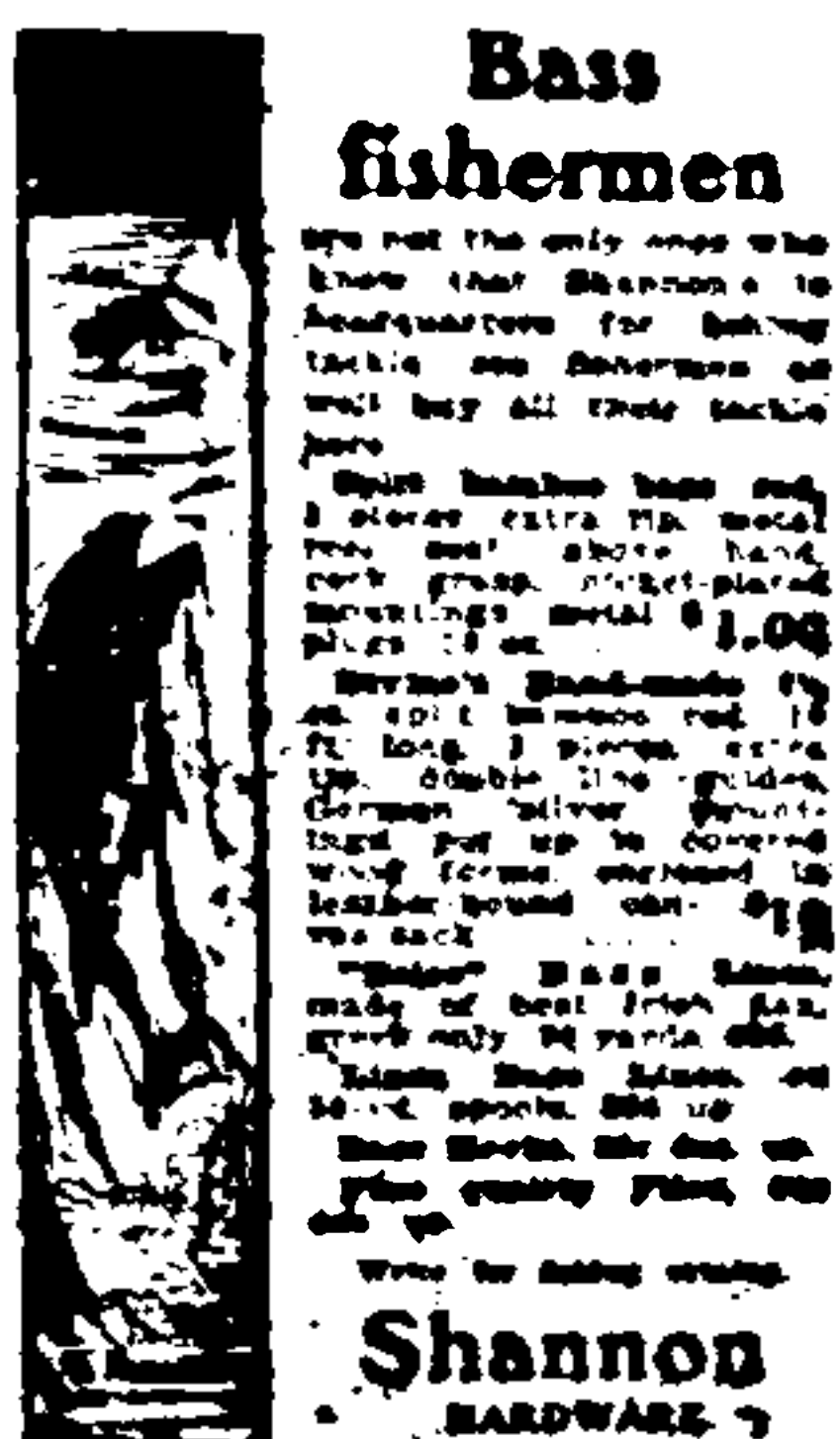
Cutlery, penknives, scissors, etc.

In fact everything that a good hardware store should carry will be found at lowest prices at

JOHNSTON'S HARDWARE STORE

While such an advertisement may be better than none it is merely a catalogue or list of goods. As such it may attract the attention of someone who requires one of the articles mentioned and tell where it may be found. But there is no other information given whatever.

The advertisement of Geo. M. Harris, Buffalo, N. Y., is worthy of some four by nine country store, yet we find this firm occupies two stores in a large city. The advertisement is usually a pretty good representation of what the store will be, but in this case it cannot be so. The idea of advertising lawn mowers separately is a good one. The text of this little advertisement is good except that it should have read "higher grade mowers if you prefer them," instead of "high grade." This was an admission that the \$2.50 article was not high grade, in spite of the fact



that it was offered as a fine mower. But the cut! Who ever would think of buying knives, razors or scissors for the purpose of cutting the grass? In this selection of an illustration we find a phase of advertising that is only too common. The advertiser evidently believes in the use of cuts. He wants to use one. If he has not got one of lawn mowers he uses one of razors. It is not only ridiculous but it is bad

advertising. A man may require a razor and be attracted by the cut of the razor to the advertisement only to read about lawn mowers. This is likely to give him a poor opinion of the store that advertises so carelessly.

In the same manner a man attracted by the prominent words of the headline, "Lawn Mower, \$2.50," upon seeing the cut may think the printer made a mistake or that the hardware merchant is playing some kind of a practical joke. The cut and text should be consistent, or one, or the other should be omitted.




**The Only Genuine
Cold Blast Lanterns**

Because a lantern is marked "Cold Blast," it is not the Genuine unless marked Ham's Cold Blast. The C. T. Ham Mfg. Co. are the originators of the famous cold blast principle—the others are cold blast in name only. To get the Genuine Cold Blast Lantern and be sure of it come to Avery's. The price is no higher than the other sort, when you consider the service and light obtained from Ham lanterns. Price \$1.00.

A. H. AVERY, SON & CO.,
Wholesale and Retail Dealers.
SEVEN SOUTH MAIN STREET.


A. H. Avery, Son & Co., Gloversville, N. Y., uses a very good advertisement. This is reduced from five inches double column and advertises but one thing—lanterns. This advertisement will sell lanterns because every man interested must read such an advertisement. It is also calculated to create a demand for lanterns. This is the kind of advertising that should be done by hardware merchants. They should take the most seasonable article they have and advertise it separately, singly and alone. The direct sales from such advertisements are large and lead to sales of other articles carried by the dealer as well.


Shannon, Philadelphia, Pa., advertises sporting goods in the right way. He does not try to tell all about everything he carries from a baseball to a shotgun, but takes one thing at a time. He now advertises to bass fishermen. At another time he will advertise to baseball cranks, to physical culture enthusiasts, to hunters, etc. The illustration is good and will attract the keen eye of the sportsman if the headline does not.



How do YOU spell it? With a C or a K? Calsomine or Kalsomine? Better look in the book and see. Makes no difference to us. We'll sell you either one. What we sell you will be right. Don't forget how to SPELL Kalsomine. Don't forget we SELL Calsomine

The Lawrence Paint Co.
115 Court St.,
Binghamton, N. Y.







Stain on That Ceiling?
Roof Leaked?
Water Soaked Through?

"Need Calsomine don't you?" Well, then call on us right away. We won't say that water won't leak through our Calsomine. But you'll forget that water ever did leak through your ceiling. Then fix the roof.

The Lawrence Paint Co.
115 Court St.,
Binghamton, N. Y.

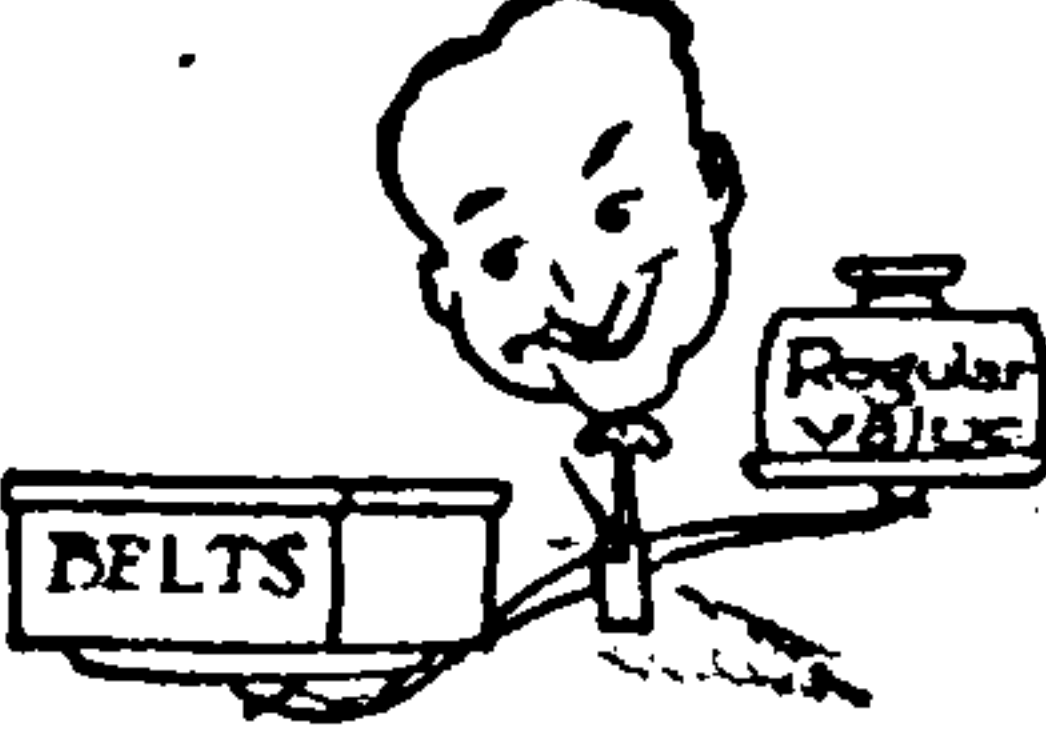




IT WILL SURPRISE YOU
to see how fine a
Lawn Mower
we offer you for
\$2.50

Also High Grade Mowers
if you prefer them.

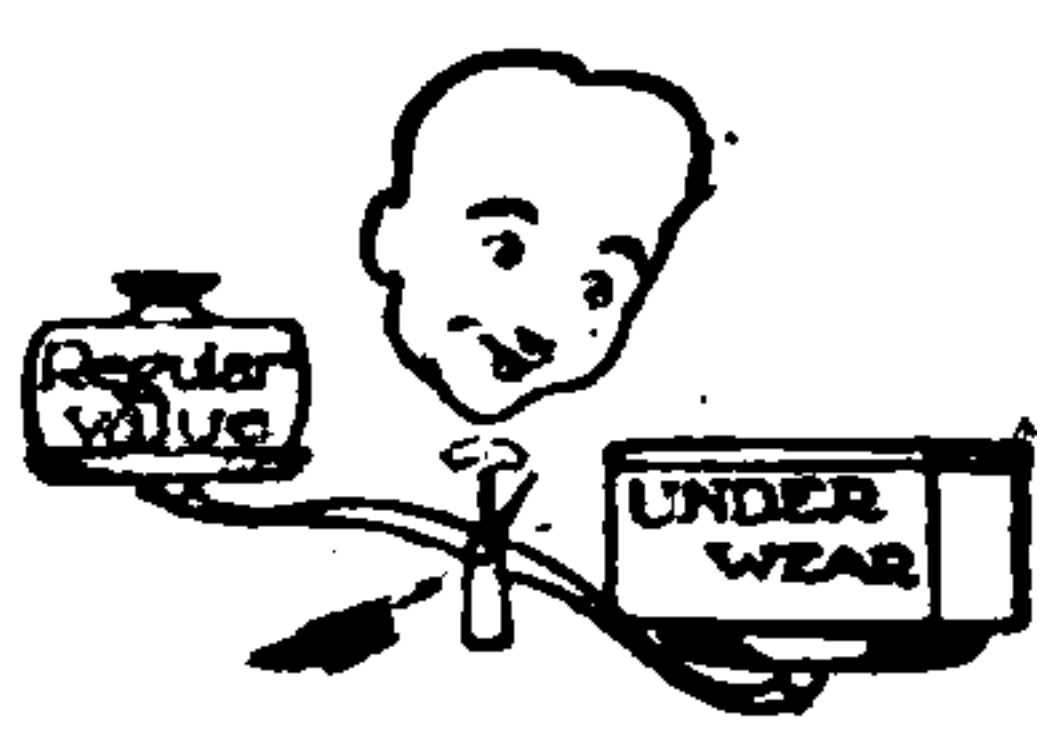
GEO. M. HARRIS,
HARDWARE
38-40 Court St.



Men's belts.
1350 of grain leather—black and tan.
Regular 75c. belts.
50 cents.

Men's handkerchiefs.
7000 of the identical Irish linen used in our regular 25c. handkerchiefs—but importing in the piece and hemming here saves duty.
2 for 25 cents.

ROGERS, PEET & COMPANY.
Three Broadway Stores
236 842 1260
at at at
Waver St. 11th St. 32d St.



Boys' underwear.
2000 pieces of fine cotton gauze—regular 50c. quality.
Shirts—half sleeves and athletic.
Drawers—ankle length, knee length, pantalets.
35c; 3 garments for \$1.

Everything else men and boys wear.

ROGERS, PEET & COMPANY.
Three Broadway Stores
236 842 1260
at at at
Waver St. 11th St. 32d St.

Paints and brushes form no small part of the hardware merchant's business. Ready mixed paints are used in surprisingly large quantities, though usually purchased in very small tins. Many of the manufacturers of these ready mixed paints advertise to the consumer for the benefit of the dealer or furnish electrotypes for use by the retailer. There is just one thing that might make an improvement in these advertisements and that is price. The prices of most colors are the same and if the price for different size tins were given the advertisement would be very much stronger.

The Lawrence Paint Co., Binghamton, N. Y., use Sherwin-Williams cuts very attractively to advertise calsomine. The first advertisement is inclined to be funny and is least likely to prove of any advertising value. The second is a good one and timely in a great many cases.



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DELVE INTO FANTASY, MAGIC, MYTHOLOGY & FOLKLORE

Forgotten Books'
Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.

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Wm. Vogel & Son, also New York City, always use a style that is distinctive. This style is not as closely adhered to as is that of Rogers, Peet & Co. This advertisement shows how quickly the larger haberdashers take hold of anything new and push it. Velvet scarfs for men are merely a fad but when sold by a firm having the reputation of this one they are made one of the new styles that are "proper to wear." If this firm sanctions and recommends an article, there are enough of their customers who will purchase them to make them "the vogue."

The Hub, Chicago, Ill., in their advertisement do not state any reason why these \$1.00, \$1.25 and \$1.50 shirts are to be sold at sixty-nine cents. In place of that they say, "but we propose to clear them away at sixty-nine cents." There is a note of desperation here, as if they did not want to do it but were forced to by circumstances not stated. Here the description of the shirts is perhaps a little too elaborate. Most men will not know what "bi-metallic laundered" means. "High-class town-made" is a high sounding phrase. This might have attracted attention, however. The display of this advertisement is good. The name-plate appearing at the top of an advertisement dwarfs the headline. This style of make-up does not detract from a large advertisement, but it certainly does from a single column advertisement.

The G. D. Scott Co., Ltd., Nanaimo, B. C., Canada, advertisement is attractively displayed. The headline tells the story of the articles advertised

THE HUE
HENRY C. LYTTON Pres.
GREAT SALE OF
Men's Laundered
White Shirts
at 69c

BEGINNING today we offer a large quantity of Men's high-class town-made and bi-metallic laundered white shirts at one-third and one-half the customary price. Styles are open-front, open back, open front and back and the popular coat designs in plaid and plain bosoms. These shirts have sold regularly at \$1.00, \$1.25 and \$1.50, but we propose to clear them away at **69c**.

The best of men's \$3.50 and \$4.00 box calf, velour calf and patent kid shoes offered today **\$2.45** at.....

The Hub will be closed between the hour of 12 a. and 1 p. m. Friday, out of respect to the memory of MARSHALL FIELD.

New Ascot and Other Ties

"The Dominion Express" man dropped off at our door last evening, two very large parcels containing ties and shirts.

We're busy checking them off today.

Pretty lot of ties this time—new shapes in bows, new eyes and flurys, new knots—mid get strings and the new popular Ascot.

33c TO 75c

Also some Colored Shirts and pearl white shirts for evening wear.

We keep our stock fresh at all times.

8 tickets given away to-night for "Are You a Mason" or "Devil's Assoc."



The G. D. Scott Co., Ltd.,
CASH CLOTHES

**Special Sale of
Men's Fine Furnishings**
Way Below Regular Prices—and Good

IT IS ASTONISHING with what alacrity and unhesitating New Yorkers respond to our announcements. Last week's overwhelming demand for the many excellent things in men's furnishings, notably undergarments and night shirts, kept the furnishings left on the main even after the curtains were drawn for the day. If you don't know how important these well-timed offerings of ours are, consider these, and come, and know:

Nightgown Shirts.
In all New York \$1.50.

Two, Oxford, buttonable overalls, reversible pattern, cuffs attached, all down lengths, even to 37 inches. **81c**

4-in-Hand Shirts.
"50c and 75c values.

The story's too long. Enough to say that the Corsets are made of stout and silk, one regular 50c and 75c, and Special. **25c**

A Great White Shirt.
Actual Value \$1.50.

White Cotton or White Madras, plaid bosom, cuffs attached, all down lengths to 37 inches. **81c**

"Fashionable" pajamas.
\$1.50 and \$2.00 values.

The manufacturer had 1,200 sets he didn't want. We did "Fashionable" pajamas under regular prices on stock. Many had some patterns. **81c**

Men's 34-in. Suspenders.
Regularly 50c.

50c web suspenders, but with just cut-off. Many sets pattern, one and two pairs of a kind only. **25c**

Crope de Soire Underwear.
Made in Switzerland. Always \$1.50.

Shirts only, but down, even, and, and even, and for less than \$1.50. **50c**

Smith Gray & Co.,
THREE STORES
BROADWAY AT 1ST ST., NEW YORK.
FOLSON ST. AT PLAZA AV., BROADWAY AT REDFORD ST., PITTS.

and the name of the firm tells where they can be purchased. These are the only heavy display lines in the advertisement and they are not very heavy. By the use of rule borders they are made to stand out prominently and yet occupy very little space. The illustration is one of those good stock cuts furnished haberdashers at a small cost by engraving concerns specializing in that kind of illustration.

The introduction is newsy. It is just as if the clerk behind the counter was addressing you and saying, "Here's the latest things just arrived from the East. You've been waiting some time now for something new. Just step up; here's your chance, etc."

Smith, Gray & Co., New York, throw bouquets at their own advertising. It is good and deserves all they say about it. Straightforward facts as interestingly told as here must draw custom to a store. Not only are the items interestingly described but they are under-priced also. This is a combination that always attracts. Smith, Gray & Co. have here a good advertisement, barring the flowers. Modesty should have dictated some other reason for the store's run of good business. Why not come out flat footed and say the goods are so good that the people buy them in double quantities. Perhaps the advertisement-writer was too modest for that and chose the lesser evil.

The May Co., Cleveland, Ohio, is a type of advertising that is pervading the larger

cities. Special sales of this, special sales of that, until one must imagine that they are buying everything below cost. Where does the retailer get his profit from any way? However, this is an excellent advertisement of its kind. The sale name is good, "Crash Sale." It suggests a crash in prices. The display is good and the illustration is good and there can be little doubt but that the advertisement made good for The May Co.

Brokaw Brothers, New York, use a style of their own. It is rather on the black order but as no illustrations are used something of that style is necessary to give the eye a resting place when it is roving over a newspaper page. The announcement itself is plain, there is no gush or flippancy. It gets down to business at once and is business-like from start to finish.

Reynolds, Gloversville, N. Y., runs rather heavy on illustrations. In the advertisement reproduced here fully two-thirds of the space is taken up with the cut. But is the space wasted? It is not, and then again it is. Good illustrations deserve all the space necessary, but an illustration occupying a little less room would have been quite as useful and effective. If there was any method of compressing or expanding a cut so that it could be made to fit a large or small space as occasion demands the advertiser would be in clover.

The text of this advertisement is too compact. With this cut Reynolds should have used at least another column's width of space and then he would have had room for his



**The Final
=Crash!=**
100 Bore Men's Flies
\$1.00, \$1.25, \$1.50 SHIRTS
At 88c
FOR THE CHOICE

A broad variety of beautiful pattern light, medium and dark grounds, black and white of dots, stripes, dots and figures—cuts, attached or detached—pleated sleeves, all sizes. Thinkers to the city—as well as our best freedom—will find in these shirts a most interesting offering in what is undoubtedly the largest shirt bazaar of the present season.

English bargains in every department of the store until the close of this final Crash Sale next Saturday night.

THE MAY CO.

**BROKAW
BROTHERS**
ESTABLISHED NEARLY HALF A CENTURY


EVERY style of
Glove or Scarf
suggestive of Spring and
comfort is to be seen
in our Haberdashery
Department.

In Gloves—tan shades
and grays in the best pro-
ductions of foreign and
domestic makers, ranging
from \$1.50 to \$2.50.

In Neckwear—every approved
shape in a variety of entirely new
shades and figure effects, 50c. to
\$2.00.

Subway Station just at our door.

ASTOR PLACE AND FOURTH AVENUE.



Cravats.
Most young
men are particu-
lar about their
neckdress and to
them we devote
much of our
time. Results
have proven our
supremacy in
this line. Select
assortment—
newest shades
and patterns, su-
perior quality.
Every wanted
shape is here.
50c to \$1.00.

Shirts
Exclusiveness
of pattern and
superior quality,
excellent fit—de-
scribe our varie-
ty of soft and
laundered bosom
shirts for men.
\$1 to \$2

REYNOLDS

usual firm name, Reynolds' "Toggery Shop," and his address which, owing to lack of space, had to be omitted.

Reiman's, Pittsburg, Pa., advertise neckties at half price in a rather vague manner. They say, "To-morrow you can buy two swell two and one-half inch Four-in-hands for the usual price of one. These ties are mostly in dark patterns of Rum Chunda silks. Very special at twenty-five cents." The man who expected two ties for a quarter and went to Reiman's got fooled, that is all.

This small advertisement is one of a good many good ones that Reiman's advertising campaign is composed of. They are usually bright and interesting. This one is excellently displayed.

Siegel Bros., Los Angeles, Cal., use a very attractive border and a good illustration to tell us an old, old story. This same style of expression has been used until it is thread-bare. Why not try something more snappy and impressive? Unless a firm keeps an eye upon the market for new things they must soon go out of business. The advertisement should not consist of an announcement of this fact but should tell all about the new things that have been discovered. If a new style collar is found say so. If it's a new color in shirts, say so. But don't tell people you are always looking and expect them to drop

Kennedy 112 CORTLAND ST.

OUR HATS have an air of betterness and style you don't find elsewhere. Smart Derbys at 1.90.

Fifty Spring shapes in black and covert brown.

Hats of the same quality are sold elsewhere at 3.00.

Clear Nutria Hat, 2.75, In Every New Spring Style. Nutria is the best Fur used in hating, the value is 4.00. Silk Opera Hats, 3.90 Middlemen's Profits Saved

Kennedy 112 CORTLAND ST.

Spring Underwear Direct from the Mill at a Big Saving.

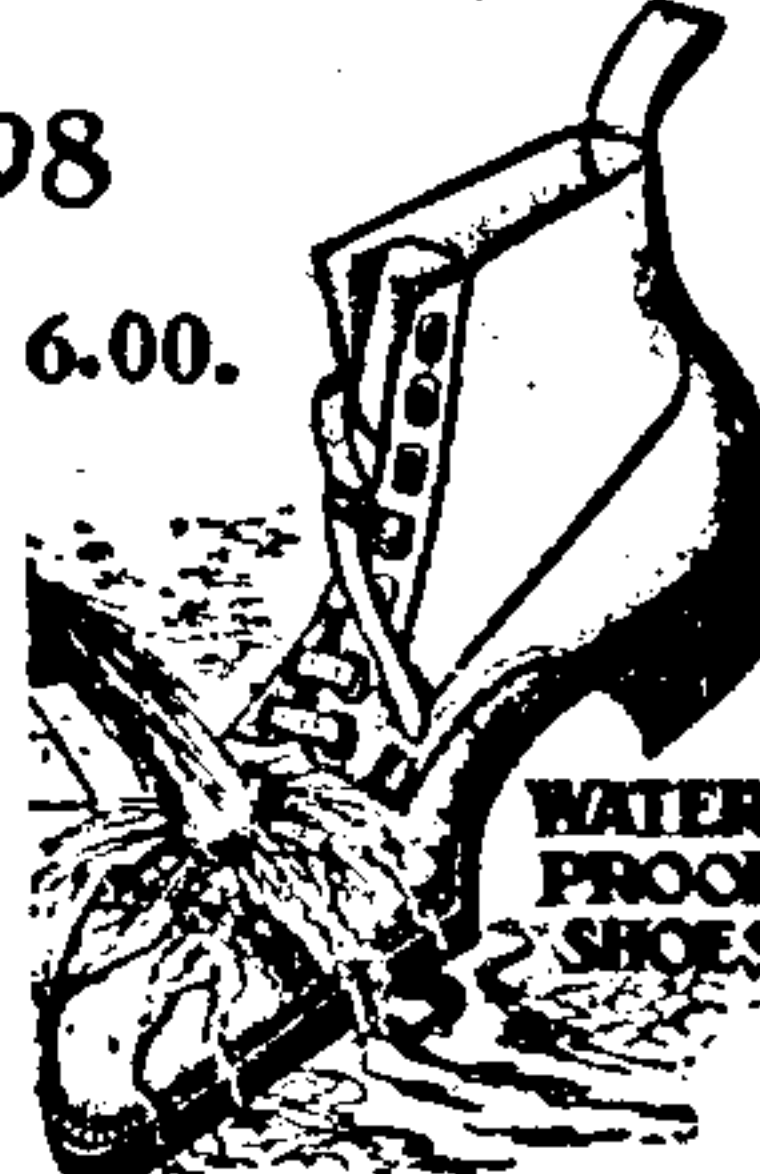
Medium Weight Merino, 75c Worth 1.25, White and Natural Colors.

"Stuttgarter" Wool, 1.49 Lightweight Shirts or Drawers. Union Suits, 98c, 1.50, 2.50 Perfect-fitting Balbriggan. 15c Linen Collars, 10c

Kennedy 112 CORTLAND ST.

3.98 worth 6.00.

High Cut Double Soles of Rawhide Leather



Comfort for Flat Feet. 3.98 } Bunion Lasts, Supporting Arch Shoes Worth 7.00 and Soft Toe Shoes. 4.00 Oxfords at 2.39. Five Hundred Pairs. "Seconds" of fine patent leather and black calf.

Kennedy 112 CORTLAND ST.

1.00 white Dress Shirts at 69c Wide linen bosoms, in all lengths of sleeve. Madras Shirts Pleated Bosoms at 1.10 Worth 2.00

Underwear Chances At 1.98, Silk and Wool, worth 4.00 "89c, Heavy Balbriggan, " 1.25 " 1.49, Australian Wool, " 2.25 1.00 Pajamas at 69c

Kennedy 112 CORTLAND ST.

French flannel Shirts with collars attached is fashion's newest novelty, with safety pins to keep collar in shape



at 1.98, worth 3.00 In Stunning New Patterns for Spring.

2.25 Flannel Shirts 1.49 Imported flannels with neckbands.

Time for medium weight Underwear

1.25 Merino at .75 White and Natural Shirts or Drawers. 4.00 Silk and Wool 1.98

Kennedy 112 CORTLAND ST.

An Importer's over-stock of fine half hose in great quantities.



Fine Lisle Thread Sox at 35c, Worth 75c. 35c Sox at 19c.

Embroidered stripes, neat figures and plain colors, in mercerized cotton and fine lisle threads.

Fine Underwear at very little prices

from Cartwright & Warner. Medium weight white wool regular 4.00 Shirts or Drawers, 1.49

1.50 Heavy Cotton, 79c. (Blue ribbed balbriggan Shirts or Drawers.)

1.50 Light Weight Wool, 98c.

Natural color Shirts or Drawers. 1.50 Walking Gloves, 98c.

Kennedy 112 CORTLAND ST.

A little of everything in fine Underwear at cut prices.

1.00 Wool Undershirts, 69c. Heavy Balbriggan, 79c. Wright's Fleeced at 98c. Shirts or Drawers worth 1.50.

3.00 White Merino at 1.49 4.00 Silk & Wool at 1.98

This Splendid Glove at 98c Made of imported skins, silk stitched. Such a glove elsewhere would cost 1.50.

1.00 White Dress Shirts, 69c. Extra wide bosoms, all lengths in sleeve.

Fancy Shirts, 85c. A little lot of French Percales, stiff bosoms, cuffs attached or separate.

Kennedy 112 CORTLAND ST.

Men's Hats—New—Natty Derbys—College Soft Hats,



At 2.75, 4.00 Quality. Made of clear Nutria, the best fur used in hating. Every Hat handmade—that's how they have that look of elegance not found in other Hats.

Three Dollar Made with the same care as the finer quality, in swell shape. 1.90

\$6.00 Silk Opera Hats, \$3.90. Smart up-to-date Caps for every good material used for Golf, Travel and Auto, .50, .95, 1.75.

Kennedy 112 CORTLAND ST.

A Cure for Insomnia

Wool Night Shirts, 1.49 worth 3.00



1.00 Domet Pajamas, 69c February Underwear Bargains.

Fine Australian Wool, 1.49 Nothing like it anywhere else for 3.00

3.00 White Merino at 1.49

4.00 Silk & Wool at 1.98

Wright's Fleeced at 98c

Shirts or Drawers, worth 1.50

Gloves.

80c Wool Gloves at 25c, 6.00 Fur Lined Gloves, 3.95

Fancy Shirts, 85c

A little lot of French Percales, stiff bosoms, cuffs attached or separate.

Kennedy 112 CORTLAND ST.

5.00 Oxfords at 2.97.

French Calfskin, Blucher Tops, new Flat Lasts, Straight Dipped Toe Military Heels.

4.00 Sample Shoes 2.39.

Blucher Oxfords, Patent Calfskin—all shapes, military heels, all sizes.

6.00 Pat. Leathers, 3.49.

With Shoe Trees FREE.

On the new swing last with dip toe and military heel.

Kennedy 112 CORTLAND ST.

Swell Vests for Spring

At 2.49

Worth 5.00

Flannels, plain and fancy Worsted and Mercerized Cloth.

White Dress Vests

At 2.49.

Custom cut, Custom fit.

Spring Walking Gloves

At 98c, worth 1.50.

Silk stitched, in light oak Tans.



Kennedy 112 CORTLAND ST.

Here's Some Good Shoe News at 4.00 Oxfords at 2.30

A maker's clearance. Patent leather and black calf. Smart Spring styles and all sizes.

6.00 Patent Leathers, 3.49

Oxfords and Button

New Flat Lasts Dipped Toes

With Shoe Trees FREE.



Kennedy 112 CORTLAND ST.

Spring time is hat time.

Smart Up-to-Date Hats for Young Men At 2.75

for 4.00 hats.

Made of clear Nutria, best fur used in hating.

Derbys and College Shaped Soft Hats.

Our 1.90 Hats

are same in quality as other hatters, charge 3.00 for, except ours are better in style.

Silk Opera and 3.90

Smart Silk Hats worth 6.00



Kennedy 112 CORTLAND ST.

Spring Oxfords 2.97

With hard box toes.

Why pay 3.50 elsewhere?

Patent Leathers, 3.49

Lace or Button, 6.00 Values,

With Shoe Trees Free.



Kennedy 112 CORTLAND ST.

Why Pay \$3.50 Elsewhere?

A Swell Button Shoe, 2.97

Black Calf, Flat last, dip toe and all the newest

spring touches in the design.

Scientific Shoe Specialties.

Shoes for Flat Feet, 3.98

With Steel Supporting Arch.

Soft Toe Shoes, 3.98.

Bunion Shoes, 3.98.

Sold Elsewhere at 7.00 to 10.00. For Full Dress, Welt Pumps, 3.98, 4.98. Bench Made on Flat Custom Lasts, in Dull Calf and Patent Leather.



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Get Smart

Over 2,000 years of
human knowledge in
797,885 volumes

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\$8.99/month

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CHAPTER LI

HATS AND CAPS

ALL men and boys wear hats. Hats are a commodity of every day consumption and should be continuously advertised. Of late years there have sprung up in our larger cities a large number of hat stores where hats are handled exclusively. Such stores should advertise continuously. They must advertise in the selling season to hold their trade and they should advertise in the "off" seasons to get more trade.

The bulk of the hat advertising is done by men's furnishers and department stores having hat departments, but such advertising is what can safely be called seasonable advertising. They advertise only at the time when there is a recognized call for new hats. These seasons are short and are practically only three in number, viz., spring and fall for felt hats and summer for straws. This sort of advertising has educated men to buy at regular seasons, crowding the selling each season into a very few weeks.

Most men do not have as many hats as they ought to have. A great many of them have only one, which they wear continuously until it is shabby, when they purchase another. A man should have at least one stiff hat, one soft hat, and a cap in his wardrobe at all times, with a straw hat or linen hat added for hot weather wear. A silk hat and an opera hat might be added to this list for those in better circumstances and who pose as good dressers.

It should be the aim of all hat sellers to bring about this extra consumption of hats and it can only be done by continuous advertising.

"We selected the right styles this season," is a statement, made by a hatter, that conveys a double meaning. It might mean that last season he made a mistake and did not have the right styles. It might mean that it is all a gamble this selecting of styles. This statement weakens the general impression that an advertisement should give the reader. Had he said, "The styles shown this season have proven so popular with our customers that we have had to send in duplicate orders every week," it might have been more convincing.

Hat advertisers, as a whole, have not yet taken hold of a form of advertising that should prove very effective. They have not gone into the details of the qualities of the materials used in the make-up of a hat.

Very rarely will you find a good advertisement along this line, and yet it should prove one of the best lines of argument to use. Style of course is paramount in the selection of a hat. It must be made on the latest and most approved "block" or it will not sell in any quantities, but "value" should be a consideration worth exploiting.

Bergerman, Pueblo, Colo., and Nick Amster, Worcester, Ohio, make their fall

NICK AMSTER.

FALL

Hat Opening This Week.

All the new styles of the foremost hatters of America.


The Stetson,
The Guyer,
The Imperial,
The Koloef,
Nick Amster Special
The Nick Amster's Own Make.

The above covers practically every leading hat that is made in the United States. They are all here. Still hats as well as the soft hats in black, the new brown, pearl and grey.

EXTRA QUALITY

DUSTLESS CO.


The Duster Hat, Fall of 1905, the standard hat of the world. Stiff and soft, \$2.50.



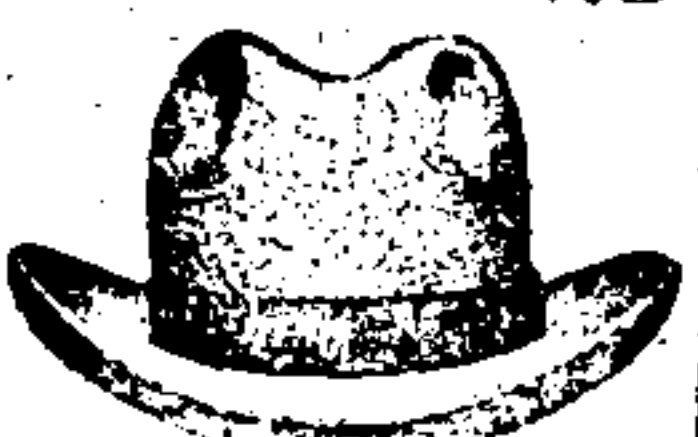
The New Stetson

will be the style in greatest demand with ultra fashionable dressers. The following styles will be the leading numbers of the Stetson hat this season: "Smart," "Philadelphia," "Oxford," "Pascot," "Shiro" and "Cowboy for \$4.25.

The Guyer Hat
FALL-1905



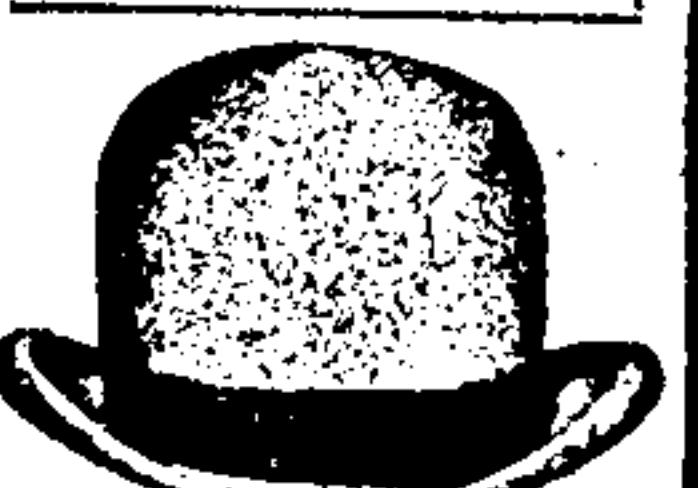
The Guyer, that popular hat that requires no recommendation on our part. They are here in all the new blocks, \$3.25.



Nick Amster Special

You know what that means, the greatest \$3 hat in the world, on which we have built our reputation as Worcester's leading hatter. We are now showing all the new blocks in soft and stiff.

Just at present, the MUNDAY, New York's latest success in a hatter's season's work, now on display in our main window.



NICK AMSTER'S OWN MAKE

There follows as our \$2 hat, made by hat manufacturers and not handled through jobbers, consequently it is just a little better hat than any other \$2 hat shown.

We are also showing a full line at \$1.50 and \$1.

Nick Amster
THE PRICE CLOTHIER

BERGERMAN'S

FIFTY AND MAIN


Fall Styles in Men's

HATS

Are in and our great hat department—a big store in it. We are fully prepared to meet your every need in the hat line.

An Entire New Stock

In shows this season in consequence of the fire. It's decidedly to your advantage to buy where you ABSOLUTELY CANNOT make a bad choice.



Imperial, \$3


Our great hat leader. For every manly style, the Imperial is without a rival in a \$3 hat.

We have it in a complete assortment which includes every NEW style that you can possibly ask for. A liberal showing of the new styles. The very best quality.

The Celebrated

Joe. B. Stetson Hat

We show in all the latest shapes and styles both soft and stiff black, brown, tan, and a liberal showing of the new styles. STETSON STAPLES ARE FAST. EARLY WILL REPRESENT AND EVERY HAT IN A NEW HAT. The largest and best selected line in town.



In High Grade Hats

KNOX

Leads the World

And we represent Knox hats in Pueblo. The complete line in every style for you. We show the FINE hats as seen in every city, in New York, A full line black, brown and the new styles. All shapes in soft and stiff.

The G. H. Heddon Hat,

\$1.50 and \$2.00

direct from the factory. For choice of the size of Pueblo was built of a hat store large enough to handle factory hats and lots. We show, a complete line in black, brown and light shades in all the latest shapes; the roll brim, the drop crown, the crown top, etc., all the popular styles of the day are represented in this, the best hat in the world at the price.

The Wilson \$2.00 Derby

is here in a variety of the latest shapes. It is a splendid hat for the price. In style, quality and general appearance it compares with any \$2.50 hat elsewhere.



Opening today of
Men's and Boys'

STRAWS

MILAN BRAID
SPLIT STRAW
MANILAS

Javas and Leghorns
in all the Latest Styles
and Dimensions

\$0.45	\$0.75	\$1.00
\$1.25	\$1.50	\$2.00
	\$2.50	

Opening today of
Men's and Boys'

STRAWS

PANAMAS
in a most complete line of styles

The Kind that you'll like and
recommend to your
Friends

\$3.50	\$5.00	\$5.50
\$6.00	\$7.50	

"The Nebraska"

1113 and 1115 Main St.

The Wanamaker Store

Store Closes at 5:30 P. M.

Men's Straw Hats Ready at WANAMAKER'S

We have already had a taste of July weather. Straw-hat time is here, and the men who wish to be right in the matter of looks as well as comfort will be glad to know that the complete Summer showing of Straw Hats is now on view. Our new Hat Store has provided a very much larger stock than we have ever shown in the past.

This is to be a season when individual taste may make its own selection. The straight-brim hats are here as before, but here are also the pencil curl Mackinaws, the turn-down Mackinaws and Panamas, and practically every style that has been popular in the past.

All Wanamaker Straw Hats, from \$2 up, are hand-made, and when the hat is so stamped we guarantee that it stands for the fact.

The sketches below were made direct from the hats, and give exact ideas of the various models:



The Split Straw Sailor.
\$1.50, \$2, \$2.50, \$3, \$4 and \$5
Crown is slightly higher this year and brims slightly narrower.



The Sennit Straw Sailor.
\$1.50, \$2, \$2.50 and \$3
Same style as the split—higher crown and narrower brim.



Mackinaw—Pencil Curl.
\$1.50, \$2, \$2.50 and \$3
Mackinaws will be greatly worn this year, especially by young men, who will put on fancy bands and turn down the brims to suit their fancy—or the fancy of their girl friends.



Mackinaw—Round Curl.
\$1.50, \$2, \$2.50 and \$3
Easily turned down in front, side or back, or worn as it appears in the picture.



Panamas, \$5 to \$18
Both telescoped and square crown. Our prices this year are unusually low, as we contracted for these hats a year ahead—at bottom prices; since then prices have gone up at least 25 per cent.

Fancy Bands, 50c
If it is to be a great fancy band season and we will put these bands on any hat for 50c extra; put them over the black band—removable at will.
Main floor, Wanamaker Building.

JOHN WANAMAKER

Formerly A. T. Stewart & Co.,
Broadway, Fourth Avenue, Eighth to Tenth Streets.



OPENING DAY

KNOX **CHASE**
Superb Straws Smart Straws
For Young Men.

FLAWLESS PANAMAS

Woolf Brothers F. G. Company
Main and Tenth

Mail Orders Filled.



THE MAY CO.

**THE OPENING
OF THE STRAWS
AND PANAMAS**



Tomorrow, for the first time this season, we shall display the most complete, the most varied, the largest and most carefully selected stock of Men's and Boys' Straw and Panama Hats ever opened up in this city, including the fine, finer and finest grades, in all the shapes and braids approved of fashion—and at prices which, by comparison with those of other stores, emphasize our acknowledged leadership in this line.

MEN'S GENUINE PANAMA HATS.
in crease, pinch, square and telescope crowns, in various dimensions of crown and brim at

**\$5.00, \$6.00 \$7.00,
—\$8.00, \$9.00, \$10—
—and \$12—**

Which means a saving of from \$1.00 to \$3.00 from Hat store prices.



MEN'S STRAW HATS, in Panama, Rican, Java, Canton and English split braids, in all the new novel and staple shapes, at

**\$1.50, \$2.00, \$2.50
—\$3.00 and up—
—to \$4.00—**

Each grade the best value the price can possibly buy elsewhere.

OUR MEN'S \$1.00 STRAW HATS.—We have made this grade famous by unapproachable values. This season they are better than ever—Sennet, Canton, Java and Mackinaw braids, in all the new and popular shapes—better than the \$1.50 Straws of other stores. Our price is **\$1.00**

BOYS' 50c STRAW HATS.—Are in every essential equal to the best that other stores show at 75c. This grade comes in all the shapes proper for boys wear—stunning styles, all of them, and in different dimensions of crown and brim, at..... **50c**



Boys', Youths' and Children's Straws

This section embraces the whole field of fashion in Straws, from the plainest style to the most elaborate creation. Boys' and Youths' Straws in sailor, pinch, telescope and straight crowns, in every fashionable braid; Children's Plain and Fancy Straw Sailors in an emment of grades and styles beyond our limited space to describe.

**50c, 75c, \$1.00, \$1.25, \$1.50
AND UP TO \$4.00 FOR THE FINEST.**



announcements in practically the same manner. These advertisements are practically catalogues of different makes and styles that each carry.

Bergerman "makes a point" when he states that all his hats are absolutely new hats "this season in consequence of the fire." Fire having destroyed their old stock they can only have the latest on hand. The inference is obvious and is well worth stating.

Nick Amster's advertisement is rather the better of the two typographically because the Bergerman advertisement is spoiled by the use of a cut too large to be used horizontally. If an advertiser was advertising a horse and run his cuts side ways the animal would perhaps be shown standing on its head, a feat that few can accomplish. An illustration should never be used unless it fits properly the space and the advertisement.

Esmay & Daggett, Utica, N. Y., use a stock cut to illustrate their advertisement. This cut is a combination of illustration and headline. This firm has a peculiar way of stating their styles and prices. Note these:

"Lamson & Hubbard," leads the best at \$3.

"Sterling," worth at least \$2.50.

"The Strand," our special \$2 hat.

Wood Brothers, Schenectady, N. Y., have a much better advertisement. The illustration illustrates, the text gives some information about a new soft hat. A few more details about this "new soft hat" would have made the advertisement perfect.



The new Fall Hats are here—hard or soft.
Not hang over from last season, but new styles, just out.
The "Lamson & Hubbard" the king pin of hats, leads the best at \$3.
Next comes the Sterling, worth at least \$2.50, and then our special \$2 Hat—the Strand.

Esmay & Daggett,
Good Clothes Distributors,
Genesee and Broad Streets.



A NEW SOFT HAT
Between Duke and Derby—time, why not try our new soft hat?
Three Shapes in One
FOURTH,
CRIME,
TELESCOPE.
WOOD BROTHERS
144 State St.

The advertisement of Muse's, Atlanta, Ga., is by far the best here shown. The use of white space is excellent, the cuts are well placed giving the advertisement perfect balance. The text is written in an easy, readable

style and contains a good many points that sellers of children's hats might find worthy of consideration.

Straw hats form the basis for a great deal of hat advertising every summer. Straws are usually advertised so prominently that soft and stiff felt hats are supposed to be unworthy of consideration. The season for selling straws is all too short and they must be vigorously pushed at the proper time. We reproduce a page of straw hat advertisements.

The Nebraska, Kansas City, Mo., is good typographically in spite of the use of type unnecessarily heavy. The cut and the text do not harmonize very well. The advertisement is divided into two sections and the cut is apparently arranged to illustrate these sections but does not. The experienced hatter will see the difference between a split yacht and a Panama in the second column of the advertisement.

John Wanamaker, New York City, gives us a good straw hat advertisement. The introduction is good and will persuade many men to purchase at once. This was a May advertisement and shows that the fine weather during that month brings out the straws. The merchant should have his straw hat advertisements ready for the first signs of hot weather and should come out strongly the first "hot spell" with his straw hat advertising.

Woolf Brothers, Kansas City, Mo., have a good cut but the type space is not used to good advantage. An invitation of some kind should have been given to visit the opening. Don't try to be too formal or the reader may think your store service too stiff and unin-

Little Folks' Straws

Half a dozen shapes may be sufficient to satisfy men's straw hat wants, but the little folks—
There must be a half dozen shapes for about every year a boy is old.
Hats that don't make a little fellow look too old and shapes not too childish for older boys.
The store that doesn't give these gradations the careful consideration that Muse's does, isn't giving the boys their just dues.



Straw Sailors.

Children's large-brim straw sailors, in new shapes, smooth or rough edges. Sizes 6 to 6½.

50c, \$1.00, \$1.50 and \$2.00.

Misses' sailors in new large shapes, with wings or cream ribbons. Sizes 6 to 6½.

\$2.50, \$3.00, \$3.50, \$4.00 and \$5.00.

Washable Tams.

Many new designs are shown this season in the washable Tams. In white paper daisies and here there is a great variety of tams, embroidered in either white or red silk. Tams made of brown tissue, embroidered in red silk, are another lasting style. Sizes 6 to 6½.

50c and \$1.00.

New designs in Hensons and Continental hats. Sizes 6 to 6½.

\$1.00 and \$1.25.



Boys' Straw Hats.

Boys' straw yacht hats in rough or smooth edges, like cut or with soft roll brims. Sizes 6½ to 7.

50c, \$1.00 and \$1.50.

A new style in boys' straw hats, in split or smooth brim, where a soft brim over edge bands in black or blue. Sizes 6½ to 7.

\$1.50.

MUSE'S

3-5-7 Whitehall St.



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DELVE INTO FANTASY, MAGIC, MYTHOLOGY & FOLKLORE

Forgotten Books'
Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.

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When You Want a Wedding Gift

that is not of the ordinary, will give the keenest pleasure and is certain not to be duplicated, send a piece of

Rookwood Pottery

No two pieces are ever alike; each is an original painting on pottery—a real work of art that will always be prized.

We have a large display of charming pieces at \$2.00, \$5.00, \$10.00 and upwards.

Sole dealers for Columbus,
Hasbrook-Barger Co.
80 N. High.

ROOKWOOD

TRADE MARK

DORFLINGER

ESTABLISHED 1852

Dorflinger's Cut Glass is cut entirely by hand—genuine—unlike much of the so-called cut glass which is merely pressed glass superficially cut.

Look for the label—the hall-mark of excellence. At all first-class dealers.

GLASSWARE

TRADE MARK

DORFLINGER

ESTABLISHED 1852

There is a thrill of satisfaction in knowing that one's glassware—if Dorflinger's—is the very best that can be made. The aristocracy of cut glass. Look for the label—the hall-mark of excellence.

At all first-class dealers.

GLASSWARE

ABRAMSON

A SAFE PLACE TO BUY JEWELRY

The quality of goods in our stock will appeal to people of good judgment—our prices will convince you that we are fair and square. We always aim to give every customer the best possible value in every article we sell. No matter what you may be looking for, you'll undoubtedly find it here and at this right price.

J. ABRAMSON
Jeweler and Silversmith
183 S. Spring St.

ROSS

Sterling Silver

Newest and choicest pieces in single piece and in combination. Suitable for ANNIVERSARY OR WEDDING GIFTS.

Cheapest store in Ohio for fine goods.

ROSS
JEWELER
10 E. Long St.

DIAMONDS

The Value of a Diamond

is in the cutting, color, depth and purity. In the selection of our loose and mounted gems the greatest care is taken to procure for our patrons only the best.

Our thirty-five years' experience in handling diamonds and buying from the best importers in the world creates confidence in one who buys a diamond here.

CADY & OLMSTEAD
JEWELRY COMPANY
1009-1011 Walnut St.
Established 1875

CREDIT

Diamond Ring, \$50
\$1.00 Weekly.
Pure white stone in your choice of setting. We have made a name on this value.

Signet Rings, \$7.50
\$1.00 Weekly.
Beautiful design. Heavy solid gold. Carved in beautiful design. Engraved free.

ENGRAVED WATCHES \$25
\$1.00 Weekly.
Very handsomely engraved designs. Gold cases and movements fully guaranteed.

Bring Your Watch
To Castberg's for repairing—we will charge you less guarantee for one year.

Our Factory
For all jewelry repairs. Complete equipment. Skilled jewelry moderate charges.

OPEN AN ACCOUNT AT
CASTELBERG'S
BEE HIVE JEWELRY CO.
5 PUBLIC SQUARE

HER ENGAGEMENT RING

Will be a source of pride and pleasure to you both if it is selected from our stock. Thirty-five years' experience has enabled us to give our customers the best values, both in diamonds and settings.

CADY & OLMSTEAD
JEWELRY COMPANY
1009-1011 Walnut Street.
Established 1875. Catalog on Request.

IF YOUR DIAMONDS

Look old style or not up to date, bring them to us.

Our Expert Workmen will remount and modernize them into just your liking. The beauty of a diamond depends very greatly upon the way it is mounted. Our workmen leave nothing undone that will enhance the beauty of the gem. Highest class work at nominal charges.

MULFORD
JEWELER
MEMPHIS TENN.
6 SOUTH MAIN ST.

Thos. J. Porter

The chief thing in business is

Character

this coupled with ability creates influence and demands attention. Our reputation for fair dealing combined with our ability to detect and point out the peculiarities of

Diamonds and other precious stones, has given us increased patronage and many friends.

Porter
104 MAIN STREET

The two advertisements of Chas. E. Rose, Telluride, Col., are excellent examples for

jewelers to follow. They take up one subject at a time and stick to it to the end. The talk is plain and to the point. What more could any man want than to have his money refunded if the watch sold him should prove unsatisfactory? Yet that is what Chas. E. Rose offers. The thimble advertisement is as good as the watch advertisement. It tells its story, gives the price and stops there. The display is good.

E. R. Fisher & Bro., Pueblo, Col., use a cut furnished on the syndicate plan. It is not as bad as lots of these cuts are. The headline explains the idea represented in the cut. The space used is large, being ten inches across three columns. The panels at the sides of the head are well used. The story told in solid type is that of holiday buying. Special offers are made that are sure to make business.

Tiffany & Co., New York, suggest suitable articles for Easter weddings. When a firm like Tiffany & Co. advertise in this conservative manner it seems to be a good form for others to follow. But is it? This firm is known all over the world. They are noted for their fine goods. It is almost an unnecessary thing for them to do more than keep their name before the public because the name stands for high-class jewelry. But other firms, not so widely known, who follow this plan would find it far less profitable than the one article at a time style followed by Chas. E. Rose.

Heintz, Lexington, Ky., certainly gets a very striking display in his advertisement. White space is used advantageously with the heavy border design. This advertisement quotes prices and therefore seeks business. An improvement could have been made by taking one diamond, describing and pricing it and then adding a line to the effect that others could be had ranging in price from \$15 to \$160.

Knittle & Longtin, Cleveland, Ohio, use an excellent illustration but unfortunately try to tell the public something about every class of goods carried in stock. They do not specifically make an offer on anything but try to do so on everything. With such a cut rings should be advertised exclusively.

Thos. J. Porte, Winnipeg, Man., is a good advertiser. His advertisements are such as will sell goods. But the man who is responsible for the name-plate used by this firm has transgressed the first principle of advertising, viz., legibility. No advertisement, no matter how good it may otherwise be, can do its whole duty unless it can be read and easily understood by the simplest minds. One must make a special study of this advertisement to find out that the advertiser is Thos. J. Porte instead of Thos. J. Orte.

Ross has a much better idea in his combination border and name-plate. This is legible, it can be read easily. There is just as much distinction about it and there is as much room for solid type effect. Ross can vary his idea to a certain extent, and make minor, yet material, changes in his illustration, but Thos. J. Porte must cling to his idea in all his advertisements or give it up altogether.

The other advertisements shown in the plate, with the exception of the cut glass advertisements, could be improved in some respects, but taken as a whole they are a fairly good lot of advertisements.

CHAPTER LIII

LAUNDRIES

LAUNDRY advertising should be largely educational. It should tell the public just what the laundry will do, how it will be done and what it will cost. There are many features of the laundry business that the general public do not understand. There are many kinds of service rendered that the average housewife knows nothing about. It is within the province of the advertising campaign to tell about these services.



THIS PAGE IS LOCKED TO FREE MEMBERS

Purchase full membership to immediately unlock this page

Get Smart

Over 2,000 years of
human knowledge in
797,885 volumes

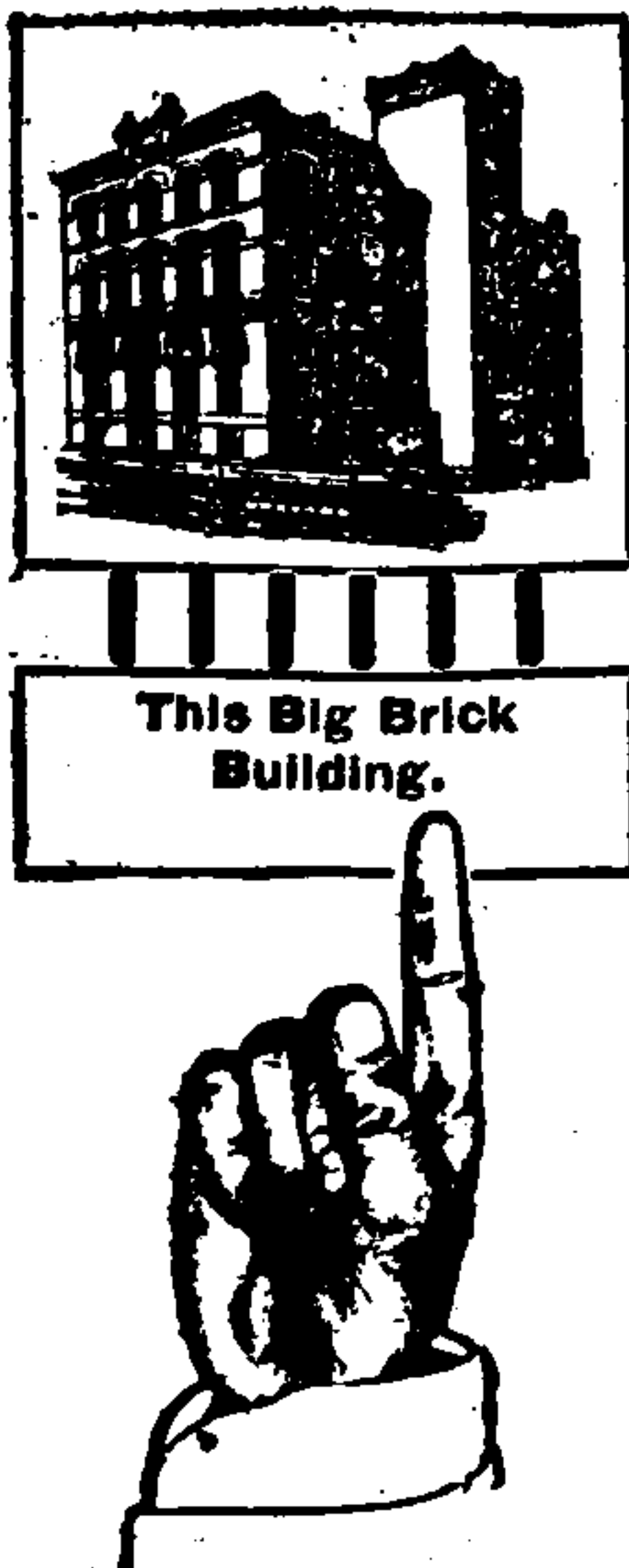
Instant access
\$8.99/month

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The Monarch Laundry, New Haven, Conn., advertisement would have been greatly improved by omitting the "jolly old gent" and changing the headline. The text might have given just a little more information about the "Naphtha Borax" process. A new process is always looked upon as likely to prove better than an old one but it is always best to tell why it is better.



This Big Brick Building.

This big brick building is none too large to hold the tons of up-to-date machinery and the army of cheery and healthy workers that turn out such perfect laundry work. Absolute cleanliness from top to bottom—that's the watchword of

PARSONS Model Laundry
270 Acushnet Ave.

THE SONG OF THE SHIRT

Only a little shirtlet
Or possibly a waistlet,
Needs a little toilet
To be good enough to wear it.

Bunged up in its frontlet,
Baseballed its facelet,
Like a little piglet
Coming from the creeklet.

It had a dirty aspect,
Boiled, tired, fatigued;
It took a laundry bathlet
And vanished for a timelet.

Now see its snowy whiteness,
Its perfection and wholesomeness,
A monument to cleanness;
Our laundry way in briefness.

MEMPHIS STEAM LAUNDRY
Both Phones 21.



A Display of Front
always makes an impression.

Have you tried to share we have been using our new up-to-date "Naphtha Borax" process which reduces wear and tear to a minimum?

We guarantee to save money for you.

Monarch Laundry.
155-155-157 Baby Avenue
Telephone 424-4.

IT'S LAUNDRY

That's what it is—Laundry in whiteness, cleanliness, purity and delicate finish. It's Laundry, in

Every Sense

We can't afford bad work. It won't pay. We're strictly ahead in all details.

Phone 21 at any time.

Memphis Steam Laundry

Good Service

YOU'LL GET FROM

your lines if we launder it! Our method of ironing is not to pound the material to pieces, but rather to preserve it, and send it home to you looking fit to wear.

Some laundries are more expensive than others, by reason of damage done your linen is doing it up.

Ours is found economical because of the care taken.

You can prove this by one trial, make it to-day.

PARKERSBURG STEAM LAUNDRY
216-5th Street.
Both Phones 112.

The Jefferson Laundry, Richmond, Va., tells some things about the laundry business that have a meaning to the reader. In this case the mistake of trying to tell too much in one advertisement is made. If one advertisement was given over to the reasons why they manufacture their own soaps and bleaches; another to telling about the experience they have had in doing laundry work, and a third to telling something about the modern machinery they use, the advertising would prove more effective.

The Blakely Laundry, Trenton, N. J., advertisement takes up the feature of good soaps. This is the kind of advertisement that convinces. An argument along these lines, changed every issue, is bound to educate the public as to what good laundry work means. The second advertisement of this laundry is far inferior as a trade bringer.

The American Laundry, New Bedford, Mass., use the mail idea in a bright way. The mail box adds to the force of the suggestion.

The Toilet Laundry Co., Montreal, Quebec, advertisement of their Towel Service is first-rate. It tells about the "valet" service, which has lately been added to the laundry business. Not all laundries have added this service but as it properly belongs to them,

Cleanliness is Next.

The question, "Who is your laundryman?" should be also considered.

We manufacture all our soaps and bleaches; our help are the most experienced; our machinery the best and most modern.

We collect a trial, showing full well that you will agree that our work is unequalled.

The Jefferson Laundry.
Phone 122.

We Use Soap Plentifully

in our laundering—and the best soap we can find. It's the sort which brings the dirt out of garments, without soiling them.

Of course, it costs more than other soaps, but this laundry does not run on the low-cost principle, but upon the how-good scale.

Blakely Laundry
13-15 S. Warren St.
Phone 517. Trenton, N. J.

Laundering which wins

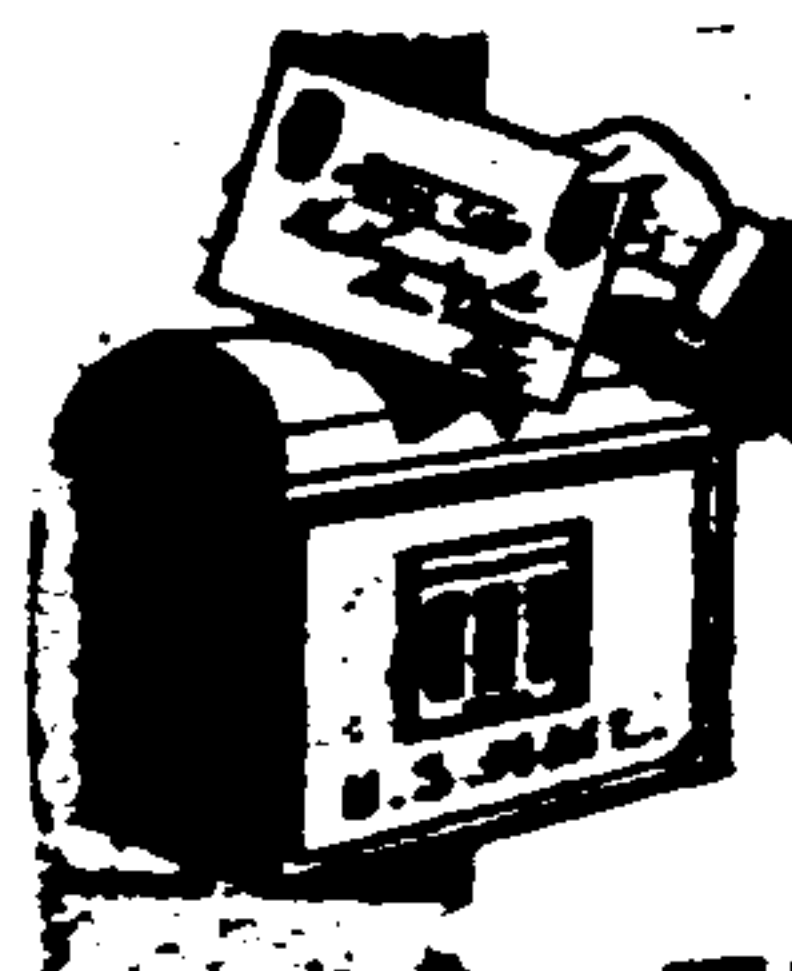
That's the Blakely sort. It's built up from almost no business at all to the largest laundry hereabouts and one of the most up-to-date in this country.

Brains, the "know how," and appropriate cleanliness are responsible for the result which good dressers prefer.

You don't know just how good your linen can be made to appear until you've sent us a bundle. Or shall we call for it?

Blakely Laundry
13-15 S. Warren St.
Phone 517. Trenton, N. J.

Drop us a Postal Card . . .



We will call for your laundry whenever and wherever you appear—deliver it, too, when changed and ready to put on again. As to the cheaping and other questions labelled as "laundering," there remains no question as to our ability and willingness to do good work.

THE AMERICAN LAUNDRY,
255 Purchase St.
Both 222-2
April, 1922


they should take advantage of it and not allow independent concerns to get in ahead of them.

Mr. Ralph Harris, editor of *Brains*, commenting on laundry advertising, in that paper, says:

"A laundry which does good work can command the trade of a large district whether

the town is large or small, yet laundry owners who make proper use of good advertising are few and far between. In the laundry business more than all others, the work must absolutely make good.

"A grocer who has an established trade can sometimes sell twenty-five cent coffee for thirty cents a pound, or a cigar store may sell poorer goods to a regular customer without



It's the Starching
That's why a shirt laundered at Munger's keeps its shape so well—even in the hottest weather. It is not the amount of starch used, but the way it is cooked and how it is used! Knowing how to do these things is why the name Munger is so popular throughout the East.

"The Laundry that knows how"
MUNGER'S LAUNDRY
PHONES 1350 814 S. MAIN ST.

MUNGER'S LAUNDRY
"The Laundry that knows how"

Send your laundry to Munger's if you want the best work.

Good dressers, everywhere, prefer the Munger finish on shirts, collars and cuffs.

A telephone call will bring a wagon to your door.

Phones 1350 814-818 S. Main St.



REASONS!

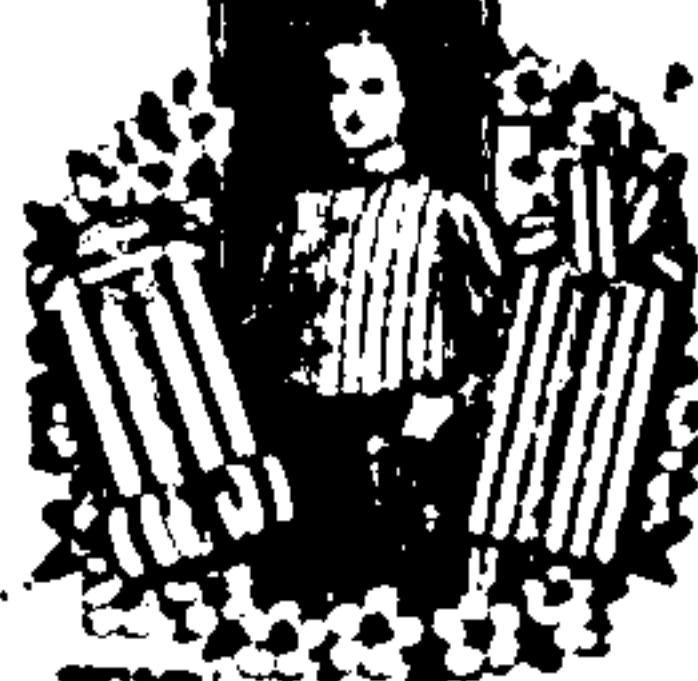
Some good reasons why you should send your Laundry here:

Our work on Shirts, Collars and Cuffs can't be beat in Los Angeles.

Shirt Waists and Women's Summer Wearing Apparel sent home immaculate and mending.

"The Laundry that knows how"

MUNGER'S LAUNDRY
814 South Main Street
Phone 1350



A Hot Weather Hint

If you want to look cool these days, see that your linen is properly laundered. The Munger way of finishing shirts, collars and cuffs gives that immaculate appearance which produces a clean, comfortable and satisfying effect. For a practical demonstration send us your bundle next time.

"The Laundry that knows how"
MUNGER'S LAUNDRY
PHONES 1350 814 S. MAIN ST.

"The Laundry that knows how"
MUNGER'S LAUNDRY
PHONES 1350 814-818 SOUTH MAIN
(COUNCIL BLUFFS) (DUBUQUE) (DES MOINES) (EUREKA) (HAWAII)

Ladies' Wear

We pay particular attention to ladies' summer wearing apparel, as well as men's.

Shirt waists, lawn dresses, etc., laundered with extra care and delivered to your home in neat boxes, to avoid crushing.

If you want your laundry done up better than the ordinary way, telephone for one of our wagons to call.

We do family washing, rough dry—it is washed clean and properly starched, too!


"The Laundry that knows how"
MUNGER'S LAUNDRY
PHONES 1350 814 S. MAIN ST.

Summer Shirts

If you want the very best shirt work, send your laundry here.

That delightful freshness, so desirable in summer shirt waists and negligee shirts, will be retained (after several days' wear) when laundered at Munger's.

ROUGH DRY: Have your shirts, work and more of your family's laundry rough dried by sending your family's laundry to be done Rough Dry.





Correct Collars

Are you having your collars laundered at Munger's?

If not, you are missing a class of work, that for color and finish, cannot be excelled.

A telephone call will bring a wagon to your door.

MUNGER'S LAUNDRY
"The Laundry that knows how"
PHONES 1350 — 814 S. MAIN ST.

ROUGH DRY
6¢ PER LB.

MUNGER'S LAUNDRY
"The Laundry that knows how"

You can just as well save the needless expense and useless worry of wash-day, by sending your family washing to be rough dried.

The ladies' clothes are washed and starched, ready to iron, the flat work all ironed, ready to use.

For a practical demonstration, send us a trial bundle this week.

Our work on shirts, collars and cuffs is the best!

Phones 1350 814 S. Main

ROUGH DRY
6¢ PER LB.

MUNGER'S LAUNDRY
"The Laundry that knows how"

We are doing family washing, rough dry, at 6c per lb.

The ladies' clothes are washed and starched ready to iron, the flat work all ironed, ready to use.

Bundles must contain regular family washing, including flat work.

Telephone and we will send a wagon for your laundry this week.

Good dressers everywhere acknowledge that the Munger finish on shirts, collars and cuffs is the best.

Phones 1350 814 S. Main

always being found out. Not every man who smokes is a good judge of tobacco and cigars. Not every person knows good coffee from poor.

"But almost every man can tell whether his laundry work is properly done. Let him get his laundry with but one spot on a collar or one rip in a garment, and he is done with that laundry.

"I repeat—a laundry must make good, but in order to make good it must first get the trial, with the opportunity to show how good the work really is.

"Advertising is the only method of getting the trial orders. It may be through newspapers or circulars, but whatever it is, it should be the story of good work; the story of quality, prompt service, and good treatment must be told in a convincing manner.

"You can reach possible customers for your laundry easier than they can be reached by any other trade. Every family needs laundry work, and you may leave a circular in every house in your district with good effect. If it possesses the business getting characteristics your increase in business will be remarkable."

The nine advertisements of the Munger Laundry, Los Angeles, Cal., are, every one of them, good specimens of laundry advertising. The name-plate and borders add, of course, to their typographical appearance and attracting power. The text in most cases is as strong as it can be. Each advertisement takes up one point and makes the most of it in as brief a manner as possible.

The last two advertisements, devoted to "rough dry" washings are of the kind that are driving the home washings out of fashion. This laundry has a "motto" or phrase that they use in connection with the name. It is, "The laundry that knows how." Every reader of the newspapers of Los Angeles knows that phrase by heart and no doubt often think of it to the Munger Laundry's benefit.

Besides the newspapers, a laundry can use leaflets, folders, booklets and novelties to considerable advantage. Solicitors are indispensable to a good laundry and should systematically canvass a city, asking for new custom, more custom, and rectifying mistakes, settling claims, and in other ways advertising the laundry and its policy. The little leaflet, or folder, should be systematically used about once a month, and should be made timely. In summer a leaflet devoted to the laundering of shirt waists, ladies' white dresses, or children's white dresses would result in many trial washings. The service rendered if it is good will retain customers obtained through advertising. In the spring and fall when housecleaning is in progress a leaflet devoted to the laundering of lace curtains, bedspreads, blankets, etc., would be timely.

Novelties suggestive of the laundry work or name of the laundry could be distributed to advantage at any season.

CHAPTER LIV

MILLINERY

OUTSIDE of the department stores, millinery advertising is almost exclusively confined to opening announcements and to "business cards" inconspicuously displayed.

This is a mistake, for all women cannot buy their hats at the time of the millinery opening. Many of them attend these openings and determine that at some future date they will make a purchase, but the advertising stops and they worry along by "fixing over" the one they have.

Most milliners carry a full line of children's hats, tams, straw sailors, etc., and babies' bonnets, yet we very seldom see these properly advertised. The large dry goods stores and the department stores monopolize this trade because they advertise these lines. If instead of a business card that is left standing, week after week, some line is featured in each advertisement the exclusive milliner will have a larger profit account at the end of each season than is usually the case. Besides these lines there is another that could be very profitably exploited, and that is trimmings and "shapes." Where one woman buys a hat, a dozen re-trim their old shapes, or purchase shapes and trimmings and do the work themselves. These form a profitable clientele for any store selling these materials. Why not advertise specially to them?



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Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.

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Rish & McCoy, Mansfield, Ohio, believe in changing their advertisements. Theirs is an announcement of the success of the first day's opening. This is a good feature of an opening that usually runs over three days.

J. Steinicken, Wilmington, Del., gives us an Easter opening advertisement that should have drawn attention.

Miss B. B. Hyatt, of the same city, has an advertisement that is a mere announcement. No opening days are announced, no invitation is extended. This is rather too formal and stiff. Miss Hyatt might have had more visitors had she been more explicit.

A. & L. Jenny, also of Wilmington, Del., have added to the usual information given in these announcements that they are showing a new importation styled "The Gage." As the object of these millinery openings is to gather into the store as many visitors as possible, the announcement of a specialty hat like "The Gage" is good. It will bring out a large number of curious women who might not have come but for that announcement. There is a special reason why they should attend that opening as well as the others.

B. Adler & Co., Kansas City, Mo., give us a style of millinery advertisement that is bound to prove a salesmaker. The price of a hat is something that all women have to consider, and the milliner or millinery department advertising prices is sure of good trade.

The Wonder Millinery Co., Portland, Oregon, advertise misses' and children's headwear. This is a feature that is usually overlooked by most milliners. Prices and special descriptions can be used effectively in such advertising.

The advertisement of special "Tailored and Ready-to-Wear Trimmed Street Hats" at 97 cts. by this company is splendid. It shows an emancipation from old channels that have always been too narrow and an advancement into the regular ways of modern trade. This is good advertising.

The advertisement of misses' \$3.00 hats by B. Adler & Co. is very well displayed. The "just like cut" idea is the best kind of advertising by illustration. Cuts that actually show a style advertised are of considerable value, but only large concerns can afford to have cuts made especially for their advertisements.

The advertisement of Siegel, Cooper & Co., Chicago, Ill., is a fine example of department store millinery announcements. Prices are never forgotten by these big stores. They know the value of little figures too well for that. The illustration, border and name-plate make this a distinctive advertisement.

CHAPTER LV

MUSIC AND MUSICAL INSTRUMENTS

THE piano is perhaps the best representative of the musical family to use for purposes of illustration. In this chapter we will then speak of pianos as being in a manner the representatives of other musical instruments. In nearly all cases, what can be said of a piano can be said of nearly all other classes of musical instruments. All have tone, all have finish, and all have durability—the three points most usually emphasized in advertising.

The music dealer has two audiences to advertise to—the general public on the one hand and the musician on the other. An advertisement written to appeal to one class will hardly touch the other. If it is written for the expert eye it may fly over the heads of the masses. If it is written to cater to the popular tastes it is apt to cause a curl of contempt to overspread the expert's features.

Newspaper advertising should be directed toward the great buying public. The piano should be treated as any other article of common utility and sensibly



described and priced when possible.

Such advertisements as that of Metropolitan Music Co., Minneapolis, Minn.; Cluett & Sons, Troy, N. Y., are pretty nearly valueless. There is not enough information in any of them to make one pause long enough to even read the name of the piano, let alone remember it.

The advertisement of Bloomingdale's, New York City, is the exact opposite in every respect. In this advertisement the whole story is told. Terms are given in a way that impresses one that they are not only low but that they are the lowest. This kind of advertising makes people call to see the instruments offered.

Gimbel Brothers, Milwaukee, Wis., advertise pianos in an interesting manner, yet not quite so sensationally as Bloomingdale's. At Gimbel's we are offered a saving of fifty per cent., while at Bloomingdale's we can buy a piano for \$1 a week—



After Christmas Sale OF PIANOS

New \$250.00 Pianos go at	\$108.00
New \$300.00 Pianos go at	\$127.00
New \$325.00 Pianos go at	\$137.00
New \$350.00 Pianos go at	\$158.00
New \$375.00 Pianos go at	\$167.00
New \$400.00 Pianos go at	\$198.00
New \$450.00 Pianos go at	\$227.00
New \$500.00 Pianos go at	\$238.00
New \$550.00 Pianos go at	\$267.00
New \$600.00 Pianos go at	\$298.00

TERMS:

\$10.00 Down—\$5.00 Per Month or \$5.00 Down
and \$1.00 Per Week.

Special Bargains

Haines Bros., Squares . .	\$20.00
Chickering Bros., " . .	\$35.00
Jacob Bros., " . . .	\$50.00
Marshall & Wendell upright	\$60.00
Sterling " . . .	\$75.00
Ludwig " . . .	\$100.00

And Many Others. Stock consists of such well-known makes as Kimball, Gabler, Blasius & Sons, Chickering Bros., Needham, Haines Bros., Nelson-Cabel, Schaff Bros.

POPPENBERG'S

Open Evenings - 670-672 MAIN STREET, CITY



and no interest, mind you. The headline in the Gimbel advertisement is good and so is the illustration.

Poppenberg's, Buffalo, N. Y., are reaching for business by having an after Christmas sale. The illustration is strong in eye catching power, but is of little use otherwise. Descriptive matter is lacking, and the plan or reason for the sale should be made plain. Too much heavy type detracts from the force of the display. A round cornered rule border would give the advertisement a more finished appearance.

\$ 3 25

The
**Red Tag
Shows
The Price**

By our easy payment plan every family in moderate circumstances may own a high grade piano.

Martin Bros.' Piano

Is sold "from Factory to Home." The price of every piano is marked in plain figures.

MARTIN & MARTIN
69—State Street—69



**The First-water
Diamond of Piano Perfection**

Its sparkling tones, voicing the Wedding March and Bride's Song, reflect the harmonious destinies of the truly wedded. A rival to the bridegroom in the bride's affections is

**THE
MATCHLESS
Cunningham
PIANO**

What present more fitting to the matchless Philadelphia bride than the Matchless Philadelphia-made Cunningham Piano?

Cunningham Piano Co.
Chestnut and 11th Streets
Factories: 50th Street, Parkside
Ave. and Viola St.

The **LAUTER** **PLAYERPIANO**

The musical possibilities that are latent in the Lauter Playerpiano are limitless. With this wonderful instrument any non-player can play artistically any composition he may have in mind, be it classical, popular, dance, vocal, etc. The instrument can also be used as a regular piano for playing by hand. It is TWO PIANOS IN ONE, and the change from one form to the other can be made instantaneously.

We can take your present piano in part payment.

LAUTER CO.
127 NEWARK AVE. JERSEY CITY
Branch: 535 Washington Street, Hoboken

PAY
\$ 10

**MASON
AND
RISCH**

\$80
SAVED

Exhibition Sale

That's all you pay, \$10 down and \$10 per month, but you must buy before the end of Exhibition week if you want to save approximately \$80 on the Piano.

This means 8 payments all made on a Piano the minute you pay us \$10 and have the Piano delivered. Think of it. In buying NOW the Piano is paid for 8 months quicker than if you bought the instrument at the regular price.

If you live in the city you ought to be in our store inside of an hour after reading this.

Come in to-day and have a Piano delivered in your home to-morrow, with \$80 practically paid on it

Mason & Risch Piano Co., Ltd.
356 Main Street, Winnipeg, Man.
SELL DIRECT TO YOU FROM THE FACTORY.



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Over 2,000 years of
human knowledge in
797,885 volumes

Instant access
\$8.99/month

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Free
Tickets

ONLY \$50 AND UP ONE \$ A WEEK

5 Lots only
\$5 each to
Home
Builders



Watts is only fifteen minutes from the center of Los Angeles (Huntington depot, cor. 10th and Main Sts.)

Watts is on the best electric line in the world.

Watts is the point where the new double track branches off to Santa Ana.

And remember—the town of Watts already is, and it is growing rapidly.

The school house is being doubled in size. New business houses and stores are locating at Watts.

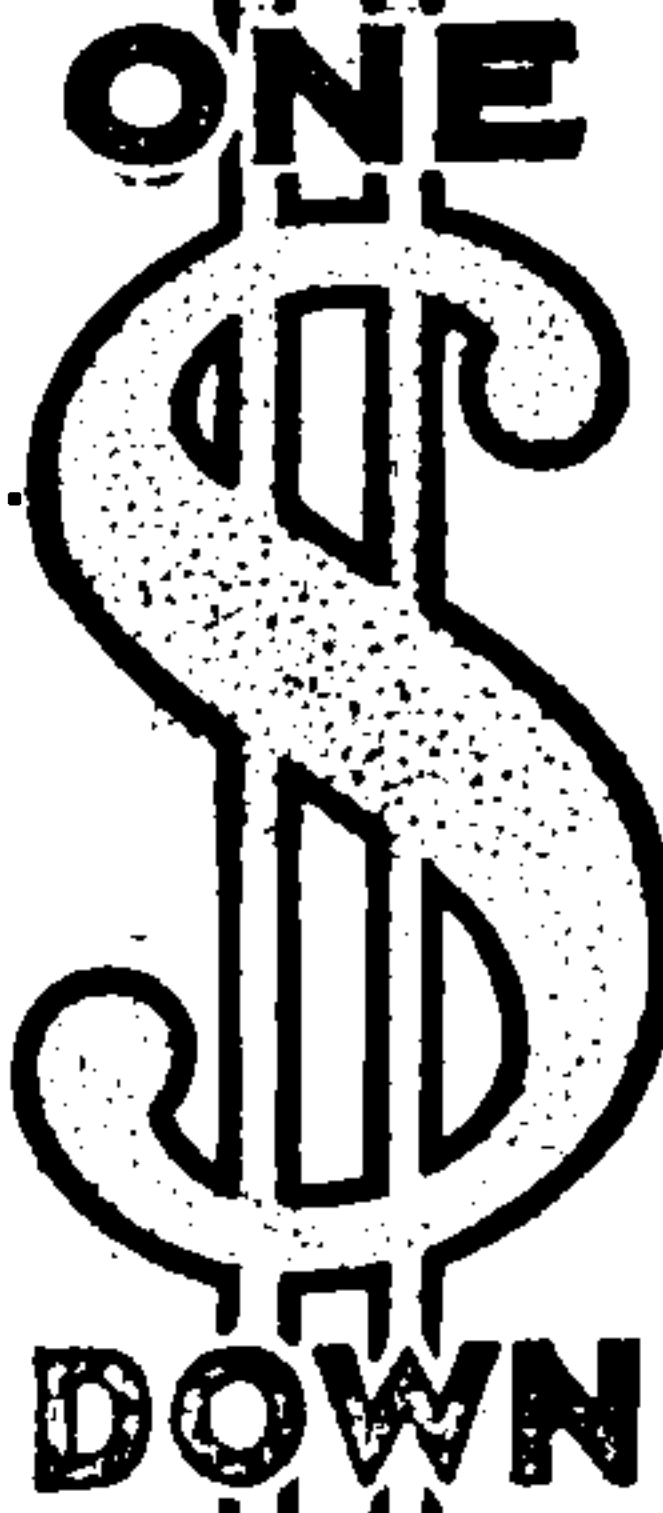
ON SUNDAY, NOVEMBER 5th

We will open the well known

WATTS PARK TRACT

the tract which you have all been waiting for.

These are the cheapest lots ever put on the market anywhere around Greater Los Angeles at only \$1 down and \$1 a week. No interest, no taxes.



The fact that a portion of this Tract is under cultivation as a vegetable garden and more of it in alfalfa, is proof of the quality of the soil.

Full width streets, all graded in first-class manner.

Fifteen foot alleys to all lots.

The Pacific Electric Railway runs right through the center of this tract with a station on the property.

5 Lots only \$5.00 Each

to parties who will agree to build within 60 days.

Secure your tickets and maps at our office today.

Prudential
Improvement
Company

Sole Agents

1111 Corner of
First and Broadway

Phone - Home 1151
Phone - Central Main 1151



5 Lots
only \$5
each to Home
Builders.

LOTS

No Interest - No Taxes.

AT

WATTS

Free
Tickets

FREE
STREET CAR FARE

TO

JACKSON
—PARK—



Cut out this
Photo-
graph: pre-
sent to our
salesman
and your
car fare
will be re-
funded.

Just to show you the best home building site in Evansville. Don't take my word for it, but, come out and see for yourself.

JACKSON PARK has artificial stone walks, shade trees, gas and electric light, city water, fire and police protection, graded streets, and perfect drainage.

Jackson Park is the only place where you can buy lots on these reasonable terms:

\$1.00 DOWN, AND \$1.00 PER WEEK.

No interest, no taxes, in fact nothing to pay but one dollar per week. There are no strings tied to this proposition. The Peoples Savings Bank or Ohio Valley Trust Company stand back of every contract. As an investment a Jackson Park lot can not be equaled. Just as safe as a government bond.

Stop that eternal rent bill. Make the start to-day. It only takes one dollar. After your lot is paid for I will secure the money to build you a home.

Mr. Homer Rose, 1605 Walnut Street, bought two lots on this plan and is now erecting a beautiful home.

— COME TO-DAY —

or any afternoon and look over the property at my expense. Take car going up Second Street and get off at Emmett Street, or take Eighth St. and Washington Ave. car to Garvin St.

W. F. LITTLE,

Phone 958. 214 Upper 2d.

This is where the old time real estate agent quits work. When he had gone so far he thought he had reached the limit. But now the agent must have a new subdivision opened at least once a year. Pages and half-pages in local papers, balloon ascensions and fireworks, free car rides and any other attraction that will draw a crowd to the spot are freely used. The real estate agent has an office there (often in a tent), and takes every prospective buyer in tow. But first, streets must be laid out, water connections,

gas mains, electric lights, telephone lines, paved streets and other improvements must be completed. Then by the aid of the brass band and the other side-show attractions the buyers are assembled.

The inducements to purchase are innumerable and often varied. Easy payments are among the winners. In some cases lots are sold at nominal figures to any one who

What Shall You Do With Your Idle Money

in order to get the greatest profit from it, and yet have it safely invested? Stocks are unreliable. Daily events prove it.

Good Real Estate is Profitable,

and is absolutely safe, too. It grows in value each year. We have some investments worthy of your investigation. Will you call and let us talk it over?

Pensacola Investment Co.

A. H. D'ALEMBERT, City Manager.
W. B. KNOWLES, President. R. B. SIMPSON, Secretary.
J. E. STILLMAN, V.-Pres. and Gen. Manager. KNOWLES HYER, Treasurer.
Real Estate, Loans, General Investments.
215 South Palafox Street, Pensacola, Florida.

will build at once a house of a certain size and value. This is often done when the tract being sold in building lots has but recently been known as farm property.

When once a prospective buyer gets into an agent's hands it is hard for him to get away without buying a lot of some kind. He is followed up constantly with personal and printed or written solicitations to purchase.

W. F. Little, Evansville, Ind., uses his face as a coupon good for carfare. The idea is not a bad one, for there should be some check upon the demands for free carfare.

A reading of the advertisements of the Prudential Imp. Co. and W. F. Little will show clearly the manner in which these new locations are opened up.

The real estate business has even extended into the mail-order field. Not merely in isolated cases where farms are exchanged for city property and vice versa, but where whole plots and villages are sold to persons who have never seen the land. That there is profit to be made in real estate every agent knows, but as a usual thing he is content to pocket his commission and be satisfied, instead of advertising and pushing sales.



A Home Worth Its Weight in Gold

That figuratively speaking is the beautiful home that we offer for sale.

It is situated in the Highlands, on one of the prettiest streets, and the surroundings are of the most pleasant nature. It is handy to street cars, churches and schools, and is in fact an ideal home.

The house contains eight well lighted and sunny rooms and they are perfectly appointed. It is finished in the best of materials and has every modern convenience—bath, open plumbing, hot and cold water, gas tube, furnace heat, cemented cellar. Besides this there is a large lot of land.

Words are far too inadequate to describe this elegant house—to be appreciated it must be seen. We want YOU to come to our office TOMORROW and allow us to show you this house and explain to you more fully.

The price that we ask for this well built and attractive home is so low that you'll wonder why we can sell it at that price—\$4500!

COME TOMORROW AND SEE IT

'YOUR SATISFACTION IS OUR SUCCESS.'

EUGENE G. RUSSELL

Real Estate and Insurance

407 Middlesex Street

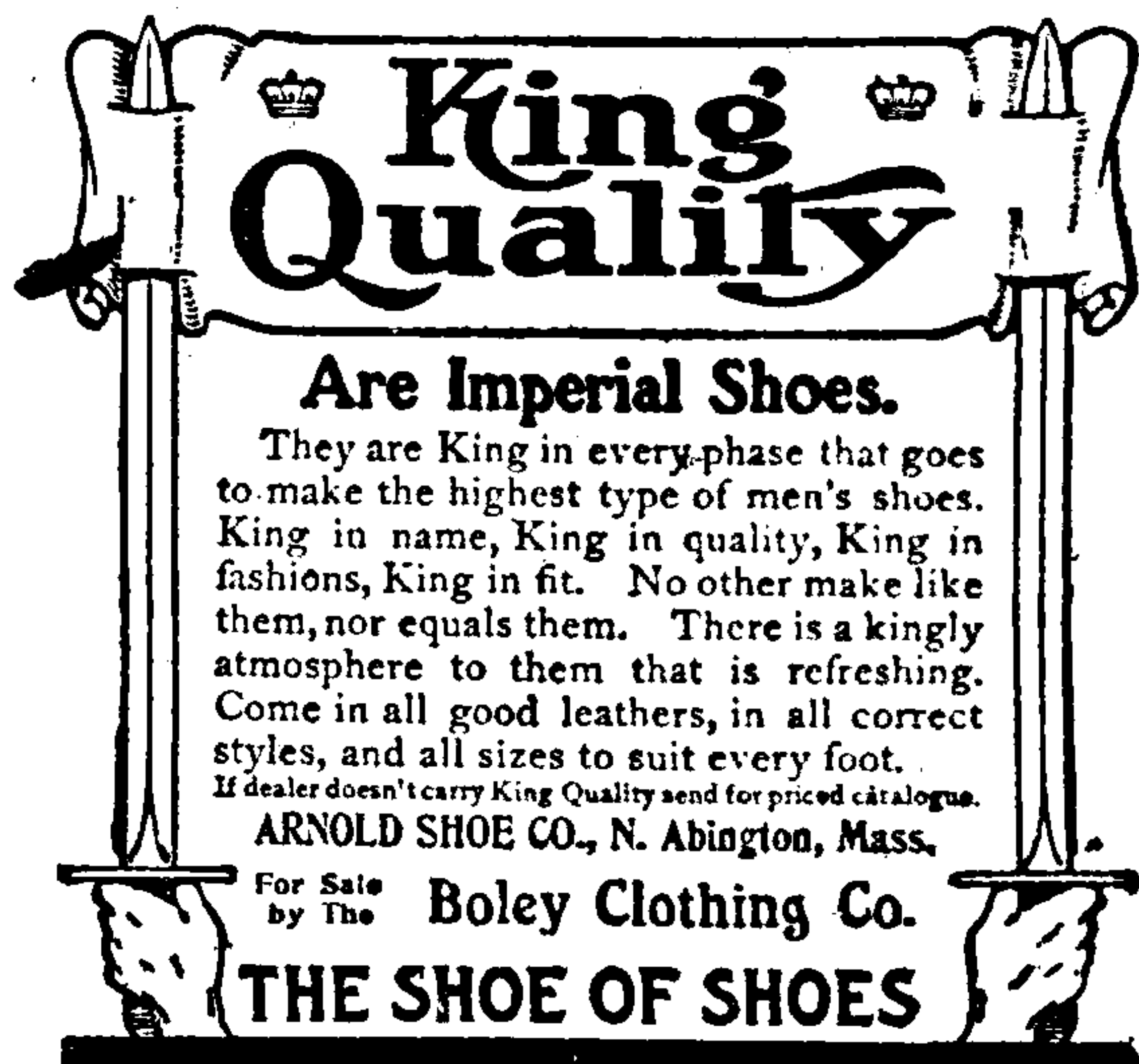
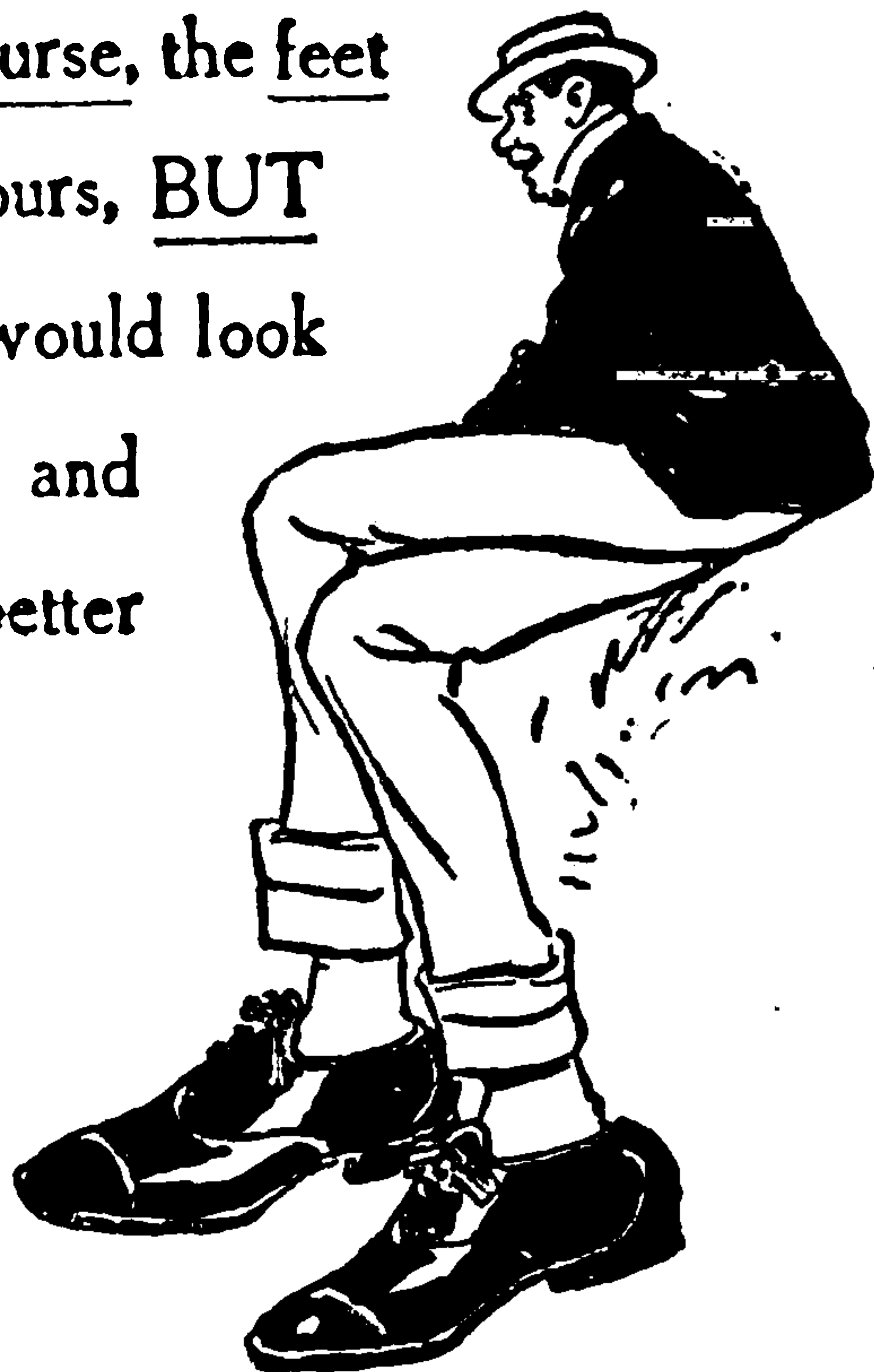
Near Depot

CHAPTER LVII

SHOES

SHOE advertising has improved most wonderfully during the last ten years. In fact the improvement in shoe advertising has been greater in some respects than that of any other class of advertising, except, of course, department store advertising as a whole, which includes shoe advertising. This improvement is due largely to the manufacturer who has taken his place in the retail world. He has hired experts to prepare his advertising. It was good advertising — resultful advertising. Other manufacturers, who sold their wares through the retailer, began to take notice, and finally began preparing advertising matter for the retailer's use. This was supplemented by suggestions and samples of good newspaper advertisements. Besides this he furnished the retailer with large quantities of good cuts for newspaper use. These helps, and the competition encountered from the manufacturing retailer, aroused the shoe retailer and started him on the road to improvement.

Of course, the feet
are yours, BUT
they would look
better and
feel better
in



In the face of this improvement there is a great deal of poor shoe advertising being done; a great deal of senseless shoe advertising; a great deal of useless and wasteful shoe advertising. This costly and least resultful advertising is not being done by the merchants who realize the value of good advertising, but by those who advertise because their competitors advertise; who advertise because they wish to get the custom of the public. Added to these are many who are merely

You would not have to spend money for new shoes so soon again, either.

The patent "Urfit"
helps them to wear well—

preserves their artistic style and dressy appearance by holding up the sides, keeping the feet steady, the heels from slipping—and the shoes from twisting out of shape.



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Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.

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a pair. The price has been shown, which makes the advertisement complete in every detail. The display is excellent.

Seasonable advertising and advertising to certain classes, or advertising shoes for certain occasions is one of the best methods of gaining direct results. Men's working



PUMPS



THAT trim, low-cut shoe known as the Pump is distinctly of the shoe aristocracy. It shows it in every line. It is daintily feminine and tremendously popular. Many pumps are made over the same lasts as are Boots and Oxfords. Such are sure to be misfits. "Queen Quality" Pumps are made over a real Pump last made exclusively for this purpose. We illustrate a new Custom Grade Style made of Patent Leather. We also have the same style in Gun Metal. The assortment is complete.

\$3.00


Saks & Company

Pennsylvania Ave. Seventh St.

HOLBROOK, THE SHOE MAN

CONFIRMATION SHOES

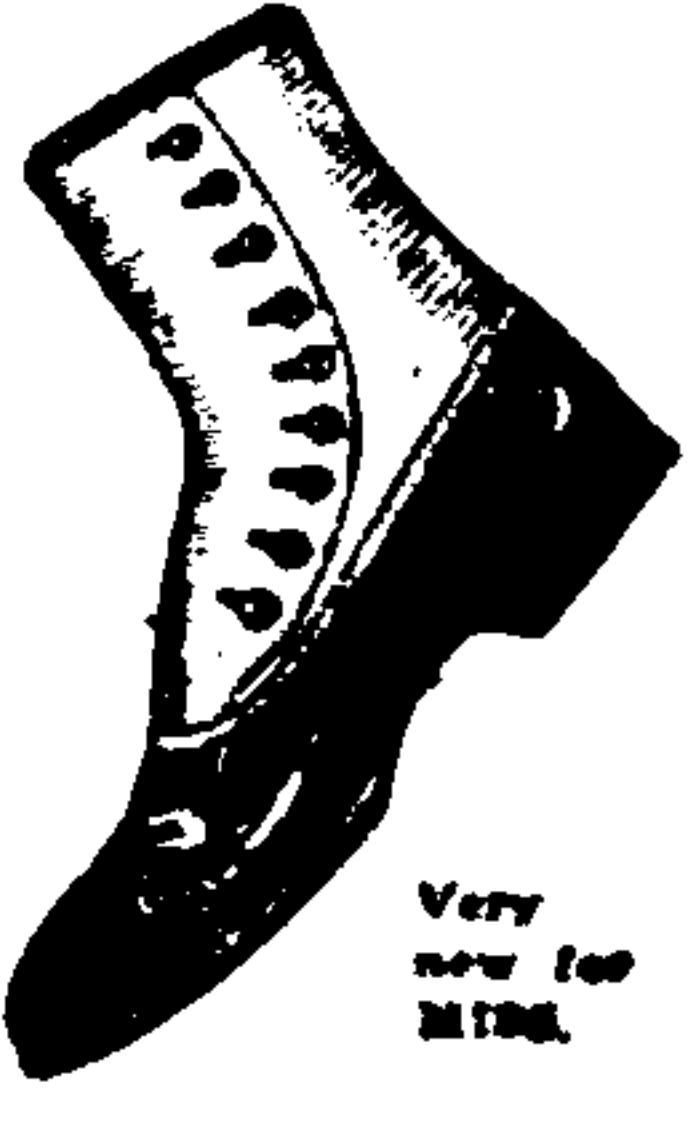
FOR BOYS AND GIRLS



Very new for BOYS

Shoes for style and fit. Our assortment this season is exceptionally large in Colt Skins for confirmation shoes, button, lace or blucher, light or extension soles, all sizes and widths.

PRICES ARRANGE FROM



Very new for GIRLS

\$2.00 to \$3.50

SEE OUR WINDOWS

HOLBROOK'S

87-NORTH HIGH STREET-87

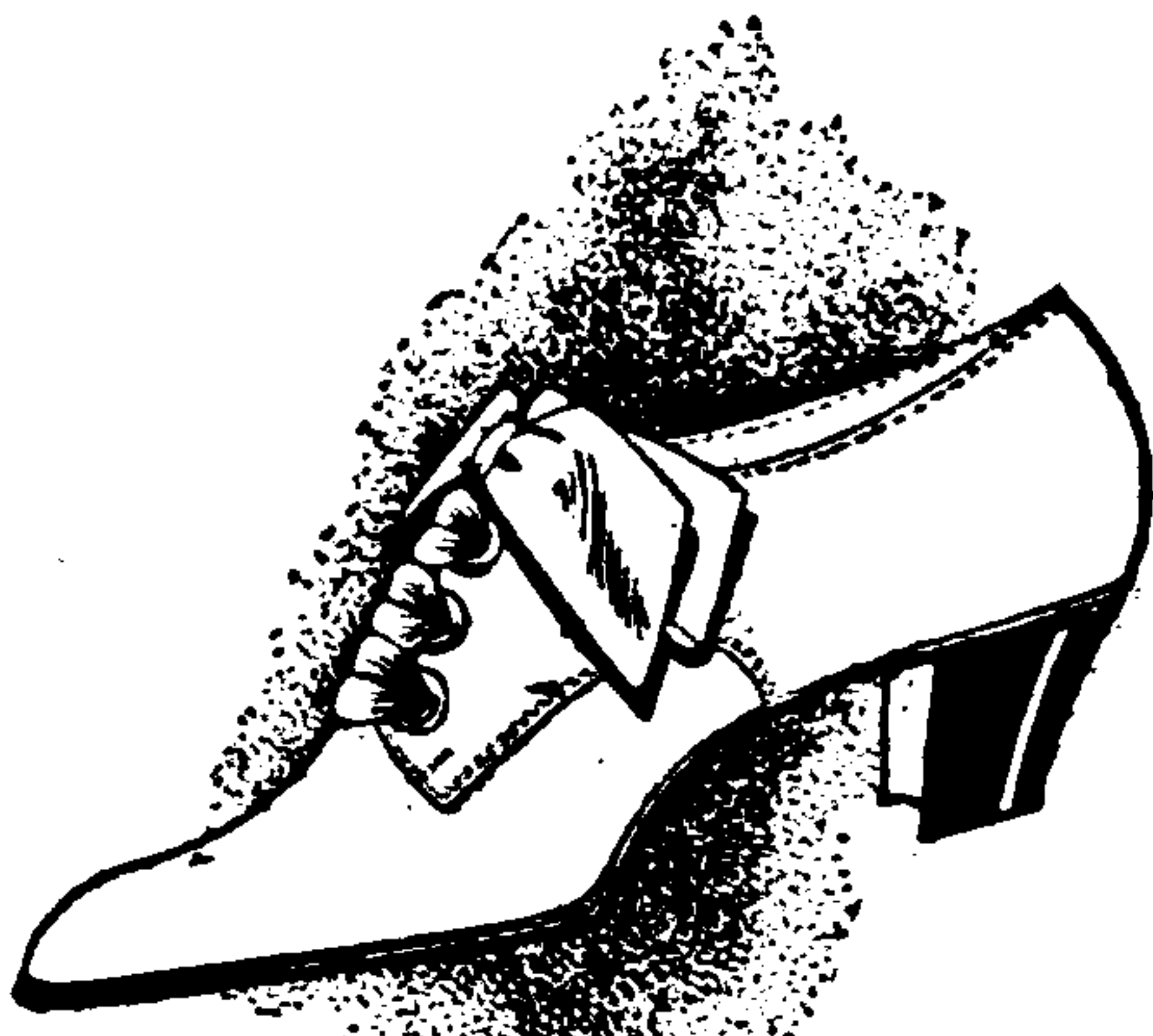
shoes are sold in sufficient quantities by some shoe merchants to warrant considerable advertising to the laboring classes. This can only be done by advertising the class of goods they wear. It is not sufficient to say, "Shoes from \$1 to \$7." The statement must be definite. "Men's hard wearing working shoes for \$2." That is a definite statement and will start a working man thinking.


Holbrook's, Columbus, Ohio, is a type of this style of class-advertising. At certain seasons of the year there are thousands of children confirmed in every large city like

My \$3.00 "Derby" low Shoes for women are irresistibly attractive this season. I believe that there cannot be any finer finish or style or dash injected into a \$5.00 custom made low shoe. So positive am I that I am sure I can please the most critical woman in Troy.

\$3.00

Millard- the man who sells low shoes
Broadway, now.
Troy.





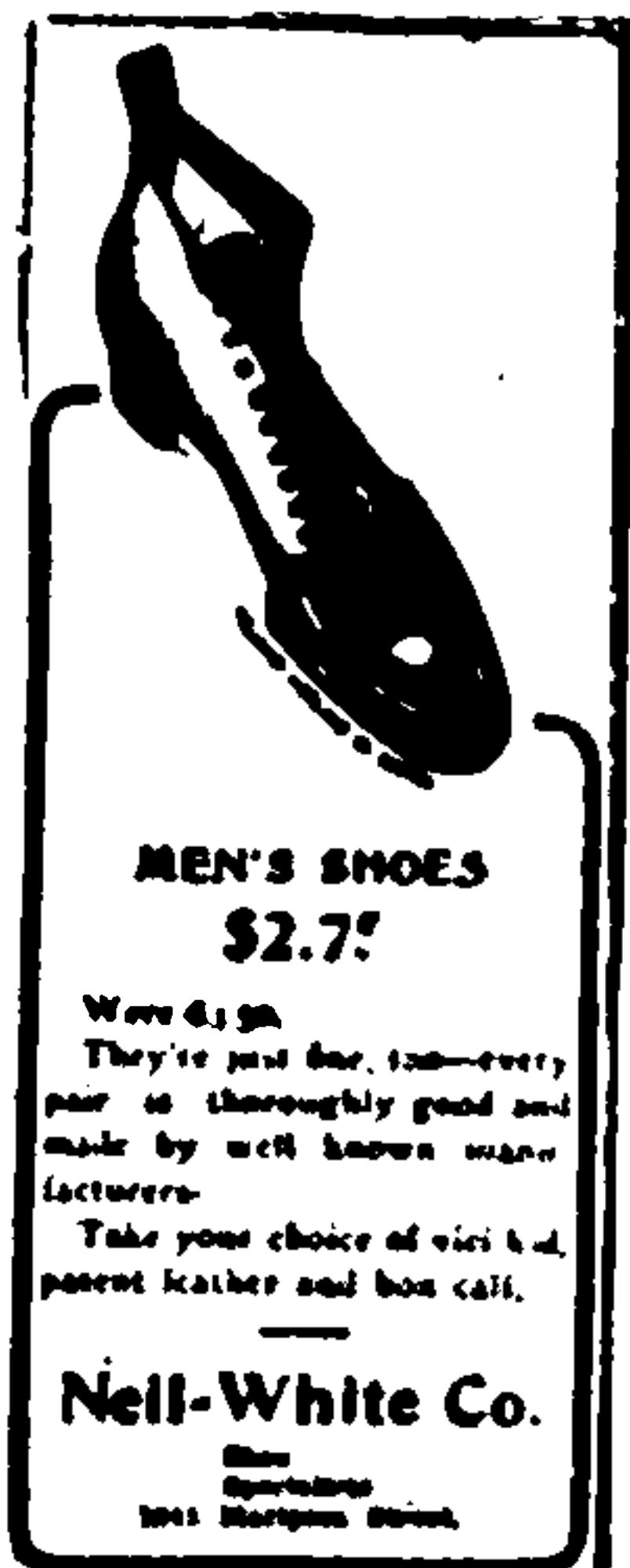
Pat. Colt and Gun Metal Gibson Ties.
Made with large eyelets and the very wide ribbon elastic and laced over new full Oxford joints. To see them means to want a pair.

\$3.50 AT

WALTER'S

45 Public Square

Columbus. Holbrook has taken advantage of this fact and advertises shoes suitable for confirmation. This advertisement is well displayed, but it is very loosely written. The sentences are cut off in one case and are too long and loosely constructed in another. "Shoes for style and fit" is an incomplete sentence. Look at the next sentence, "Our



assortment this season is exceptionally large in colt skins for confirmation shoes, button, lace, or blucher, light or extension soles, all sizes and widths." Here is an improvement:

"Larger assortment than usual of colt-skin shoes, that are extremely stylish and perfect fitting. We have them in button, lace, blucher—light or extension soles—all sizes and widths."

"Prices arrange from \$2 to \$3.50" is surely a misprint, and a very bad one.

The advertisement of Millard's is a beauty. White space is so effectively used here that the advertisement cannot escape attention. The bunching of the type-matter in one corner makes it look inviting. It is inviting. Who can resist reading a short piece in a paper?

This advertisement is a type of the personal style of advertising. Millard does not hide behind a "we" but boldly comes out and says, "I."

Oviatt Shoe Co., advertising the Dorothy Dodd shoe, have an illustration that is very suggestive. The text is rather weak and the typographical display is poor. There are too many commonplace statements and too many display lines. Such would be the criticism of an advertisement of an unnamed shoe. In the case of a specialty shoe which has been largely advertised such an advertisement, which is intended merely to remind the reader of the Dorothy Dodd shoe, is not bad. This is what is called "general publicity," and should not be indulged in by retail merchants. They should go out after direct results. Sales at a profit now are what they should look for.

Walter's, Wilkes-Barre, Pa., use a style of advertising that is bound to bring good results. They evidently believe in doing one thing at a time. This style of advertising, made seasonable, persisted in month after month, year after year, with the use occasionally of large spaces to exploit special sales, or spring or fall openings, will surely win its reward. The same advertisement should never appear twice. Every issue should bring a new story or a new chapter of the old story.

Neil-White Co., Fresno, Cal., advertise a "special" along the same lines. The border effect made in connection with the cut is very good.

Glover's, South Norwalk, Conn., is the style of advertising that starts merchants to thinking "advertising doesn't pay." It tells nothing. It gives the prospective purchaser no idea of style, fit, comfort, wear or other points of merit. An advertisement

should, like a newspaper item, give live news about the subject. Don't make the dear public guess at things. Don't make the advertisement so that they *may possibly* understand, but make it so clear that they *cannot fail* to understand. Make definite statements about specific goods and quote prices always.

Strange & Skinner, Binghamton, N. Y., show what can be done with only six inches of space. This advertisement is reduced from three inches across two columns. Half



of the space is taken up with an illustration, yet they find room to tell the public that their "low shoes are not sawed-off high shoes," that they will fit and not rub or chafe the heel. The point is well taken. The manner of advising "tans" is rather ingenious and off-hand, and the idea intended to be conveyed will perhaps be unconsciously absorbed by most of the readers of this advertisement.

CHAPTER LVIII

THINGS TO EAT

THE grocer, the baker, the butcher and the confectioner do not do as much advertising as they should, and when they do it is about as poor as any done by retail merchants. The bulk of their advertising has degenerated into a bargain list which suggests stale and unsaleable eatables. Prices should be given in all kinds of advertising, but the bargain idea should not be allowed to suggest inferior wares.

Quality should be the keynote of all advertising of all kinds of foods. It should be educational to a large extent, telling the housewife how to distinguish between the good and the inferior brands. It should be given a tasty and appetizing flavor by the use of dainty borders and fancy display and illustration. Food values should be taken up; variety should be suggested; little known goods should be advertised. Fresh arrivals of all classes of food-stuffs make interesting advertising. At all times the advertising should

<p>HOME GROWN POTATOES.</p> <p>Plenty poor potatoes in the market. We have had lots of trouble with them and so have you.</p> <p>We have some now that will suit you.</p> <p>We bought them from a nearby farmer and they certainly do run fine.</p> <p>Not the large overgrown potatoes, hollow inside and cut half to waste—but medium size, smooth, and cook dry and mealy. Price a trifle higher than our potatoes—but they're worth it.</p> <p>Bushel 65c—Peck 18c.</p> <p>Try them and you'll be satisfied this time.</p> <p>ROSE'S, 73 Franklin St. GROCERIES and MEATS.</p>	<p>"Small Orders."</p> <p>Sometimes you don't need enough, you think, to make a respectable delivery, so you don't order at all.</p> <p>DON'T HESITATE TO SEND THE SMALLEST ORDER HERE.</p> <p>The satisfaction derived from small purchases made here is what built up this business. We give the same careful attention to small orders that we do to the larger ones and deliver promptly.</p> <p>It's an easy matter to call for your order if you don't find it convenient to visit the store or telephone your order.</p> <p>Both 'Phones.</p> <p>If you and the children, they will receive the same attention as though you came yourself.</p> <p>Rose's Cash Store, 73 Franklin Street. GROCERIES and MEATS</p>	<p>JELL-O The Delicious DESSERT</p> <p>JELL-O is the popular family dessert—everybody likes it. It cooks much faster—just simply add hot water and stir until it boils. We have a large fresh supply of JELL-O, all flavors—Lemon, Orange, Raspberry, Strawberry, Cherry and Chocolate. If you've never tried it, do so now, today. Regular price 10c per package. Our special price.</p> <p>9c pkg; 3 pkgs. 25c.</p> <p>JELL-O Ice Cream Powder</p> <p>is a great innovation and makes ice cream in the kitchen. It makes the best ice cream for ever tasted. It makes it faster, easier, better. Don't let it pass you by. Get a package. Regular price 10c a package. Our price</p> <p>10c a pkg.</p> <p>ROSE'S. Groceries and Meats, 73 FRANKLIN STREET</p>	<p>Like Honey?</p> <p>Next to a pretty girl there is nothing nicer or sweeter than honey.</p> <p>We're sure that is especially nice.</p> <p>Buckwheat and Clover Honey.</p> <p>renowned for its fineness of flavor and sweetness.</p> <p>We're quoting a very low price on it, considering that honey is up, on account of last winter's severity killing the bees.</p> <p>Comb Honey.</p> <p>Buckwheat or Clover, 14c.</p> <p>ROSE'S Cash Store 73 Franklin St. GROCERIES and Meats.</p>	<p>ST. CHARLES EVAPORATED CREAM.</p> <p>is the delight of the dining room.</p> <p>Do not be without it in the house—you'll find it very convenient when unexpected guests arrive. It is one of the highest priced creams on the market and therefore one of the best.</p> <p>The regular retail price is 40c a can, but by purchasing a large quantity we are enabled to save you 3 cents on each can. We are selling it for</p> <p>30c a can, 3 cans for 75c.</p> <p>We also have Sterilized Cream at</p> <p>10c per can.</p> <p>ROSE'S, GROCERIES and MEATS 73 Franklin St.</p>
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be seasonable. Vegetables out of season and early fruits give materials for good seasonal advertising.

The grocer should present his wares at as timely intervals as possible. Fresh vegetables in season and canned vegetables and fruits in their season—Lenten goods in Lent and fancy groceries at their proper time. Freshness and cleanliness should always be suggested by frequent and regular changes of advertisements.

The advertising of one thing at a time should be adopted by the grocer and carried out all the year around. All of this applies equally to the baker, the butcher, and the confectioner. They have their seasons as well as the clothier or shoe dealer. Timeliness, cleanliness, freshness and seasonableness should characterize all the advertising of food-stuffs.

E. C. Tade, Decatur, Ill., makes a good bid for the grocery business of Decatur.



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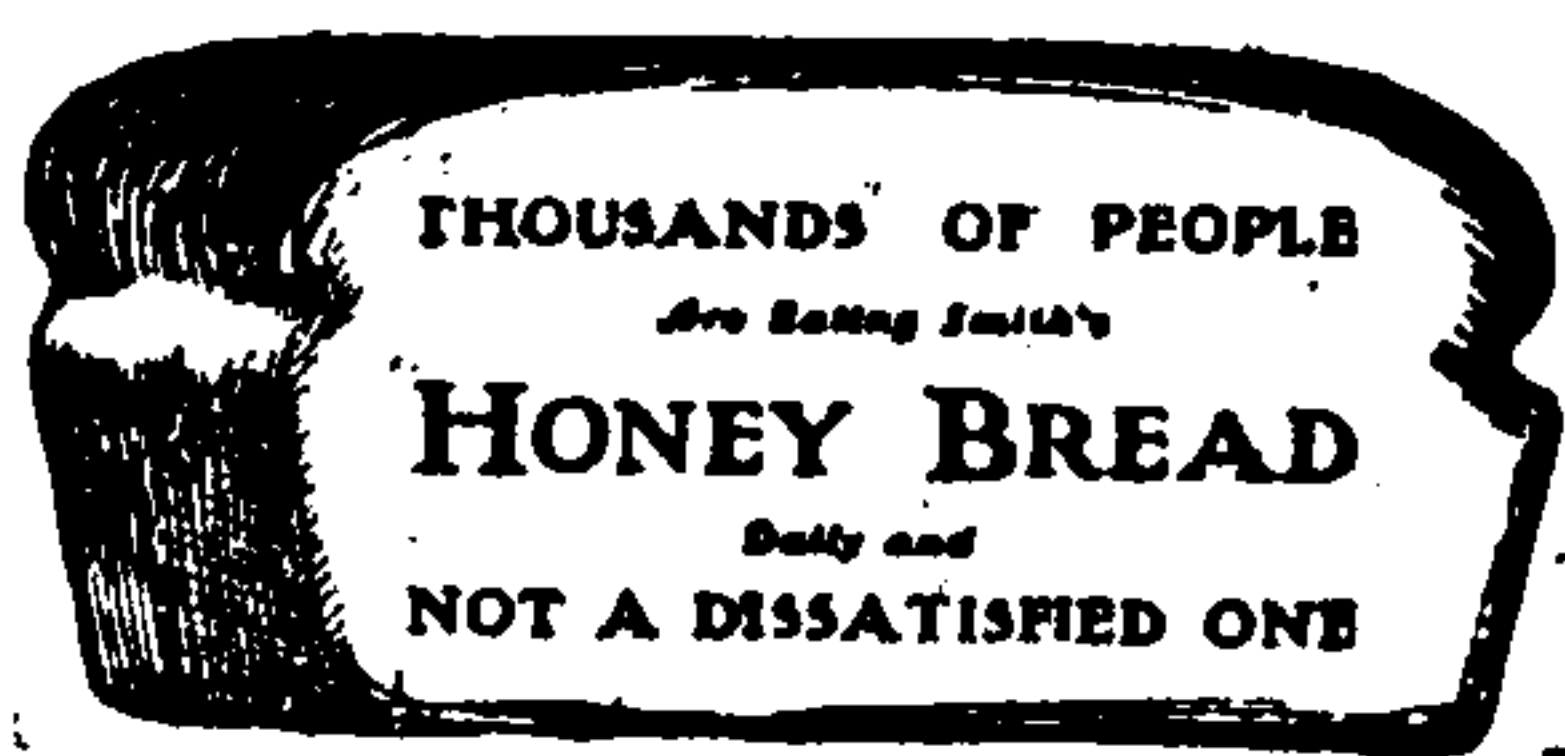


Canned foods of all kinds offer the grocer a chance to advertise largely. This one of Kramer's, Little Rock, Ark., "Have you ever tasted canned sweet potatoes?" is a good one. New lines of canned goods are being introduced each season, and the grocer quick enough to be the first to announce these new things usually gets the bulk of the trade on that line for at least one season. Not only that, but it brings new customers to his store. This gives the customer a chance to become acquainted with the methods, style and order of the firm, and if these are better than where he has been dealing he probably transfers his whole trade to that store.

The advertisements of Delmonico Company, Savannah, Ga., are always good. They get down to the meat of things without delay or fuss. Their way of describing their store service is convincing, and if they live up to their advertisements their business will continue to grow and prosper as long as good advertising and good store service continue hand in hand.

Loveday, Gloversville, N. Y., does some very clever advertising of bread and candy. The talk is good and gives one an appetite to be satisfied. Such advertising should bring good business to Loveday.

The sort of bakery advertising that makes a fellow want to take home something to eat for tea is exemplified in the advertisement of Winslow's Cottage Bakery. This advertisement is clean-cut and well written. It leaves a good impression in the reader's mind.



"The Bakery that knows how."

LOVEDAY'S

There's a secret in making good bread. Not every bread baker can make the "very best" every day. We have the secret; that's the "reason why" our Grand Mother's Bread, Corn Bread, Lunch Bread, Five O'clock Bread, is made the very best it can be every day.

A good reason why you should buy it to-day: because it's the very best every day.

6c, 8c, 10c the loaf.

"The Bakery that knows how."

LOVEDAY'S

Would you enjoy delicious Hot Biscuits for your supper to-night?

We make every day the most delicious tea biscuits you ever ate. They come from the oven at 4 o'clock, just in time for your evening meal.

Stop in and take ½ dozen home with you.

You'll be sure to come again very soon; others do.

"The Bakery that knows how."

LOVEDAY'S

You Haven't Been to Loveday's For Home Made Candy?

You have missed a treat seldom equalled — never equalled before in this city — this may sound exaggerated, but the statement is made on fact. The best candy ever made is offered you to-day by some stores and from those who know, Loveday's home made candy is the best of all. Stop to-night and take home with you a pound of Peanut Crisp and Molasses Taffy. It's only 15c the lb.

Albert Seessel's Market
Home-killed MEATS of all kinds
INSPECTED BY THE CITY INSPECTOR
8, 10, 12; @ 15c lb.
BOTH PHONES 146 130 MAIN STREET



Delicious Roast Beef.
Is the most substantial dinner, but somewhat disappointing you when you get the meat eating that is sold on the market counter. We do not handle that kind. The best beef coming to the city is gone too good for our customers. We try to get it at all times, regardless of the high cost. Our customers demand it and it is always to be found at the
PRESTON MARKET,
45 Elm Street.
Serving to you from the best of the



Bon Vivants of Old
would be to think if they could have just enough of Bon Vivants' prime, juicy meats. These delicacies enough to live in health through all the year to try one of the choice juicy pork chops, steaks or round steaks, where Bon Vivants has to be distinguished, and dining room also. Yodel Yodel!

Bon Vivants Market
21 WASHINGTON STREET
Phone 224.



GO LOUVER NOT ALIVE!
But we deliver meat on trust that it would be to provide without being alive. As a matter of fact meat should hang for at least a day or two in the beautiful food, and only modern methods of preserving assure you meat, tender, juicy and delicious — good quality of all kinds. Ask for Bon Vivants!

Bon Vivants Market
21 WASHINGTON STREET
Phone 224.

It is set in good readable type, and is not too long and not too short. This kind of advertising sells things to eat.

Hildebrecht Catering Co. advertise ice cream in such a manner that the reader might wish a dish at once. The Japanese tea room idea will suggest many possibilities to the confectioner in the way of decorations for his ice cream parlors. A handsomely decorated place in which to serve ices and drinks will do just as much for a store in the way of patronage as good tasty ices and drinks. The manner in which food is served often gives the commonest article a flavor not to be found in fancy foods poorly served.

Smith's Honey Bread is advertised by means of small advertisements. The loaf of bread is inviting, and when argument after argument is given in this way must result in business. There are many good arguments that can be used in advertising bread. The one here illustrated is perhaps the least likely to interest the masses, although many will say, "If thousands of people are eating Honey Bread and are satisfied, it must be good bread."

The Newton, Robertson & Co. advertisement is a combination of advertisements. It tells much, gives prices, and although typographically poor is strong in pulling power.

Albert Seessel's Market, Memphis, Tenn., is a good card, but the space, though small, would have been better used had he advertised different kinds of meats on different days. Spring lamb one day; veal cutlets next day; lard on another day, etc., etc.

Hildebrecht's New Japanese Tea Room

Is a particularly dainty place with a distinctive, ly Japanese flavor. But in it we serve other things than tea. It's

An Ideal Ice Cream Room

and is becoming the Mecca for those who shop down town in the daytime, or walk around in the evening. Every day sees it grow in popularity, and the summer will see it a great success.

Why not get used to it?

It's open until 10 p. m.

We're a Special Agency for Belle Mead Sweets

We handle a full line of Belle Mead Chocolate, Bonbons and Caramels, and they can be delivered at your home during the day, by our regular wagon service.

Hildebrecht Catering Co.

17, 19 and 21 West State St.

TELEPHONES 92

Belle Mead Sweets Delivered by Our Wagons

Hildebrecht's Delicious Ice Cream

is as sweet as it ought to be, but is not too much so. It is made from Pasteurized cream which comes direct to us from a registered New Jersey dairy; the purest natural flavors are in it, and the best refined sugar.

It cannot be more delicious, and it is ABSOLUTELY PURE—100 per cent. pure.

In Our Japanese Tea Room

we're serving nearly a dozen varieties every day, and make over a hundred other flavors to order.

It is the ice cream which has taken the lead, and holds it by sheer force of merit.

Hildebrecht Catering Co.

17, 19 and 21 West State St.

TELEPHONES 92

Philadelphia Capons.

Order one of our fine ones for your Sunday dinner.

Don't You Want Us To Do Your Baking?

We believe you will find it the wise policy to try our Homelike Bakery Products. We are sure that once you get acquainted with them, and the quality of the goods we turn out every day, you will decide to quit fussing in the kitchen and let us do your baking for you.

The Baked things are as nice as can be made in your own home, and it is more economical to buy our kind than to do your own baking.

Special High-Grade Chocolate Sale for Saturday

1 Pound	3 Pounds	5 Pounds
35c.	\$1.00	\$1.50

20 VARIETIES—YOUR CHOICE OR ASSORTED.

They include Nougatines, Peppermints, Caramels, Frozen Pudding, Marshmallow, Coffee, Orange, Lemon, Pineapple, Coconut, Montevideoes, Maple Pecan, Cream Walnut, Cream Raisin, Wintergreen, Bitter Sweet.

35c. We certainly carry the largest **35c.**
POUND and most delightful line of **POUND.**
Chocolates in the city.

MEXICAN KISSES, 30c. lb.
CREAM WALNUT KISSES,

HAYSTACKS, 25c. lb.
COCONUT GOOIDES,
CREAM WAFERS,

HARD CANDIES IN GLASS JARS,
10c., 15c., 25c. and 30c. Each.

We make all these goods, and we know absolutely their superior quality

AND THEY ARE ALL ON SALE AT BOTH OF OUR STORES.

Choice Fruits In Great Abundance For Saturday and Sunday.

STRAWBERRIES AND BLACKBERRIES.
WATERMELONS.
BREAKFAST MELONS.
PINEAPPLES,
PLUMS,
CHERRIES,
NEW APPLES.

RED BANANAS,
YELLOW BANANAS.

Georgia Peaches.

Fresh Vegetables.

We sell everything in the Vegetable line that grows.

EIGHT
TELEPHONES.
ALL ONE CALL.
2040.

Newton, Robertson & Co.
338-342 ASYLUM—858 MAIN ST.

HOME-MADE
BAKERY GOODS
FRESH FROM
OUR OWN OVENS.

Preston Market, Hartford, Conn., and Schaub's Market, South Norwalk, Conn., both use the same advertising service. The arguments and cuts are not bad, but the idea suggested above of advertising some particular meat on different days, perhaps telling how to prepare tasty dishes, etc., would prove much more effective as business bringers.

CHAPTER LIX

TRUNKS AND BAGS

THERE is very little advertising of trunks and bags in comparison with other articles of daily use. We say daily use because there are hundreds of thousands of trunks, bags, telescopes and suit cases in use in our own country every day. It is true that they are not a daily necessity, for the average man and woman are supplied for



Going South?

If you are you will need something in the line of good traveling equipment. You will find here tourists' outfits to meet the exigencies of every sort of travel.

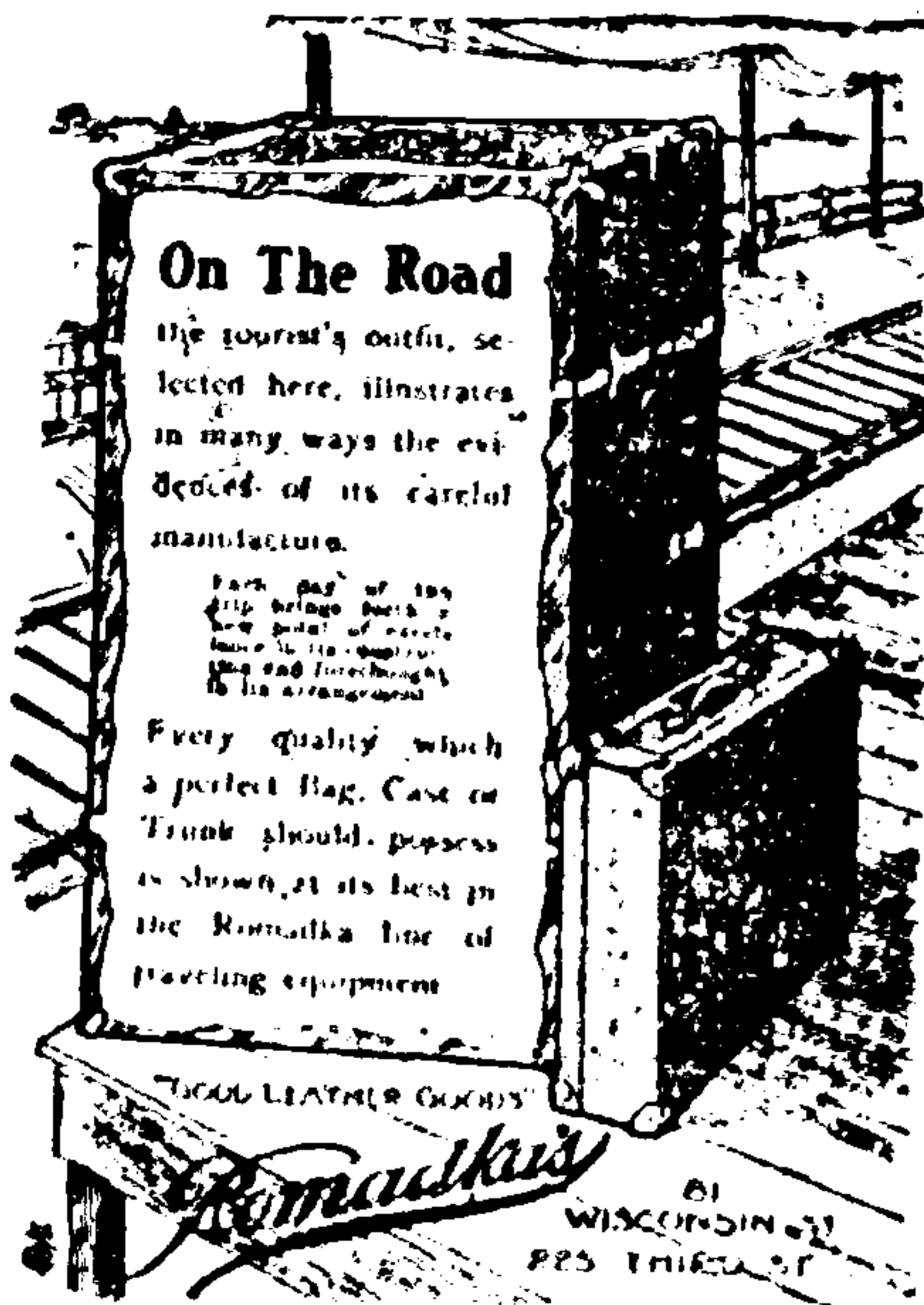
Romadka fine bags and cases, plain or fitted, and trunks of all sizes and patterns, are as good as honest labor and faultless materials can make them.

As our own manufacturers and importers we know absolutely the skill and materials put into every article we sell, and give our positive guarantee on every trunk, bag, and case that goes out of these two stores.

"GOOD LEATHER GOODS"

Romadka's

ON WISCONSIN ST
AND THIRD ST



On The Road

the tourist's outfit, selected here, illustrates in many ways the evidence of its careful manufacture.

Each part of the outfit brings forth a new point of excellence in its construction and its arrangement.

Every quality which a perfect Bag, Case or Trunk should possess is shown at its best in the Romadka line of traveling equipment.

"GOOD LEATHER GOODS"

Romadka's

61 WISCONSIN ST
225 THIRD ST

Jno. L. Cobbs & Co.

In Carpet Department.

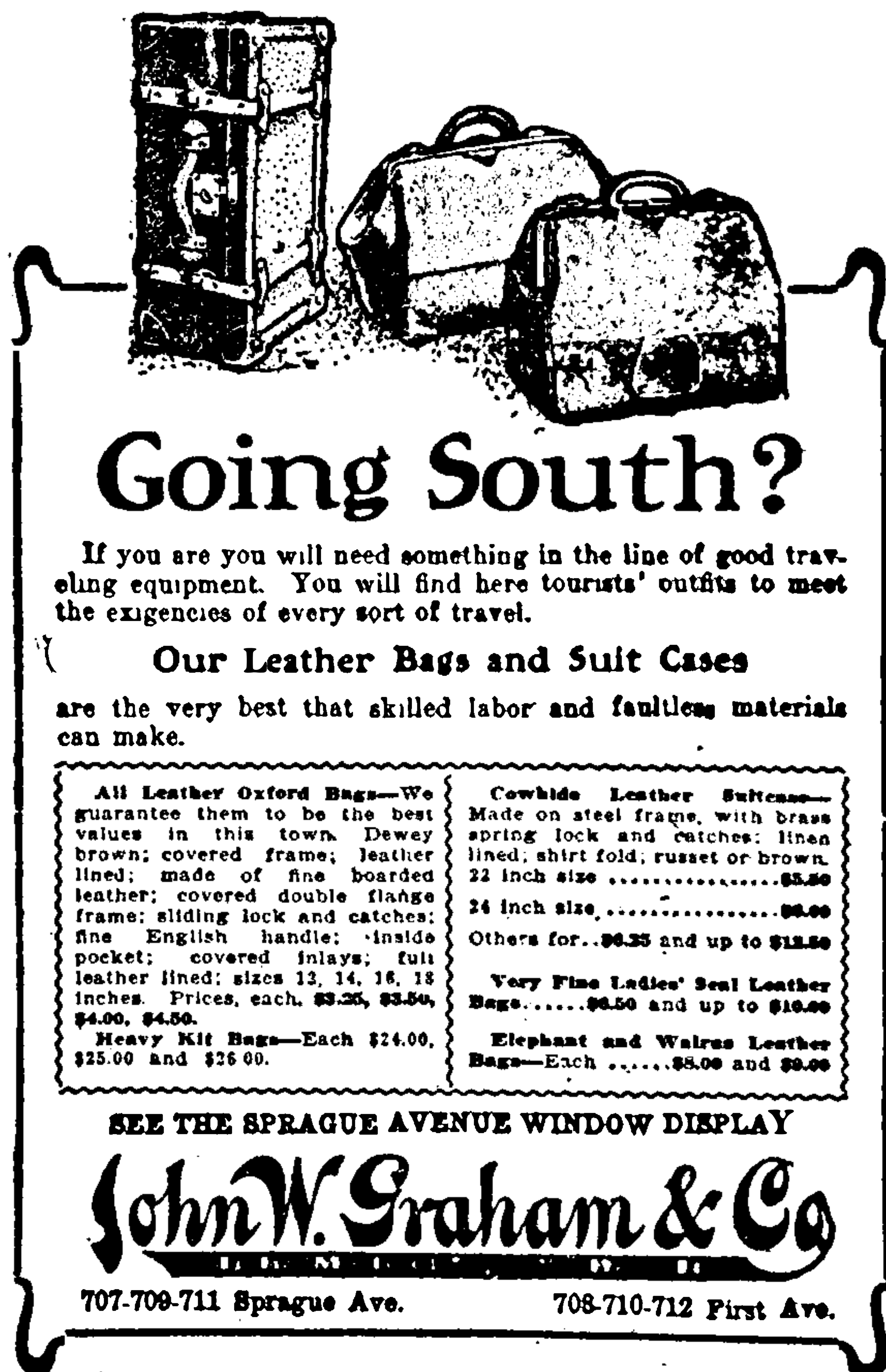
We have just received a car load of Japanese Mattings that we will put on sale this week.

One lot at . . . \$10.75 per roll.
One lot at . . . 9.75 per roll.
One lot at . . . 8.75 per roll.

LAYING FREE.



Of course this is an unusual time of the year to advertise Trunks, but we must close out what we have on hand in order to make room for our new stock. Therefore, we will make a price on any trunk in the house up to us to move them.



Going South?

If you are you will need something in the line of good traveling equipment. You will find here tourists' outfits to meet the exigencies of every sort of travel.

Our Leather Bags and Suit Cases

are the very best that skilled labor and faultless materials can make.

<p>All Leather Oxford Bags—We guarantee them to be the best values in this town. Dewey brown; covered frame; leather lined; made of fine boarded leather; covered double flange frame; sliding lock and catches; fine English handle; inside pocket; covered inlays; full leather lined; sizes 12, 14, 16, 18 inches. Prices, each, \$3.25, \$3.50, \$4.00, \$4.50.</p> <p>Heavy Kit Bags—Each \$24.00, \$25.00 and \$26.00.</p>	<p>Cowhide Leather Suitcases—Made on steel frame, with brass spring lock and catches; linen lined; shirt fold; russet or brown.</p> <p>22 inch size \$5.50 24 inch size \$6.00 Others for . . . \$6.25 and up to \$12.50</p> <p>Very Fine Ladies' Seal Leather Bags \$4.50 and up to \$10.00</p> <p>Elephant and Walrus Leather Bags—Each \$5.00 and \$6.00</p>
--	--

SEE THE SPRAGUE AVENUE WINDOW DISPLAY

John W. Graham & Co.

707-709-711 Sprague Ave. 708-710-712 First Ave.

many years when once they have purchased a trunk or bag. But styles change in trunks and bags as in anything else, and there might be a lot more business done in these traveler's requisites if this point was more prominently emphasized.

A few years ago some of our travelers were satisfied to tie up their belongings in a handkerchief and by means of a stout stick suspend it over their shoulder and start out on their travels. People traveled light in those days, because a great deal of it was



A.H. CHRISTIE CO.

We beg to announce the opening today of the store

98 Wisconsin Street
(Free Press Building)

with a complete line of **Trunks and Traveling Requisites**, including the Christie Patent Suit Cases, which are now being handled by dealers in high grade goods throughout the United States, but sold exclusively by us in Milwaukee.

We also wish to invite inspection of a consignment from Arizona of Genuine Navajo Indian Rugs, the durability of which is recognized as a beautiful and elegant substitute for the carpet.



done on foot or by coach. In those days, too, the personal belongings could often be packed in a collar box, so that trunks and bags were only required by the truly rich.



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Bags," or either of them been prominently displayed the advertisements would have been more quickly recognized as being those of a trunk manufacturer. The advertisement of "Fitted Bags and Cases" is excellent. It is far better than either of the other two. The display is all that could be asked for. A few more details about qualities and prices would have improved this advertisement wonderfully.

The advertisement of A. H. Christie Co., of the same city, would be recognized at a glance as that of suit cases. This advertisement is lacking in a great many details, but as it is in the nature of an opening announcement, that may be pardoned.

John W. Graham & Co., Spokane, Wash., use the headline, "Going South," but the illustration hlls out the suggestion of traveling companions. This advertisement should sell bags and suit cases. Display is good, illustration is good, introduction is good, description is good, name-plate is good, therefore the whole advertisement is good.

The advertisement of Jno. L. Cobbs & Co., Montgomery, Ala., is only a part of their advertisement. The other lines advertised were of the usual department store variety. This portion of their advertisement is shown merely as an odd piece of advertising for a department store to put out. They state, "We will make a price on any trunk in the house in order to move them." Now, does that mean that they will meet any offer made them or that they will make the price to suit the circumstances of the buyer. Will the millionaire be asked to pay more than the day laborer for his trunk? This is rather too indefinite.

Rogers, Peet & Co., talk about their \$5 suit cases and tell of the ease in handling them. They do not forget to mention that they have higher priced ones. This advertisement is typical of all those placed by this firm. They are usually just as good as this one is.

The J. R. Libby Co.'s advertisement is a good one. Just read over the description of their No. 250 trunk. Here it is:

"It is a strong box, brown canvas covered, iron bindings and bottom, two-inch cleats, Jap fasteners, one and one-half-inch steel clamps, belting leather handles, three six-inch hinges, paper lined, one deep body tray, with covered hat box."

That is a sensible description of the trunk. It gives every detail, so that the reader can see the trunk, mentally, before him. This advertisement sold trunks, lots of trunks, for the rest of the advertisement is as good as the description of No. 250.

Part Six

MAIL ORDER ADVERTISING



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human knowledge in
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Those who are opposed to the mail order style of business are apt to scoff at it and say, "They are all fakes and the public is being gulled by them." This is not true. It cannot be denied that there are many fake schemes being advertised; that there are hundreds of advertisements that are inserted in the mail order papers for the purpose of "catching suckers" and the unsophisticated, old and young. Notwithstanding this, the mail order business on the whole is a clean and legitimate business, filling a want that has been felt for years.

The large catalogue houses are able to spend vast fortunes in advertising each year, and at the same time sell in many cases cheaper than the country merchant. This is due to the ignorance of the country merchant and to his unbusinesslike methods.

It is true that the mail order houses sell annually many millions of dollars' worth of articles of merchandise of unknown make, and in many cases of ancient pattern, to their customers. This is the class of goods that many consumers demand, because they are willing to pay only the lowest possible prices. Those wishing the better grades and



MAIL ORDER LITERATURE

newer styles, and being willing to pay a fair price for them, readily obtain merchandise of a high grade.

The department store has revolutionized trade in the cities and larger towns by introducing newer and better systems of merchandising. In the same manner the mail order houses will eventually revolutionize the trade in the rural districts.

The country merchant, who a few years ago could point to his wares and say, "There they are, take them or leave them," must now incorporate new methods into his business and go out after trade in a more aggressive manner.

There is little doubt that the small country merchant is being commercially injured by the larger catalogue houses. But in the same way, a few years ago, the smaller merchants in the larger cities suffered from the inroads made in their business by their new rivals in business, the department stores. But as time passed things righted themselves; there was a new adjustment of things. The small store can, and often does, handle some lines in a manner more pleasing to the public than does the department store. This led to specialization on the part of the smaller stores, and

to-day there are as many exclusive stores in the large cities as ever, all doing a comparatively satisfactory business.

The country merchant may find his remedy in specialization. It may prove to be to his advantage to throw out many lines he now carries and add others that the mail order houses fail to sell successfully. At any rate he will have to learn how to do business in the newer ways. He will have to study the markets closer and keep a more watchful eye upon style. Prudent buying, pleasant service, and careful selling will help him to win out in the long run. The mail order house will aid him by introducing new goods to his customers, by creating a demand for lines hitherto unthought of by them. These lines he will eventually have a chance to supply.

CHAPTER LXI

THE BIG CATALOGUE HOUSES

THE mail order business has no doubt been developed by the rapid increase in the population of the United States in the farm districts, and the growth of innumerable small towns and villages, the scientific method of distributing the mails and the establishment of large houses founded for the sole purpose of selling goods by mail. The mail order house is nothing more than a vast retail business having for its customers all those who cannot conveniently buy at home. Until the modern methods of transportation had been evolved and improved there could have been no real successes in the mail order line. Modern postal facilities and modern railways are a necessity before mail orders can be made profitable.

The mail order business can only be made profitable when it is possible to reach a great number of people in an inexpensive manner. The profits on sales are small, and barely cover cost of advertising, postage, stationary, printed matter and other expenses, leaving usually a very small net profit to the seller. In the minds of many people an idea exists that a few dollars can be invested in advertising and vast fortunes made in the mail order business. A careful study of the large successes will disprove this. Some of those early in the field began on small capital and eventually made fortunes, but it is a sure thing that to-day large capital is necessary to imitate their successes.

We are apt to look at the large successes in the mail order field, such as Montgomery, Ward & Co., Sears, Roebuck & Co., and say, "Look at these two houses, which started practically with nothing and have built up businesses which are the wonder of the mercantile world." The phenomenal success of these houses is undoubtedly an inducement for hundreds of men to start in the mail order business. They see and hear of the success of the houses mentioned, and do not see any reason why they cannot bring about the same result. They do not stop to think that it has taken the houses referred to, years of time, a world of energy and the expenditure of millions of dollars to bring about what they have accomplished. One of the houses mentioned is said to have appropriated \$500,000 a year for two successive years in newspaper advertising alone, and it is also said that the accumulated profits of this house were for a period of years turned into advertising, laying the foundation first, then building up a business, which in its volume is not surpassed by any other house in the world.

The mail order business must be built up in much the same manner as the local retail business. First, the house must get acquainted with the people it expects to do business with. That can best be done through newspaper and magazine advertising. After correspondence has been opened up, catalogues and literature must be placed in the hands of the people. If it could be true that the one who reads an advertisement sends for a catalogue and becomes a purchaser at once, the mail order business would be the easiest thing in the world to conduct, because a newspaper advertisement costing a few dollars

would bring requests for catalogues, the catalogues would make sales, the customer would get the goods he expects and be satisfied with them, and after that there would be a continual run of orders and shipments of goods. But that is by no means the case. A man may get catalogues from different houses, and as he wants only one article of a kind, which house shall he favor? The one who follows up his inquiry the best gets the order.

With possibly only one exception every mail order firm follows up every inquiry by a series of letters, booklets, etc., until the sale is consummated or the effort to make a sale is abandoned. This follow-up part of the mail order advertising campaign is as important as the newspaper advertising and catalogues.

The following from *Printers' Ink* gives us much information about the business methods of one of the largest mail order houses in Chicago:

All sorts of romantic stories are told in Chicago about the rise of the mail order house

of Sears, Roebuck & Co., which was founded in 1895 and has grown to a gross annual turn-over of more than \$25,000,000. Business men who have themselves built on nothing but hard sense and hard work will tell you that luck made Sears, Roebuck & Co., and cite stories of the firm's beginnings, when the first small office was constantly shifted from place to place to avoid creditors who would have hounded the concern out of business. The populace generally will confide to you in a whisper that Messrs. Sears, Roebuck and the Co. are three Polish Jews who landed at Ellis Island and started out as pack peddlers. And, of course, there is the pleasing old story about that one last hopeless advertisement, inserted through the kindness of a publisher who was willing to wait for his money, which turned the tide of fortune and sent thousands of dollars flowing into the till. The success of Sears, Roebuck & Co. has been rapid and striking, so, ergo! it must have been accomplished by means more or less supernatural. Thus the public reasons.



A MAILING CARD, OR FOLDER

Samples of cloths and prices of suits were shown on the reverse side.

house, is a broad-shouldered, somewhat retiring man of forty, born in Minnesota, altogether an American, and with about as much of the supernatural in his personality as one might associate with, say, Uncle George Daniels. Mr. Sears, too, is a railroader. At twenty he went into a railroad office in Minneapolis, staying five years. The genius for trading, so strong in every Westerner, led him into various side lines, and about fifteen years ago he began selling watches and jewelry by mail, advertising in country weeklies in his own immediate territory and the few mail order journals then in existence. This business prospered until the panic of 1893. Then money tightened, and watches, jewelry and every other article of luxury became exceedingly slow in the market. Only necessities were in demand, so Mr. Sears began offering a small line of general merchandise at prices to suit the times. After a year's good business he moved from Minneapolis to Chicago, with the idea of establishing a greater trade in the real distributing center of the West. In the nine years since then the annual turn-over of the house has grown from \$500,000 to its present proportions.

R. W. Sears, the founder of this



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"It is hard to persuade people that there is no secret about this business," he says, "yet there is nothing whatever mysterious about a mail order house. We give people what they want at the lowest market price, and let them know that unsatisfactory goods will be taken back. That's all there is to it. I know that the success of mail order trading is generally attributed to advertising. Our present annual expenditure for advertising and printing is \$1,000,000, yet this department of the business, being only a four per cent. expenditure on the whole, is just one detail of the plan, and no more important in its place than an efficient shipping department. To regard advertising as something apart from the business would be to put it on a wholly wrong basis, and dangerous. A list of the publications we use would tell very little, for we use pretty nearly everything, good and bad, on the assumption that all publicity helps in the aggregate. The most important thing in advertising is to have something good to sell, and to hold on. You can fool part of the people part of the time, and so forth, but you can't buy enough advertising to fool all of them all the time, and even if it were possible to fool them all permanently you would have to devise a less costly way to do it than advertising. Strong advertising will never bolster up a weak proposition. You can't get mediums strong enough to pull it to even a fair success. On the other hand, with a proposition that is intrinsically sound and popular, you don't have to have very strong advertising mediums.

"Our ads usually contain just as much reading matter as we can crowd into the space. I don't know that this is important. But to give value—to make good—that *is* important. What you say in your advertising matters little if you do what you say. The mail order trade rests not so much on advertising as upon catalogues. The advertising sells once, but the catalogues establish a permanent trade. They are the mainstay and backbone of the business. By far the greatest portion of our expenditure goes for printing. We will soon have the largest commercial printing plant in the world, and for several years our own printing office has employed between fifty and a hundred compositors. Our big general catalogue circulates to the extent of 3,500,000 copies annually, and is supplemented with eighty-five other catalogues, each devoted to a special department.

"Ten years ago the country weekly was necessary to the mail order trade, but to-day we use it hardly at all. We employ the agricultural journals largely, and also the religious press, but the mail order journals have done us by far the most good. They tell our story quickly and thoroughly to vast numbers of people, and in the past particularly have produced results little short of the marvelous. Ten years ago advertising was distrusted, and the business of sending money away for buying at a distance was surrounded by a great deal of mystery and risk. Advertising, coupled with every means of convincing people that our intentions were good, has entirely changed these conditions. Mail-order advertising has gone from the country newspaper to the very best classes of mediums. While daily papers are not of service in our advertising, we now use high-grade magazines, such as the *Saturday Evening Post*, *Collier's* and other weeklies of great circulation, as well as the monthly magazines. Where country trade was formerly sought we now sell also to people in towns and cities, and our catalogues are sent anywhere outside of Chicago and Cook County, except to foreign countries, which we do not find it profitable to trade with. The extension of the mail order field has made it possible to employ high-grade magazines with less waste circulation than formerly. The extension of our field is due largely to low prices. In some departments of our business the percentage of profits is very small—a gross profit of less than ten per cent, which includes none of the expense of advertising or handling. But the turn-over in one of these departments aggregates \$2,000,000 a year, and it is possible to advertise it liberally at a cost insignificant in comparison with the business done.

"I am neither a born advertiser nor have I any particular genius at merchandising. The growth of this house is based on Mr. Carnegie's principle of success—getting good men around me. I have always endeavored to employ the best men I could get in each special line."

Sears, Roebuck & Co. is now a stock company. Mr. Roebuck was an early employee of Mr. Sears, and his name was used in the first years because it gave greater dignity

to the business. Incorporated under the Illinois laws, the company has a capital of \$2,000,000, occupies a dozen buildings in Chicago with 800,000 square feet of floor space, has fifty-three separate departments, and employs 3,500 people. While now conducted through many separate departments, each in charge of a responsible chief, the business as a whole is the result of Mr. Sears' ability in organizing, and is still altogether a reflection of his creative genius.

CHAPTER LXII

A RETAILER'S MAIL ORDER DEPARTMENT

THERE is no reason why the small retailer who advertises should not do some business by mail, selling in that way goods that would otherwise be sold by his competitor in the nearest big city or the regular mail order houses at a distance. It doesn't cost any more to say in each advertisement, "Mail orders filled promptly," and, when the advertisement contains a good many items that can be easily and inexpensively shipped to near-by points it will nearly always pay to devote a few lines to an explanation of the ease and advantages of buying from a house that is not too far away to make prompt delivery and to exchange or refund without the provoking delays that often occur when buying by mail from far-away stores. It isn't necessary to have a big fat catalogue, but it's a good idea to inclose with each shipment a brief circular covering the store's policy as to exchanges, refunds, etc., and other circulars describing attractive goods for which mail orders are wanted. At frequent intervals circulars or letters should be sent to those with whom you have done business by mail as well as to those with whom you want to do a mail business, urging the advantages of trading by mail—the economy and convenience of it—and making a few special offers to get in touch with new customers and renew business relations with old ones from whom you have not heard for some time. There is a particularly good opportunity to do business along these lines just before Christmas, when an attractively prepared list of alluring gift goods will bring you immediate business that can be handled at very slight expense, and, incidentally, introduce you to a great many people who will trade with you the year 'round. The best list of names you will ever get will be the one you compile as you go along from those who write in response to your advertisements; but that will be a slow process, and it will be better to buy lists of taxpayers or voting lists from the town clerks of those towns from which you would like to get mail orders. It isn't necessary to cover a whole county at once; you can take up a town or two at a time, those most readily accessible, and the results of this campaign of



A GENERAL ANNOUNCEMENT

concentration will determine whether it will pay to spread out. Make somebody responsible for the filling of every mail order. Insist upon the prompt acknowledgment and shipment of each one, or immediate notification if the goods are "out," stating when they are expected and asking whether you shall substitute other goods or refund the money. But don't often be out of things if you want your mail orders to amount to anything worth while, and don't ever ask the privilege of substituting without offering at the same time to refund the money.

Merchants located in small towns have developed trade with mail order customers in the face of the strongest kind of competition. They have proved conclusively that it is not necessary to be located in a great mercantile center in order to sell goods from catalogues. A firm in a little Texas town of 1,500 population have in the short space of two years developed a very profitable mail order business. What this firm has done almost any firm can do if the circumstances are at all favorable.

This little 1,500 town is situated in a rich agricultural and stock-raising district in the central part of the state. The nearest city, with a population of about 30,000 is only twenty miles away. There is only one railroad entering this town, but there are eleven rural free delivery routes which cover the surrounding country thoroughly. This latter fact is worth noting as it is a great aid to mail trading. Their first catalogue was six by eight inches in size and contained but thirty-two pages. It contained a long list of articles in dry goods, notions, clothing for men, women and children, shoes, millinery, etc., each article accurately described and priced. Some of the articles were illustrated with cuts furnished by the manufacturers. About 1,500 copies of this catalogue were mailed, and the returns were immediate and continued.

Since that time a catalogue has been issued regularly twice a year, in the spring and fall. There is nothing fancy or cute about these catalogues, they are merely plainly and neatly printed business getters.

This firm uses circulars in addition to the semi-annual catalogue, and find they bring good results. Samples of dress goods, laces, embroideries, ribbons, etc., are liberally distributed and bring gratifying returns.

The advertising booklets furnished by wholesalers and manufacturers are freely used and are a source of much business.

There are also about 1,000 telephones in the district through which this firm's business extends, and these are of the greatest service in advertising special sales as well as soliciting and receiving special orders.

This is only one example from the many that might be cited. No retail house, however, could expect a mail order business to develop to any extent without special advertising and a carefully conducted department. The methods of the larger houses doing business by mail might be copied in this. The advertisements should be modified so that they would not smack too much of the "cheap" order. The country weeklies of the surrounding towns should be used as well as circular letters.

In the first instance a catalogue of some kind should be compiled. It need not be large, but it should list a large number of things. The offerings should be attractively priced, but it is not necessary that everything should be lower priced than they are at most stores. A few leaders at cost or nearly cost should be used to make the offerings appear more attractive.

Arrangements should be made for sending samples of such goods as can be sampled. C. O. D. approval orders should be solicited on the more expensive lines. All goods should be sold subject to exchange or refund. In fact the mail trading should be made as attractive and easy as any trading can be and as it is in the home stores.

Mr. R. W. Sears, of the firm of Sears, Roebuck & Co., in a recent interview, stated that his success was based upon the belief that customers should be given the best values obtainable. His words as quoted are:

"We owe our great success to the fact that we have always sacrificed profit as much as possible to get and hold the customer's business. In fact, we have been satisfied with a very small margin of profit—extremely small. We give them (the public) the utmost value for their money."



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NEW ADDRESSES.

We have placed your name on our mail order list, and will consider it a special favor if you will write in the space below the names and addresses of a few of your friends who you think would also like to have their names placed on our list.

H. S. NORWELL COMPANY,
Nashua, New Hampshire.

[illegible]

THIRD PAGE OF FOLDER

It must be remembered that one sale will not make a mail order success. Repeated orders from the same customer are necessary for that. It should be the aim of every firm to satisfy customers.

When the catalogue is ready it should be sent out to the best list of names obtainable. One excellent method for obtaining new names would be to use small advertisements in all the weekly papers circulating in the territory to be covered by the firm in its operations, offering to send the catalogue free of charge. This will bring in a number of responses and a good list of names that should be carefully followed up. Samples may be offered in the same way to secure new names which should, of course, be faithfully followed up. Another method of obtaining lists of names is to use low priced leaders in these advertisements in a similar manner to that followed by the large mail order houses. These offerings should, apparently, be pushed for all they are worth, but in the end the advertisement should advise the public to send for the catalogue first. The catalogue should list these leaders in their proper sections, so that if the inquirer is still disposed to order that particular article he will be able to do so from the catalogue.

With the catalogue should be sent an acknowledgment of the inquiry and an order sheet. If the inquirer has stated any particular wants a personal letter telling about the special values should go also. This letter should point out the page or pages in the catalogue upon which these goods are listed.

The success of H. S. Norwell Co., Nashua, N. H., in the mail order line might be cited as an example, the result of untiring energy and good business ability. This firm worked up a good mail trade in a little over two years' time in the face of seemingly insurmountable obstacles. Nashua is a city of 25,000 inhabitants and is only forty miles from Boston, Mass. Within a radius of fifteen miles are Lowell, Mass., with 100,000 inhabitants; Lawrence, Mass., with 65,000 inhabitants; and Manchester, N. H., with 60,000 inhabitants. All of these cities have large stores giving excellent store service. Besides this there are always cheap excursions on the railroads leading into these cities which carry literally thousands upon thousands of ruralites and suburbanites to these larger centers to do their trading. Yet in the face of these facts the H. S. Norwell Co. has built up a profitable mail trade.

The mail order department of this store was started with less than fifty names as a nucleus for circularizing. Now they send out weekly about 1,500 or 1,800 letters, trade bulletins or similar matter, with samples of goods from various departments.

Personal letters are used, form letters being used only when necessary. These personal letters whenever it is possible are signed by some salesperson who has an acquaintance with the person addressed. This gives the letter a personal quality, which has a great deal of weight with the trade.

This firm uses a folder, which is invariably sent as an enclosure in all mail sent out. To it they attribute a great deal of their success. This is folded once making four pages and is about the size of a sheet of notepaper. The first page of this folder, which is illustrated in this chapter, contains instructions for ordering and blank for name and address, shipping instructions, amount of money enclosed, etc. The second page contains the order blank, the third is used for new addresses and the last page contains a list of the various departments of the store.

This firm depends very largely upon their letters and bulletins for producing resultful mail orders. Small catalogues are used only upon special occasions. We reproduce below some of these letters as examples of literature that have brought business. By consulting the dates it will be seen that they cover all seasons of the year:

NASHUA, N. H., May, 19—.

DEAR MADAM:

We take pleasure in sending samples of what we consider the best wash fabrics in America for the price. We put on sale Wednesday morning, May 25th, 10,000 yards of high class Madras Gingham. All of them thirty-two inches wide in fifty different patterns and color combinations; this season's selections. The backward season is the only reason why the sale is made, and also why the price, always 25c. per yard, now is marked down to 15c. a yard.

Our Mail Order Department is at your service; it is your department, organized for the purpose of bringing people who cannot be at the store every day, in close touch with what we are doing.

Write for samples to-day. All communications answered by return mail.

Yours very truly,

H. S. NORWELL Co.

NASHUA, N. H., June, 19—.

DEAR MADAM:

There's much that appeals to the unwary buyer on the score of price that does not come up to expectations in other ways, and low-priced goods that do not give satisfaction are poor economy. It's just this that has put this store "in a class by itself"; in a class that makes it profitable for you to come and see the real purchasing power your money has. Or, send to the Mail Order Department, for samples; we're only too glad to send them. We pay as much attention to our mail orders as we do our every-day trade. To-day we enclose samples of thirty-inch Printed Lawns. The goods were never retailed for less than 12½c., and upward to 15c. These are from the million and a half dollar auction sale of Sweetser, Pembroke & Co., New York. The price is 8c. per yard.

We trust you will find something that may interest you in this selection.

Address all orders to H. S. Norwell Co.

Yours very truly,

H. S. NORWELL Co.

NASHUA, N. H., June, 19—.

DEAR MADAM:

Shopping by mail is very easy at this store. Our mail order clerks take as much pains in matching fabrics or shades of color as if they were shopping for themselves. We receive many compliments on our prompt, painstaking and thoroughly satisfactory mail order service.

A world of beauty is represented in our stock of these summer fabrics. The collection of artistic productions is far above any display we have heretofore made, both in high grade textiles, and the inexpensive materials, and this is the most favorable time of the season for you to expect extraordinary values from the store. If you cannot visit the store in person, send for samples of anything in the dry goods line and be convinced of the truth. Everything purchased at the store during this month of June will tell of unexampled saving on desirable and trustworthy goods.

On the enclosed postal card would you be kind enough to send us the names of a few of your friends whom you think might be interested in our mail order service, that they may receive samples of various underpriced goods as often as we have them for sale.

Thanking you in advance for the favor, we remain,

Yours very truly,

H. S. NORWELL Co.

NASHUA, N. H., June, 19—.

DEAR MADAM:

We beg to announce on Saturday next, June 11th, our biggest and most ambitious trade movement in the history of this store. Hundreds and hundreds of splendid merchandise values arrived this week from the million and a half dollar auction sale of Messrs. Sweetser, Pembroke & Co., New York. We are very large buyers. We were given every concession possible. The lines consist of the very newest, best and seasonable lines, viz., white goods, wash goods, black and colored dress goods, black and colored silks, hosiery and underwear, ribbons, table linens, towels and bedding; in fact, everything pertaining to first class dry goods. You never heard of such bargains in your life, and it will pay you well to visit Norwell's Saturday, or any day the following week. Attend this great bankrupt stock sale. This season's merchandise at one-third to one-half less than the regular selling price.

If it is impossible for you to call in person, write to us for samples. Competent salespeople will attend to your shopping. If dissatisfied in any way with your purchase, return the goods at once to us, and your money will be cheerfully refunded.

Yours very truly,

H. S. NORWELL Co.

NASHUA, N. H., July, 19—.

DEAR MADAM:

Your name has been placed on our mail order list by a personal friend of yours, one who has been deeply interested in our Mail Order Department, and who has already derived benefit from same. In many cases it is impossible for people living away from the city to be on hand at each and every sale. Therefore, we have adopted this plan: a Mail Order Department Service where competent salespeople will attend to your shopping. If you are in any way dissatisfied with the goods sent you, return them at once and your money will be cheerfully refunded. We send samples; we send goods on memo., subject to your approval.

The increased demand for mercerized Jacquards in all the newest designs for shirt waists and shirt waist suits confirms our claim that these goods rival any twenty-five cent goods upon the market this season. The finish and luster improves with washing, making it the most meritorious and satisfactory goods ever made to retail at the price. If you are not already familiar with these goods; inspect these samples closely; wash them; give them a severe test, and if they prove satisfactory to you, as we know they will, mail your order and we will have it filled at once. Remember the supply is limited, only enough in this lot for about ten days' selling.

Hoping to receive a reply, we remain,

Yours very truly,

H. S. NORWELL Co.

NASHUA, N. H., July, 19—.

NORWELL'S JULY BULLETIN

SUMMER NEEDS AT FRACTIONAL PRICES

The opportunity which this month brings for an increased business in these goods is the reason for these unusual offerings. Buying greater quantities we can buy at lower figures, and selling greater quantities we can sell at a smaller margin of profit, so you get the benefit of two price concessions—the wholesalers' and ours.

All housewives should be interested. If you do not find something in the list below that fills a present want, many of the things mentioned will be profitable to buy at these prices against future needs—take our word for it.

30 in. Dress Muslins.....	worth 12½c	for 9c.
24 in. Foulard Silks.....	worth 75c	for 59c.
30 in. Barnaby Gingham.....	worth 25c	for 11¾c.
18 in. Silk Floss Pillows.....	worth 30c	for 19c.
20 in. Silk Floss Pillows.....	worth 40c	for 29c.
22 in. Silk Floss Pillows.....	worth 50c	for 39c.
22 in. Silk Floss Pillows.....	worth 60c	for 45c.



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Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.

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No sale of this character this year or any other year has offered such great values. The reason for this great sale is this—by giving such big values at a time when it does the most good, we secure an advertisement that will be lasting. We are bidding for the future, familiarizing you with the high grade of goods that we sell at such very little prices.

SALE OPENS SATURDAY MORNING, FEBRUARY 18TH, AT NINE O'CLOCK, AND CLOSES SATURDAY, FEBRUARY 25TH.
H. S. NORWELL Co.

NASHUA, N. H., February, 19—.

DEAR MADAM:

We invite you to a very special private exhibition and sale of fine pattern table cloths and napkins, the product of the world-famous manufacturers, MESSRS. WILLIAM LIDDELL & CO., of BELFAST, IRELAND, who were awarded the first prize and three gold medals at the St. Louis Exposition.

This private display will occur in our linen store, first floor, southerly annex, THURSDAY, FRIDAY and SATURDAY, FEBRUARY 2nd, 3rd and 4th, just prior to our public announcement of the purchase.

We have secured these fine cloths at so advantageous a price, because of our ability to handle the entire lot, that we can actually sell them AT FROM ONE-THIRD TO ONE-HALF LESS THAN REGULAR PRICES.

The lot comprises table cloths and napkins in all sizes of medium and finest grades of satin double damask in superb designs, and we are assured in advance of your unqualified approval both as to desirability and price.

We shall publicly announce this sale in the daily papers, but we trust you will avail yourself of the opportunity here offered for a private and leisurely inspection before they are advertised.

Yours very truly,

H. S. NORWELL Co.

We are indebted to the *Merchants' Record and Show Window* for the letters and examples quoted in this chapter.



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CHAPTER LXIII

THE GENERAL ADVERTISER

HE general advertiser has a choice of many ways of advertising, and it is often doubtful which would be the most profitable when he has no experience to guide him. There are three principal ways in which he may lay out his plans: viz., advertising his wares solely and singly to the consumer; advertising his wares to both the consumer and the retailer; advertising his wares to the retailer allowing him to introduce them to the consumer. The first plan mentioned is likely to be the most costly of the three on account of the great waste that must necessarily attend such a campaign. Large sums of money have been literally wasted in pursuing such a course.

Unless the retailer can be educated up to a certain brand or product, it is hardly advisable for the manufacturer or general advertiser to go to the people with a product he cannot profitably supply direct. He may create a demand for his goods by his advertising, but after the public finds that he has made no provision for supplying it after it

Seal Brand Coffee

A rich, spicy fragrance that helps digestion—
That compels a copious flow of the gastric juices!
A healthy, stimulating brain bracer—that increases
the mental activity naturally with no unpleasant after
depression.
A blood and tissue builder!
These are characteristics of Seal Brand Coffee!
A perfect blend of pure, true, well nourished
"upland" coffee berries grown on the best coffee
plantations of the world—cultivated by the most ex-
perienced coffee growers.
Cured and roasted under our own supervision.
All the delicious nectar-like flavors fully developed.
Positively no injurious, brain confusing or nerve weaken-
ing ingredient. For Seal Brand Coffee contains ab-
solutely no poor or impoverished coffee—no adul-
terations—no compressed roasted bread crumbs.
Just the pure coffee bean!
That's why Seal Brand Coffee is
certified coffee.
Retail Selling Price,
35c. the Pound.

*Certified
Coffee*

**CHASE
&
SANBORN**

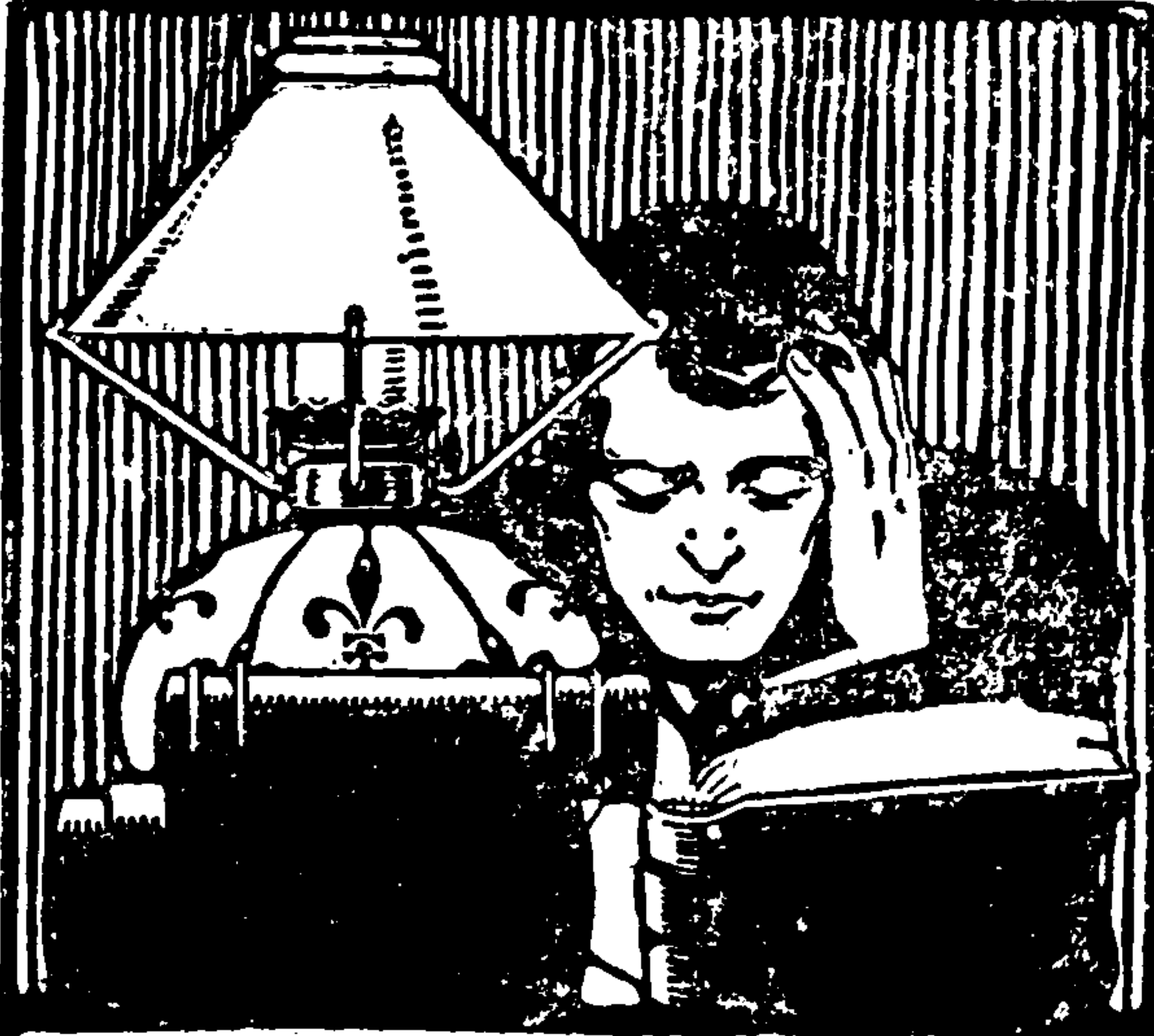
is created, they soon turn aside and think of something else.

A case might profitably be cited. *White's Sayings*, Seattle, in a recent issue says:

"It is not always the fault of the advertising.

"The Kerr Manufacturing Co., Portland, Oregon, do some good advertising. Recently they sent out under the grocer's name a circular describing their Economy Jar and referring to this grocery store as a place to purchase.

"The buyer of home things for one family was satisfied with the advertising and called for the jars.



THE STUDENT

The conquests of Peace have as bitter cost
As the fields of war and the battle lost;
For the silent struggle and ceaseless strain,
A man needs body and nerve and brain;
Strength to endure and courage high
To win him and hold him his victory.
He knows the worth of the perfect grain
'Tis QUAKER OATS, the Feed of Brain.

Made at Peterborough, Canada.

Quaker Oats (Quaker Oats) Oats. One in every package.

Quaker Oats

"The grocer had only the pints. He didn't have any more quarts, and made the excuse that he was afraid of the jars, and didn't expect to buy any more.

"The price was higher and he doubted if the public would buy them. His own observation had led him to believe that the Economy Jar wasn't any better than the other kind. When pressed for a reason he could not give any.



His master's choice is a

Cluett

COAT SHIRT

Make as a custom shirtmaker would make it. All the materials are shrunk before coming by the CLUETT process, this insures each part maintaining its proper relation, making easy work for the home laundress.

\$1.50 AND MORE

CLUETT, PEABODY & CO.
Largest Makers of Collars and Shirts in the World



ON AND OFF
LIKE A COAT

That is the point in


Cluett

COAT SHIRTS

These garments have the attractive features of custom shirts but they cost much less. In white and color-fast fabrics.

\$1.50 and more

CLUETT, PEABODY & CO.
Largest Makers of Collars and Shirts in the World



Don't Put Poor
Paint on a Good
House.

Paint is intended to preserve as well as decorate. No paint is too good for your house. The man who uses

"Shipman", "Southern" or
"Red Seal"

Pure White Lead

has the satisfaction of knowing that his property is protected as well as paint can protect—and his eyes assure him of its good appearance.

FACTS ABOUT PAINT

Every property owner should know the facts about paint given in our booklet, "What Paint and Why." The knowledge may enable you to save many dollars. Booklet sent free, by NATIONAL LEAD COMPANY, 1510 State Street, Chicago.

"SHIPMAN", "SOUTHERN" AND "RED SEAL" SOLD BY ALL DEALERS



THERE ARE COAT SHIRTS AND COAT SHIRTS BUT THERE IS ONLY ONE

Cluett

INSIST ON THE LABEL—IT MEANS RIGHTNESS, FITNESS, WHITE-NESS AND COLOR FASTNESS

\$1.50 AND MORE

"ON AND OFF LIKE A COAT"

CLUETT, PEABODY & CO. TROY, N. Y.
Largest Makers of Collars and Shirts in the World



Wash often, wear long.

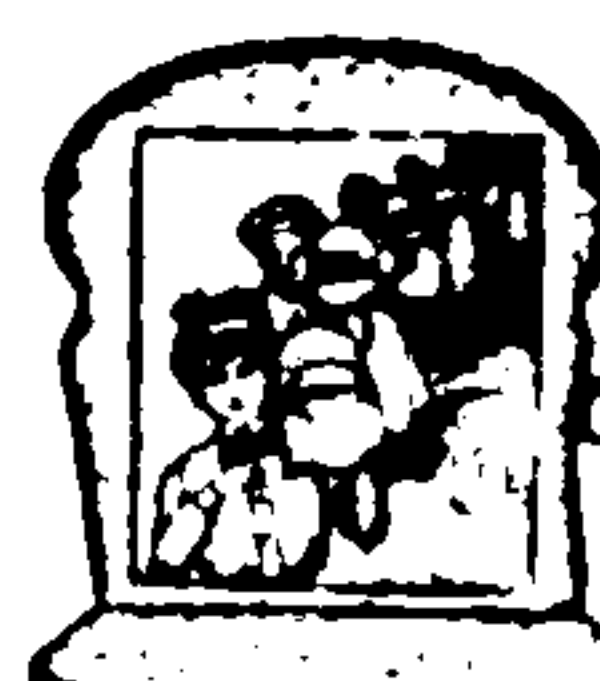
Cluett

COAT SHIRTS

have the quality, appearance and wearing abilities of custom made garments. White or color-fast fabrics. On and off like a coat.

\$1.50 and more

CLUETT, PEABODY & CO.
Largest Makers of Collars and Shirts in the World



Everybody's Flour

Just stop and think of how a batch of nutritious, fine flavored home-made bread pleases the whole family. And then remember you can do it with

Samico Flour



ON AND OFF LIKE A COAT

TELLS THE STORY OF THE

Cluett

COAT SHIRTS

Made of selected white or color-fast fabrics. The fit of each garment is as perfect as if made to order.

\$1.50 and more

Cluett, Peabody & Co.
Largest Makers of Collars and Shirts in the World




Cluett

COAT SHIRTS

are made of the best white or color-fast fabrics. You can get what you want of your dealer if you insist on it. \$1.50 and more.

On and off like a coat.

CLUETT, PEABODY & CO.
Largest Makers of Collars and Shirts in the World



TRADE MARK

DORFLINGER

ESTABLISHED 1852

Dorflinger's is the embodiment of all that is exquisite and artistic in genuine Cut Glassware.

Recognized everywhere as the Standard.

Look for the label—the hall-mark of excellence. At all first-class dealers.

GLASSWARE

"What a lot could be written about having the salesman educated and in sympathy with the advertising.

"Here a customer for Economy Jars was murdered—killed to all intents and purposes.

"And yet the manufacturer had advertised this grocer as one of the retail dealers in Economy Jars."



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non-fiction books.

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have been educated up to it. The trade press, then, presents the most favorable medium for the exploitation of any article to the retailer. This advertising must of course be supplemented by the use of circulars, booklets, catalogues, etc.

In this way a firm can form an acquaintance with the leading retailers of the country.

When the firm's salesmen start out on their trips they are carrying "identified goods," goods that are already known to the retailer. The salesmen are helped to open up new accounts and to increase sales through the advertising done to the retailer. He has been compelled to take a look at the new product, or brand, and if he is favorably impressed with it he orders a trial lot.

It is here where the general campaign to the consumer should begin. A demand should be created at the time when it can be easily supplied. This demand once started should be steadily followed up until it has reached the limit. It must then be bolstered up to

keep it at its limit. There is no end to advertising. Products that have continued in the public eye for years have only kept their places among the large influx of new brands and products by continuous bolstering in the shape of general advertising.

The greatest stumbling block in the way of a successful advertising campaign direct to the consumer is the attitude assumed by the hostile and apathetic retailer. The consumer is usually personally acquainted with him. His word is accepted as the truth. If he recommends an article it is purchased, if he condemns it it is not wanted.

A short time ago a lady entered a New York department store. Going to the silk counter she asked to be shown some "Samson" silk. This article is extensively advertised in magazines and other mediums addressed to the general public. The clerk had

never heard of "Samson" silk. At least, he said so. The customer had asked for it out of pure curiosity. She knew nothing of its merits or qualities, but had seen it advertised. The clerk showed her other silks and she was readily prevailed upon to accept another article that she regarded as suited to her purpose. Thousands of incidents similar to the above are occurring daily all over the country. If a dealer has not stocked a particular line being called for, he either condemns it outright or speaks slightly of it. It is such persistent "knocking" that makes a general campaign to the consumer unprofitable.

One of the best methods of securing the co-operation of the retailer is to supply him with good advertising literature for distribution, samples for free distribution when possible, advertising cuts, window cards, etc. When the line is confined to but one merchant in a town he should be advertised as the local distributor.



Try a King Calf Regal This Time

King Calf is a special shoe-cannet calf-skin. The shoes that we use in tanning are the very best of the market. That's the first stage—selection. And every process is up to the cutting-room in the Regal factory is carried through on the definite plan of making every square foot of King Calf the finest leather that can be built into shoes.

If you want this great pair of shoes of yours to give you double service and double comfort, to take a quick polish and hold it, and to stay in shape wet or dry, just find the Regal shape that suits you best, have it made the quarter-size that fits your foot, and make a point of specifying "King Calf." If you never wore Regal King Calf you don't know all the Regal advantages yet!

REGAL SHOES ARE BUILT TO LAST AND TO BE COMFORTABLE. THEY ARE THE ONLY SHOES THAT CAN BE BUILT INTO SHOES OF ANY OTHER MAKE.



Send for Style Booklet Mail Orders Promptly Filled

REGAL



The Halpert & Jacobs and the Weinstock, Lubin & Co. advertisements are supplied by the manufacturer. In many cases space is contracted for by the manufacturer and a series of advertisements placed similar to these.

In the larger cities where lines are not confined the advertising done is much more of a general nature. We reproduce a number of these advertisements in this chapter. The two clothing firms, A. B. Kirschbaum & Co. and Hart, Shaffner & Marx, offer us excellent examples of this general publicity.

W. N. Aubuchon, a noted writer on business topics in a recent article said:

"A window display made by a retailer is worth as an advertisement more than a hundred thousand paper circulation, although its influence, while operative upon comparatively few consumers, is effective upon a greater number, because the goods are there to look at and to buy; ready to hand, and convenient for delivery.

"The effect of a display card hung up in a dealer's store is greater upon the dealer and his clerks than upon the transient customer. The card or sign keeps the name of the goods constantly in



Copyright 1905 by Hart Schaffner & Marx

If a positive assurance of all-wool were the only inducement for buying Hart Schaffner & Marx clothes, it would be enough for many men.

But the all-wool standard is too high to be lowered by less than the best style, the perfect fit, the most skillful hand-tailoring.

You can get plenty of "mercerized cotton" clothes; and the style and fit are quite as likely to be "mercerized" as the fabric.

Here's a sample of our work—after two hours' wearing, give to most men. At your choice, \$15 to \$115. See our label on it, a small thing to look for, a big thing to look for.

Hart Schaffner & Marx
Good Clothes Makers



BUCKING-HAM & HECHT

True Merit
CALIFORNIA MADE
SHOE FOR MEN

Leather tanned with California oak is tough and springy, thus serviceable and elastic.

This is the leather used to sole True Merit Shoes—that's why they wear so much longer than other shoes and give the wearer comfort.

Your choice—vied kid, velour or box calf—but all are soled with the tough leather.

For sale in Sacramento by
Weinstock, Lubin & Co.



Do You Fully Understand the Vital Importance of This Label?

To all those who sleep on mattresses, it is the sole protection and guarantee of absolute cleanliness and healthfulness. We speak from a maker's point of view, with inside knowledge of the process. You can satisfy yourself as to the value and comfort of the Red Cross Mattress under our guarantee. The mattress may be returned to dealer if in any way it fails to please.

IT MAY BE TO YOUR DEALER'S INTEREST TO SELL YOU SOMETHING SO CHEAP THAT IT IS NOT TO YOUR INTEREST TO BUY. DEMAND

The Red Cross Sanitary Felt Mattress.

Red Cross Sanitary Felt Mattress is made of long-staple cotton cleaned, sanitized and made into 8 great downy felt layers, so fitted to the ticking that it never hardens, packs or lumps—always healthful, comfortable and satisfying. A sun bath makes it new.

PRICE \$15.00
The Cheapest Mattress at any Price

15.00

ALWAYS DEMAND THIS LABEL



the mind of the dealer and his clerks, and causes them to make oral suggestions to customers to buy the goods, while selling other articles to them.

"Similarly a handsome dummy exhibit is a standing memory tab to the clerk who sells the goods by showing them.

"A salesman on the road, to save weight, often leaves at home the sample of staple goods which he thinks everybody knows all about, and will not care to look at again. A salesman can sell three times as much if he takes the sample and shows it, notwithstanding the fact that his customer has seen it a hundred times before. Experience proves this to be true.

"Hundreds of thousands of dollars are wasted every year by advertisers of merchandise because the edict has gone forth that it is the consumer who is the arbiter of the trade, and that when the advertiser can reach the consumer and mold his opinion—the world of business is at his feet.

“The consumer, in fact, does make final decision—but how? And how long is his decision in force before it is reversed by that higher court—the self-interest and personal influence of the retail dealer?”

“The consumer as a class is not wise in the ways of merchandising. By a chain of many interests attached to the ring of suggestion in the nose of his understanding he is led, with little resistance, to the adoption of any and every kind of food, fad, or fashion. The man who gets the strongest grip on the chain determines his course.

“The strongest influence is the personal one. The man next to the consumer who wields the personal influence is the retail dealer.

“We are all consumers, and have but to consider the influence which caused us to buy things we did not need and did not use after we bought them, to understand precisely the power of suggestion by direct contact with the personal element in trade, or by direct contact with the goods that we bought.”

The general advertiser is apt to point to his advertising with pride and say to the distributor, “We are advertising direct to 30,000,000 people. We are doing good advertising. Don’t you want to get your share of this advertising campaign?” In many cases the goods in question become of secondary consideration—the advertising campaign is designed to sell the goods whether they are worthy or not. The best advertising campaign on earth will never build a business up when the article offered is an inferior one. The manufacturer who has an inferior article and a few thousands of dollars for an advertising campaign had better let the campaign go and spend the money in improving the article.

We have attempted to show that an advertising campaign direct to the consumer when carried on over the head of the distributor and without his co-operation is likely to prove disastrous. We have also made an attempt to show how the retailer can be coaxed, cajoled, or forced to give his efforts toward co-operation.

But either of these plans require a considerably larger appropriation than many manufacturers can afford to start out with. He wishes to increase his business. How, then, can he do it if he cannot go to the consumer with his story? In his case he has but the one plan worth pursuing, until he can afford to increase his appropriation, and that one plan has made thousands of firms take prominent places among our commercial industries who had at first to struggle for mere existence. The plan is simple, but when carried out faithfully is also a winner. It consists entirely in advertising to the retailer or distributor. He is to be interested in every possible way in the goods offered to him. New accounts are to be persistently solicited and old ones carefully nursed. By this plan the manufacturer exerts all his energies upon the retailer who distributes his wares and allows him to open up the field direct to the consumer. The same mediums mentioned before are used. The merits of the goods and the profit to be obtained through handling them are emphasized in this plan, while in the former, the great value of the general advertising being done was made one of the chief inducements for handling the product.

CHAPTER LXIV

THE GENERAL ADVERTISER’S CAMPAIGN

THE general advertiser may use many mediums, but his first attention is drawn to the magazines and daily papers. In the first, including the national weeklies, he can get a national hearing. In the latter he can get a more localized hearing. In some cases it would be better to use only one of these classes, in other cases both are necessary. It is impossible to reach the whole population of the United States by a paying advertising campaign. It is just possible that the largest national advertisers are satisfied if they can place their advertisements before fifty per cent. of the people.



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human knowledge in
797,885 volumes

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argument of the advertisement than upon the mediums selected. The advertisement of the Rothschild Bros. Hat Co., St. Louis, Mo., is about as silly as anything coming from a business firm can possibly be. Where is its value from the advertiser's standpoint? The only part of the advertisement that can be considered as advertising is the last line which reads, "Largest distributors of hats in the world." The value even of that line is questionable.

The trade paper advertisement should be specially prepared by a man who knows all about the article. He must tell the retailer about the article, give some of its advantages over others; he must tell how it is put up, why it is put up in the manner indicated, etc.; he should urge a trial order even if it is only to the extent of the smallest quantity that he can conveniently ship, and in most cases he should be willing to pay the cost of transportation and allow of the return of the shipment if it should prove unsatisfactory. Such

an advertisement will elicit inquiry and bring business.

Just note how particularly informing the advertisement of Weiss & Segal's is. Try and find out why the advertisement was ever placed. It is astonishing how readily men will buy space in expensive periodicals and misuse it. Such an ad. will neither sell goods, secure prestige, nor arouse curiosity in the goods for sale. This advertisement occupied a whole page in a prominent trade paper.

To supplement the work of the salesmen the manufacturer must issue occasional circulars and folders illustrating new and seasonable lines. The retailer must not be allowed to think that his favorite firm cannot supply his wants. There must also be a constant going out after those dealers who have not stocked the articles he manufactures. A catalogue here is a necessity for most firms. Those whose lines are extensive or radically different must use one.

The merit of printed matter can be rightfully judged only by its results. Actual results form the only standard by which advertising value can be accurately measured, and criticism based on any other is likely to be fallacious and misleading.

In considering the catalogue the first question that suggests itself in connection with the subject will naturally be: "What is the catalogue's place in an advertising campaign?"

It has been proved to the satisfaction of nearly all advertisers, large and small, that as a rule a catalogue must be used in exploiting any line of goods. This is because the catalogue affords the opportunity for the impressive display of an entire line of goods, with extended descriptions and other practical information added. As a proof of this belief one has only to study the modern advertisement that appears in our modern magazines. In these we often find the catalogue forced to the front while the goods supposed to be advertised are kept in the background. These advertisements are inserted for the purpose of inducing the public to send for the advertiser's catalogue.

We thus find that the catalogue is recognized as a vital feature—the clinching ele-

WANDESS

CLOTHING
FOR
BOYS
Ages 2 1-2 years
to 20

WEISS & SEGAL

18-20-22 Washington Pl., at Greene St.,

NEW YORK

WASTEFUL TRADE PAPER ADVERTISING

ment—of an advertising campaign. When properly prepared and printed the catalogue appeals to the reader at a moment of leisure when its strength is a thousandfold more potent than a magazine advertisement can be.

Mr. Louis Barta, of The Barta Press, Boston, one of the most successful of artistic printing establishments in the United States, sums up the advantages of a well-prepared, neatly printed catalogue as follows:

"First. It is the public link which connects the maker of the goods with the people who buy them—a virtual bill of fare, but better than a bill of fare, because it is descriptive and does not run in courses.

"Second. It can be sent to the exact person where it is likely to do the most good.

"Third. It gets close to the consumer.

"Fourth. It possesses an indescribable, yet plainly felt, influence.

"Fifth. It is the salesman's assistant."

The catalogues in use to-day may be divided into four classes: the odd, the elaborate, the extremely artistic, and those in which simplicity is the dominant note.

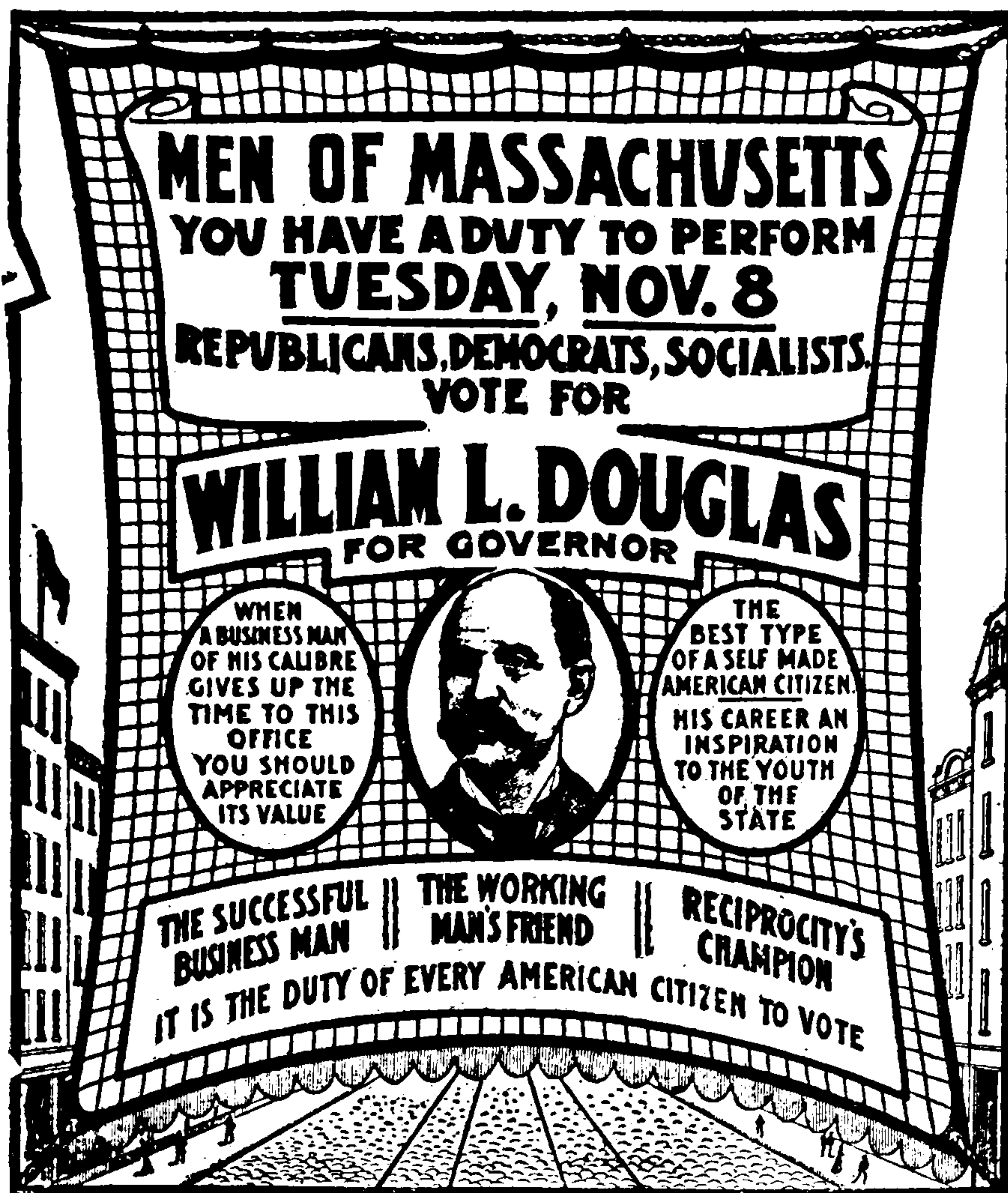
The comparative value of these classes have been established by experiment.

A manufacturer who used catalogues found by actual test that the odd-shaped ones brought a great many requests for additional copies, but sold few goods. He also found that the elaborate and extremely artistic brought about the same results. After trying in vain to make these finely printed catalogues bring him business he prepared a catalogue in which simplicity was the prominent idea. It was modeled on simple lines, without any frills

or flourishes that so many designers and writers of advertising insist on. The size was convenient for handling and filing; the illustrations were exact engravings of his goods, confined chiefly to reproductions of the articles advertised; the type matter was neatly arranged, set in a legible face; the stock used was of good quality; and the presswork excellent, bringing out both type and illustrations to the best advantage.

The results achieved by this catalogue, after a year's test, were proved by the order of a new edition for the following year. His experience has been the same as a great many others.

It has become evident, then, that simplicity is the secret of success as far as catalogues are concerned. Oddity, elaborateness, and extreme artistic effects attract attention to



ELECTION ADVERTISING THAT MADE GOOD

themselves rather than to the goods advertised, and thus the vital element of forcefulness is lost.

On the contrary, simplicity not only appeals to all classes of people, but it also serves to emphasize the subject of the catalogue. It gives the advertiser's proposition an attractive setting, but does not allow that setting to overshadow the substance, and in this way it directs the attention to the proposition and brings profitable results.

Every manufacturer must sell his wares; he is therefore interested in every device that will aid him in so doing. Only one method of publicity is adapted to all classes of goods; properly handled, a catalogue will sell goods. Consider the enormous mail order business built up by and dependent upon the catalogue. One western concern issues a mail order catalogue as big as a family Bible, requiring a big printing office exclusively to make it.

After the retailer has been successfully reached the general advertising campaign may be entered upon with some assurance of success. The manufacturer can then confidently believe that when he stirs up a community that it can be easily and readily supplied with his wares when called for.

As a usual thing, it will pay the general advertiser who has but a few thousands to spend for his first advertising campaign, to begin in a single large city, spending his appropriation largely in its newspapers, on its billboards, in its street cars and among its retailers. Here he should hammer away until he has secured a fairly well established trade before enlarging his territory by taking on another city, or the smaller towns near by.

His success will be twice as rapid, and at less cost if he does not take up the magazines with their scattered circulation until he has thoroughly worked all the large cities and prepared himself, in a measure, to get value from their national circulation.

CHAPTER LXV

THE VALUE OF AN INQUIRY AND THE FOLLOW-UP SYSTEM

THERE are some advertisers who have laughed at the follow-up system. There are many firms who have found the follow-up system to be a very remunerative institution.

There is hardly any commodity that cannot be successfully advertised direct to the consumer. There is hardly any advertising campaign that should not include in its plan the getting of inquiries from prospective customers and the turning of these inquiries into orders.

At first thought one would imagine that the manufacturer to follow out this plan must install a regular mail order department. In many cases this will not be necessary, neither will it be advisable. A search through the advertising pages of any magazine will reveal three classes of advertisements. First, mail order advertisements, wherein the article advertised is sold direct to the consumer by the advertiser. Second, advertisements that are merely intended to advertise some article that is sold by retailers and which is already more or less known. In some cases these advertisements are used merely for the purpose of reminding the reader of an article already known. In this class we may mention Pears' soap. A pretty picture and the name of the article is all that is here given. Usually the advertisement suggests some use for the article, but that is about as far as it goes. There are others that are prepared for the purpose of educating the people to use the article advertised, of such we may mention Pearline. These advertisements are educational in many ways. They show how Pearline should be used, when it may be safely used, and why it should be used.

A third class are those that advertise a certain article, usually something new, and where an inquiry is solicited. This is done by offering a booklet or sample.



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Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.

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customer, to educate the dealer in new ideas as to the successful pushing of your flour at higher prices and for other reasons than price alone.

"This latter feature is a delicate one. Many dealers resent any instructions on how to sell goods, notwithstanding that books, cash registers, insurance and advertising space require much training and coaching of solicitors before sales can be made.



GOOD TELEPHONE PUBLICITY

"I know one magazine advertiser who used twenty-two letters to sell an article of household furniture in a city where the best dealers had refused to take it up because they were perfectly satisfied with the lines they were then carrying. After making this sale direct at the FULL RETAIL PRICE the manufacturer found that he had an advocate in his purchaser who asked the dealer to put in a line, which was done.

"Another point about these inquiries is the basis they give for enthusing salesmen and having them re-enthuse the dealers they call on. It can and should be made educational

as to consumer, dealer, and salesmen, and as such the 'follow-up' system may be safely regarded as no mere fad but a permanent addition to the economy of modern business, as much as the telegraph, telephone, typewriter, and card-index system."

It can easily be seen from the foregoing that a "follow-up" plan can be made to do many things, to serve many purposes. Perhaps a summary of these may not be out of place.

First. It serves as a guide to the best paying mediums.

Second. It serves to show the style and class of copy that will draw inquiries, and proves the relative value of inquiries drawn from different styles of copy.

Third. It serves to reach customers in districts remote from a distributing point.

Fourth. It serves to prove to the dealer who does not handle the goods that there is an actual demand for them in his locality.

Fifth. It serves to prove to the dealer handling the goods that the advertising is being read and is proving resultful in sales.

By all means we would advise a strong "follow-up" campaign for the new advertiser. His brand or article being unknown it requires extra efforts to place them before the public. But if he expects this "follow-up" system to pay back its cost in direct results he will likely be disappointed.

The following clipped from an advertising magazine shows how expensive these inquiries are, but it does not show how much they have directly or indirectly profited the advertiser:

Pearson's Magazine furnishes the list below showing the tabulated cost of replies for a booklet advertised by the C. B. & Q. Railroad in the magazines for one month:

Pearson's.	\$1.51	Munsey's.	\$3.54
Everybody's.	2.10	Outlook.	3.55
Metropolitan.	2.50	Review of Reviews.	3.56
The Outing Magazine.	2.60	Scribner's.	3.66
Cosmopolitan.	2.74	Century.	6.00
World's Work.	2.86	Harper's Magazine.	6.46
Leslie's Monthly.	3.36		

This merely shows what it costs per inquiry in the different magazines for one month. It does not show nor attempt to show the cumulative value of the advertising done by the C. B. & Q. R. R.

Supposing the average inquiry costs the advertiser five dollars and that he sells direct from his "follow-up" system on an average of only one dollar per inquiry. This proves his loss apparently. But suppose ten per cent. of these inquiries come from districts where he has found no outlet for his goods—where no dealer has been induced to handle his wares. He has secured valuable data with which to further pursue his selling campaign. He can take these inquiries and orders and place them before the merchants of those localities. If he secures through this means a small per centage of new accounts it can easily be seen that a five dollar inquiry is not so expensive after all. It may be the direct or indirect means of selling thousands of dollars worth of his wares. His advertising in cases like this is paying him, and he knows it.

The advertiser who does not elicit inquiries who has no "follow-up" system may be making money out of his advertising, or not. His business may be increasing, or not. But he cannot prove, one way or the other, that it is due to his advertising.



Sights that Please

Two Mountains stand on either hand
At Water Gap, in presence grand.
The river's flight is winding light.
There on the Road of Anthracite.

If you are going to New York this spring you will enjoy the journey as never before by taking the Lackawanna Railroad, the best way between

Buffalo and New York

affording a delightful journey along the Susquehanna River, over the Pocono Mountains through the famous Delaware Water Gap and across the Highlands of New Jersey.

Library, Buffet and Smoking Cars

are now in service on the New York and Buffalo Limited, leaving Buffalo daily at 8.45 p. m., arriving New York 7.50 a. m. The latest periodicals, daily newspapers and a perfect buffet service offer attractive means of enjoying the interim before retiring. This is only one of several luxurious trains leaving Buffalo daily for New York.

**Lackawanna
Railroad**

Washington Excursions

A trip to the Nation's Capital at this season is one never to be forgotten. Popular Washington excursions on March 16 and April 7 at \$10.00 for round trip, tickets good ten days.

For full information as to time of trains, Pullman reservations, etc., communicate with Fred P. Fox, Division Passenger Agent, 289 Main Street, Buffalo.

The Road of Anthracite

GOOD RAILROAD PUBLICITY



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Get Smart

Over 2,000 years of
human knowledge in
797,885 volumes

Instant access
\$8.99/month

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"The advertising of the Cremo Cigar, which has attracted special attention during the last few months, is an excellent example of forceful, up-to-date and thoroughly convincing advertising. The Cremo Cigar has attained the largest sale of any five-cent cigar in the world, and its success can be attributed to the unique character of the advertising campaign that has been carried on.

"The American Cigar Co. has avoided the mistakes made by some advertisers in the past, in that while brands have been advertised, all the advertising energy has been devoted primarily to advertising the American Cigar Company and its merit mark, the 'Triangle A.'

"Each of the high-class brands of cigars it manufactures is distinguished by this 'Triangle A' merit mark. The advertising is educating the smoker to look for the 'Triangle A' on every box of cigars he purchases, no matter what the brand may be. Consequently the American Cigar Company's advertising becomes at once trade-mark advertising. In other words, the trade-mark is constantly increasing in value. An individual's taste may change. He may smoke the 'Anna Held' for a while and then conclude to switch off to another brand. When that time comes he will find another 'Triangle A' brand that will suit him exactly. The 'Triangle A' always stands as his guarantee of honest cigar values."

There are some commodities that can be branded much more easily than others. Cigars and tobaccos, package foods, proprietary articles and medicines, etc., are all easily branded:

If a woman wants Sapolio she does not go to her grocer and order up a bar of scouring soap. If she wants Pearline she does not order a washing powder, neither does she want "Silverdust" when she asks for "Gold Dust." These are trade names that have cost millions to make known, but they have returned perhaps a hundredfold in profit to the manufacturers.

Clothing can be easily labeled, but the label will be far less conspicuous. Manufacturers of good clothing usually place their name on a label upon or under the hanger of the coat or in the inside coat pocket. The manufacturer who neglects to have this label made known is losing valuable advertising.

The "Cravenette" advertising has been sadly lacking in one feature, and although the company owning the process have spent vast sums of money in advertising, not one in ten, perhaps, knows that "Cravenette" stands for a process and not a cloth. Thousands of rain-proofed coats are sold as "Cravenettes" in every large city in the United States because people have associated the name with the material and not with the process.

S. A. Conover, representative of N. W. Ayer & Son, Philadelphia, a well-known advertising agency, in an address before a meeting of manufacturers of shoes said:

"Advertising is a force which will make an ordinary article of every-day use (that has merit and which the people will need continually) into a thing of extraordinary popularity. We have had several instances along this line: Biscuits, butter, matches, shoes, and many more articles of every-day use. When a manufacturer or wholesaler adopts some trade-mark or special name for a certain shoe or special line of shoes, he protects both himself and the consumer, and by advertising to the consumer creates a demand for this particular line of goods; and when the salesman goes in to open up a new territory he finds that the fact that the trade-mark or special name is advertised a logical argument why the dealer should put that line of shoes in.

"A wholesaler was telling me some time ago about a certain experience he had in a new territory. He went himself to try to open up the trade, and in many instances, when he was showing his goods, which were without doubt very excellent, the buyers said they did not care to handle them because they had other lines of advertised goods which had a general call from consumers, and did not care to add anything new that would increase their outlay for stock. This wholesaler told him he would be glad to make the price lower, and offered a considerable discount. The dealer said it made very little difference

what the price was; if they were not advertised he was not enthusiastic about carrying them. After several experiences of this sort the wholesaler returned and said he had decided to figure up about how much these discounts would total up, and that he would spend at least that amount in advertising to the consumer and place his goods on a basis where the dealer would want to handle them, and where there would be a fair profit."

Next to a good bank account, a practical trade-mark, or trade name, is about the most valuable addition a man can have to his business.

Trade-marks should be simple in construction, unornamented by designs or scroll work, and to be most adaptable and valuable should be designed for one color only.

The trade-mark should be so simple that once seen it would always be known and identified when seen again.



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CHAPTER LXVII

POINTS ABOUT TYPES

THE typographical appearance of an advertisement deserves more attention than is usually given it by the retail advertiser. He spends a great deal of time in writing his advertisements, and should not leave the matter of type arrangement entirely in the hands of the printer.

The proper selection and arrangement of the type is just as important as the wording, yet the whole construction and selection of type faces is often neglected, either because the printer is indifferent or the advertiser is not versed in the technic of the printing art. It is rather discouraging to an advertiser to have the effects of his labor destroyed by some blundering compositor.

The test of a good advertisement is to first attract attention, then create interest, and finally to make a sale. If the first step is not secured it is due to the unattractiveness of the type arrangement, which is sure to bring on a failure of the ultimate aim of the advertisement.

The same display and type arrangement is not suited to all lines of business. The milliner and jeweler should never use heavy black-faced types, but rather those of a lighter and more artistic tone. The apparel retailer can effectively use heavier type faces than the milliner or jeweler, but he also should leave the very heavy faces, such as the bolder faces of gothic, to the banks and other financial institutions.

Dainty and delicate things should be advertised in shapely and artistic type faces. Clothing, shoes, hats, etc., may better be advertised in a style of type strong in eye-catching qualities.

Nearly all of the modern type faces are modeled after the Old Style Roman, which may be regarded as the primary style. The Modern Roman which is used in newspaper work is slightly heavier and less open and rounded than the Old Style. For printing booklets and the finer grades of advertising matter the Old Style is preferred.

There are so many different styles of display type faces (perhaps a thousand) that it is impossible to set down any rules for a proper selection for the individual advertiser to make. Each newspaper makes its own selection from the many, and the advertiser is consequently compelled to use those that the newspaper has selected.

Some of the larger newspapers issue a small booklet showing specimens of the different styles and sizes of type used in their offices. Where there is no specimen book to be had the best method for the advertiser to pursue is to clip from the newspaper, as they appear, specimens that he would like to use. These specimens should be at least a full column in width, or perhaps two would be better, as then the number of letters that will fill a given space can be reckoned from it.

By pasting these specimens on cards and securing from the printer the size and name of the specimen, the advertiser can easily, by referring to his specimen cards, designate the style and size type he wishes used in his advertisement.

Old specimen books are usually to be found in abundance in printing offices. The advertiser who is interested in the study of type faces should secure at least one of these and look it over. If none are to be had the newspaper can easily secure one for him, as the type founders are glad to place them in the hands of printers free for the asking.

Until quite recently, owing to an absence of a uniform standard of measurement among type founders, sizes of the same name and style differed considerably, causing much annoyance and additional labor in the printing office in justifying one with the other. A few years ago the makers of types established a standard based upon the point system which has aided the printer to a large extent in making up beautiful displays with little loss of time.

The standard of measurement is one inch. This is divided into seventy-two sections

called points. Each size of type is now designated according to its fractional relation to an inch, expressed in points. For instance, 7-point type is seven seventy-seconds of an inch in height from bottom of line to top; 14-point is fourteen seventy-seconds of an inch, etc.

The width of the letter, that is the width across from right to left, is not regulated by points. There is a certain standard of measurement used by type founders in making up the proportions of each letter, but there is no definite rule whereby it can be stated. The width of any letter may be twice as much in one style as in another. The designers usually use their own ideas of proportion in designing new type faces, Some are very much extended, while some are very much condensed.

In former times the size of types were given names, thus: Nonpareil, Mimion, Pica, etc., and were always recognized under these names. In some offices, some of the older fashioned printers adhere to the old names, and for that reason we give the following table:

The names of the different sizes of types according to the old system and their relative sizes under the point system are:

Pearl.....	5	Point	2-Line Brevier.....	16	Point
Agate.	5½	“	Great Primer.....	18	“
Nonpareil.	6	“	Paragon.....	20	“
Minion.....	7	“	Double Small Pica.....	22	
Brevier.....	8	“	Double Pica.....	24	
Bourgeois.....	9	“	Double English.....	28	
Long Primer.....	10	“	5-Line Nonpareil.....	30	
Small Pica.....	11	“	Double Great Primer.....	36	“
Pica.....	12	“	Canon, or 4-line Small Pica..	44	“
English.....	14				

It will be seen from this table that there is a great variety of sizes in types. Nor is the list above complete, as there are larger type faces made. They are usually calculated as 2-, 3-, 4-line of some of the smaller faces most commonly used. For instance, 72-point type is known as 6-line Pica, or 6 times 12 points. Comparatively little type is made of metal in sizes larger than 72-point. The larger sizes are usually cut from wood and are known as wood type. It might be well to state that all types, cuts, rules, borders, etc., are .918 of an inch high. If all these were of different heights there would always be trouble in getting them so that all would print. The term “type-high” alludes to this height.

In the plates to be found in the concluding pages of this chapter there are shown a number of the best known of the new type faces. These are reproduced actual size and set in ordinary newspaper column width (13 ems), two and one-sixth inches wide. Where the advertiser’s paper has these faces in stock he can consult these plates and find exactly how many letters it will require when using all capitals, or capitals and small letters. All he has to do is to count the letters as shown in these plates. In 12-point Curtis-Post it will be found that he can get thirteen letters all capitals or seventeen capitals and small letters in a line one column in width. In 18-point he can crowd in eight capitals or eleven capitals and small letters, etc.

The Curtis-Post type face is a very legible and distinctive one and when used in catalogue and booklet work is very striking.

The extra condensed face shown in this plate is one that is often used in newspaper headings. As a general rule condensed type should not be used in newspaper advertisements. Although more letters can be used in condensed type than in ordinary faces it is not policy to use them for the purpose of saving space. It is sometimes necessary to get in a certain number of words into a certain space and the condensed type will answer. One very good reason why it should not be used very often, especially in the larger sizes, is because it is not as easily read as the more extended faces.

It requires a keen eye and a practiced one to tell offhand how much space a given



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daily a four-inch (56 agate lines) advertisement in a newspaper uses 20,440 agate lines in 365 days. He should contract for 20,000 lines, to be used within a year, payable quarterly or monthly after proofs of insertions are submitted and found satisfactory. Using fifty-six lines daily, he pays at a certain rate, we say, five cents per line. When a contract is made for twenty thousand lines, the chances are that he can buy the same space at three cents per line, and in addition secure a good position, "next to reading matter" or "top of column."

An "em" is the square of the body of a type, of whatever size.

Most newspaper columns are 13 ems pica wide, although some are 12 or 12½ ems pica. Magazine columns are almost always wider.

Type is divided into two classes—"body" and "display." The former is that in which reading matter—newspapers, books, etc., is set, while the latter, which is always different in face from body type, is used for headings and for lines that are to be made especially prominent.

Display or job faces are rarely to be found smaller than 6-point. The sizes usually to be had ascend in even numbers of points only, as follows: 6-point; 8-point; 10-point; 12-point; 14-point, frequently; 16-point, not frequently; 18-point; 20-point, not frequently; 22-point, not frequently; 24-point; 28-point, not frequently; 30-point; 36-point; 42-point, frequently; 48-point; 54-point not frequently; 60-point and 72-point.

Type may be set "solid" or "leaded." When solid, the lines of type are close against each other; when leaded, thin strips of metal—usually two points, or one thirty-sixth of an inch in thickness—are between the lines.

"Display" in advertising means three things, the word being used interchangeably and always understood in its proper connection: Type other than body type, in which lines, words, or figures meant to be prominent are set; a manner of setting unlike that used for news or editorial matter; an advertisement largely set in display type, or in which white space is a feature.

White space is often considered as valuable for the purpose of display as display type. An advertisement can be made very striking, even though display lines may not be especially large, by the use of white space through and around it.

Nonpareil—or 6-point—type is the size most often used for items in retail advertising, although many stores consider that 8-point is as small as will be read by any considerable part of the public.

The advertiser should decide on the sizes of type he wants for "body matter"—introductory and items. He will not go far wrong if he adopts the following rule:

If items are in 6-point, introductory in 8-point.

If items are in 8-point, introductory in 10-point.

For single and double column measurements, 8- or 10-point is large enough for introductory—indeed, 10-point is sufficient size for three columns, but beyond that width, 12-point is a better size.

For headlines, the sizes to be used should be about as follows:

Single column, 12-point; double column, 18-point; three columns, 24-point; four columns, 36-point.

Above four columns the size may depend entirely on the traits of the particular advertisement.

If a second display line is to be used under a headline, it should be 6 to 12 points smaller.

It is hardly practicable to mark the size type in which every display line is to be set. The best plan is to select a certain style of type for all display lines, and leave the size to the compositors—except that headlines should be of uniform size for single-column widths, double-column widths, and so on.

As, however, all headlines of each width should be the same size, after an advertise-

ment is set up satisfactorily, count the letters in a line of each size, and do not write more than that number of letters for any lines intended to be of similar length.

An advertisement should have individuality—a personality of its own—just as most people have.

To that end, the advertiser should choose from a newspaper's supply some one "series"—*i.e.*, the several sizes in which the type is made—of a display type, and use that type in all his advertisements in that paper.

If he advertises in a number of papers, he should have all his advertisements look alike. He should, if possible, get the papers to use this particular type for him alone; failing in that, he would probably, as many advertisers do, find it advisable to buy his own display type—different from any the papers have—in which event he can be sure of its exclusive use.

"Indention" is the setting in of a line or body of type by a blank space at the beginning of the left-hand side, shown in the first line of a paragraph, which is variously indented an em or more according to the length of the line—the longer the line the greater the indention.

"Hanging indention" is an equal indention of all lines of a paragraph, except the first, which is longer than the other and hangs over them. Hanging indention is used mostly in setting items, the introductory being set in the regular, or "paragraph" indention. In single-column items, the hanging indention is usually "one and two"—first line indented one em and following lines two ems. In wider measure the indention is greater but proportionate.

"Effective display" in an advertisement consists in the quick and clear bringing to the eye—and back of the eye the mind—of the reader the one thing that will be most interesting.

With a large proportion of people, price alone is the first consideration; others will be attracted by the name of the article; still others by conjunction of name and price.

There can be no hard-and-fast rule as to exact display. It must, in its details, be governed by the character of the store, its goods, and the class of people appealed to.

As a general proposition, display of some sort is essential to a retail advertisement. But the ad-man must decide for himself what he will do.

There are numerous methods of setting display: The straight line or heading in the center of the width above body matter, perhaps re-enforced by other straight lines (also centered) about the middle or at the foot of the body matter; the straight line set to the left or right; heads or side-heads set in "boxes" of rule; side-heads without boxes; figures that are "cut-in" (partially or entirely surrounded by type) which may be either front or back of an item; figures as large as all the lines of body type in which an item is set; figures in boxes, and so on. Styles of display may be borrowed, adapted, or invented, according to the inclination or ingenuity of the ad-man.

As we said before, the length of a line in the regular newspaper column is thirteen ems pica, or two and one-sixth inches. This width—thirteen ems wide column—is adopted, with very few exceptions, by all newspapers. The number of columns in newspapers varies from five to nine. The seven-column paper is the most popular. According to the number of columns used by a paper the size, in inches, of the pages is as follows: Five-column, 11 x 18; six-column, $13\frac{1}{2}$ x 20; seven-column, $15\frac{1}{2}$ x 22; eight-column, 18 x 24, and nine-column—which is very seldom used—20 x 26. The above figures indicate the space occupied by composition.

12 Point Curtis-Post.

JAPANESE BOATS
Sailed Rapidly into
1234567890

18 Point Curtis-Post.

WAR RULES
The East from
1234567890

30 Point Curtis-Post.

THE PIT
By one of
123456

36 Point Curtis-Post.

START
In With
1234

48 Point Curtis-Post.

NOW
It Did
1234

24 Point Extra Condensed.

IN THE GOOD OLD SUMMER
1234567890

36 Point Extra Condensed.

DON'T LEAVE THE SEA
1234567890

48 Point Extra Condensed.

WHEN IN NEED
1234567890



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96 Point Extra Condensed.

OF HELP

12345

18 Point Della Robbia.

JUST NOW IT IS
The Parlor City that

1234567890

24 Point Della Robbia.

WHEN YOU
Read the News

1234567890

48 Point Della Robbia.

IS THE
Day too

12345

72 Point Della Robbia.

JAIL

In the

1234

18 Point Livermore.

*HOSE CARS AT
The Fire on Murray St
1234567890*

24 Point Commercial Gothic.

PRINCE
Of Siam

36 Point Livermore.

*HOOPEE
The town in
123456*

120 Point Roycroft.

US

48 Point Livermore.

*PROPS
For all at
12345*

Sin

12 Point Commercial Gothic.

FAMOUS SHIPS
Took part in the
123456

12

6 Point Gothic.

PICTURESQUE SUSQUEHANNA RIVER
Flows through the City of Binghamton and
1234567890

12 Point Gothic.

COVERED WITH DIRT
Never to be dug up again
1234567890

18 Point Gothic.

FISHING BOATS
For all the visitors
1234567890

24 Point Gothic.

SEPTEMBER
The dry month
1234567

36 Point Gothic.

COMING
This way
1234

48 Point Gothic.

LAWN
Tables
1234

18 Point Gothic Condensed.

WAR BETWEEN THE JAPANESE
And their old rivals in Europe
1234567890

24 Point Gothic Condensed.

COMING THROUGH THE
Rye on the shores of the
1234567890

36 Point Gothic Condensed.

SNOWING FAST
And trains arrive
1234567890



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12 Point Caslon Old Style Italic.

LESTERSHIRE THE ONLY
City with a great shoe factory all
1234567890

18 Point Caslon Old Style Italic.

A BUNCH OF KEYS
At one time on the boards
1234567890

24 Point Caslon Old Style Italic.

GREAT FIRES
In different sections
1234567890

48 Point Caslon Old Style Italic.

SHELL
From this
123456

18 Point Central Antique.

CUBA SAVED
Free from tame
1234567890

30 Point Central Antique.

WORLDS
To see and
12345

48 Point Central Antique.

SAW
Faces
1234

CHAPTER LXVIII

BORDERS AND ORNAMENTS

IN RECENT years the use of borders around newspaper advertisements has become the rule, rather than the exception, and rightly so. For a long time large advertisers fought their advertising managers along this line. The latter wanted to use more borders, while the former did not want to pay for the space they would take up. The advertising managers "won out," and to-day the border is the proper thing.

A border should be used primarily for the purpose of showing the reader, at a glance, the full extent of the advertisement. In its secondary use, it may be considered as an ornament to it or as a means of display. There can be no doubt that a strong border gives an advertisement a compactness that has a tendency to make it stand out well from the printed page.

It is necessary to use some means of showing the extent of the advertisement other than the column rules at the sides, and the rules, used by the printer for separating one advertisement from another. If any merchant does not think so let him look over the advertisements in any paper where they are not extensively used. He will find a large area of type matter, some display lines, and a few illustrations. His first glance reveals nothing that is likely to impress more particularly upon his mind one advertisement over another. Then let him take a page where borders are used, and notice the first advertisement that strikes his attention. It is a compact advertisement surrounded by a striking border.

The border then is one means of display whereby the merchant can attract attention to his advertisement. The more attention that can be attracted to it the more readers it will have. The more readers there are of a strong, convincing advertisement the better it will serve the purpose of the advertiser.

The border should in all cases be of a width suitable to the size of the space. The merchant using a five-inch advertisement one column wide does not want a border half an inch wide. It would serve as ornamentation and it would make the advertisement prominent only at the sacrifice of valuable space needed for the wording. It would make of the advertisement a narrow panel in which little could be said, and in which there would be no room for an adequate display line.

A 6-point border is large enough for a single-column advertisement. Anything larger is likely to defeat the object of the advertisement.

Double-column advertisements may, and should frequently have, 12-point borders. Even 16-point borders are not out of place when the advertiser can spare the space, without impairing the quality and quantity of reading matter.

Where a border is used there should be sufficient white space, or indention, surrounding the advertisement, so it will have no appearance of being crowded. This white space inside the border should be at least half the width of the border.

Borders used in newspaper advertisements should be bold and not over fancy. The delicate tracery seen in some borders render them unfit for rough use. They are more suitable for booklet and leaflet work.

Brass rules make good borders. A couple of years ago the perfectly plain rule border with round corners was considered the proper thing. Their use became so general in some papers that as a means of ornamentation they were of no use. One was reminded often of an obituary notice, when picking up the newspapers in those days. If they are used occasionally they are quite effective, but the heavier rules at least should be very infrequently used.

On page 431 are shown the different size rules, from 1 point to 12 point. On page 414 will be found four designs in newspaper borders. By using the rules or borders, similar to those shown, any advertisement can be made attractive.

The merchant who seeks distinction for his advertisements should purchase a distinct

and conspicuous border for his own use. Type foundries are now putting up small fonts of borders for that very purpose. Prices range from seventy-five cents per font upward, according to size. When a merchant has a distinctive border of his own, the readers of a paper become familiar with it, and note it every time the paper is opened. This is worth considerable to the advertiser, for they are led to think of the store, whether they read the advertisement or not.

As a rule, any advertisement set in very heavy faces of type should be enclosed in a light face border, and the light advertisement by a heavy dark border. By this rule contrast is obtained, which is very desirable for display purposes.

Brass rules, with which printing offices are usually abundantly supplied, can be used quite effectively in ornamental work. Any printer if given time can make up any design found elsewhere, providing, of course, he has the necessary stock and the time sufficient to produce the design.

Some advertisers are very partial to the use of rule boxing, and use it to excess. If rule boxing is used in moderation it is of good effect, but when used so as to panel off the whole advertisement it is an eye-trying affair to read.

A heading can be made more prominent by a rule box, but if every advertisement in a paper was set in the same way it would lose its effectiveness. The following example is a good use of rule boxing:

FALL STYLES

Note how the boxing makes the words stand out, and lend them increased prominence

It is sometimes desirable to emphasize the price where there is not space for large figures. It can be done in the following manner very nicely:

We place on sale to-day fully
1,000 pairs of Ladies' Fine
Kid Shoes, Patent Leather
Tips. Regular value \$3.50
and \$4. - - - - - at

\$2.75
THE
PAIR

Ornaments such as fancy figures and ornamental scroll work have no place in a newspaper advertisement intended to sell goods. In the opening announcement they can be used to some extent, but in the advertisement intended to sell goods never; white space is preferable.

The following article from *Brains* shows how borders can be made at a slight cost:

“A distinctive border is as valuable as a distinctive name-plate.

“No matter how well a man may be dressed, if he wears a shabby hat his appearance is spoiled. We may say the same thing about an advertisement that is otherwise well written, but has a shabby border. The general effect, made by a well written and cleverly illustrated advertisement is spoiled by a clumsy or inappropriate border. An attractive border design increases very considerably the value of the advertisement. It captures the eyes of the reader.

“If a certain style of border is followed up for a certain length of time, the advertisements of the firm using these borders become distinctive; they will be easily recognized at a glance on account of the distinctive and characteristic border. There are stores



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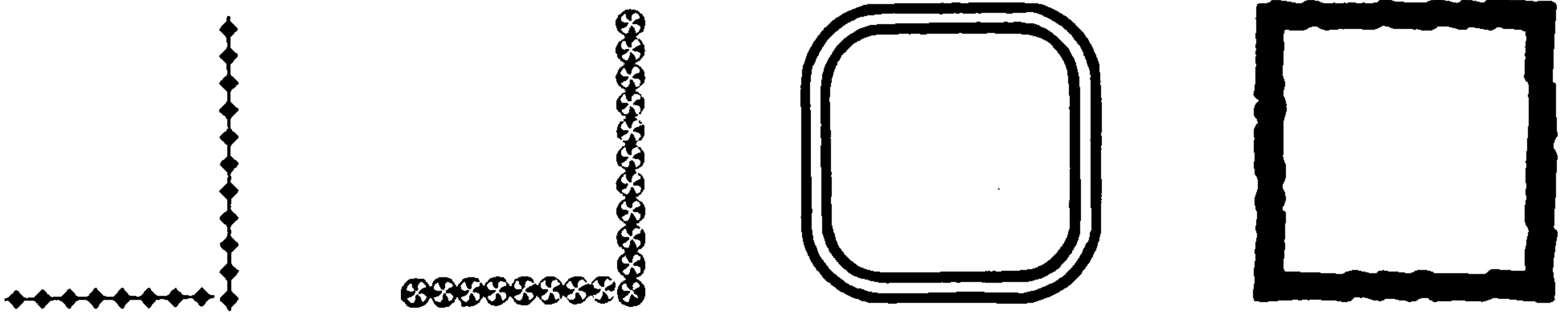
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ordering border designs it should be remembered that if a line-cut or electrotype is ordered, the photo-engraver charges for space *between the borders*, and for this reason it is best to have the sides of the border and the corner designs made in separate blocks."



CHAPTER LXIX

SOMETHING ABOUT CUTS

THERE are five different kinds of cuts used in printing, but the printer calls them all "cuts." They are, half-tones, zinc etchings, wood-cuts, electrotypes and stereotypes. The latter two are merely reproductions of the first three or of a page of type matter already set up.

While this term may be applied by a printer as a collective word for all half-tones, zinc etchings, etc., the advertiser must be thoroughly familiar with the process by which they are made, the time required to produce them, the cost of each class, and at the same time know how to order them so as to obtain exactly what he wants.

The cuts that are used in newspaper printing are half-tones, zinc etchings, electrotypes and stereotypes, and occasionally a wood-cut. The illustrations we see in newspapers are printed mostly from stereotypes or electrotypes which are made from half-tones or from zinc etchings, more commonly called "line-cuts." The original half-tone or zinc etchings are seldom used. When printing a magazine on a large run the original half-tones or

zinc etchings are kept as a reserve in case an accident should happen to the "plates" from which they are printing.

The process of making a zinc etching or a half-tone, and that of making an electrotype is different. Half-tones or zinc etchings are made by the photo-engraving process and by the use of a camera. When making an electrotype the camera is not required.

Zinc etchings and half-tones are engraved by the photo-engraver by a chemical process.

Line-cuts, or zinc etchings, can be made from pen, crayon, and charcoal drawings, prints from pho-



Show card in spatter work effect—this method is much in vogue and produces splendid cards

of distinct lines. These should be in black ink upon white paper or cardboard.

A zinc etching cannot be made from a photograph, wash drawing, or any such copy without first making a pen drawing, nor from any drawing the color of which has not black for a foundation. Green, dark brown, or dark blue may sometimes be reproduced under the most favorable conditions, but light red, yellow, or other light colors cannot be reproduced at all by this process. Black lead pencil drawings will not reproduce by this process either.

The shading in a line-cut is produced by the different thicknesses of the lines in the pen and ink drawing.

For line-cuts zinc plates are usually used, although for very fine work copper is sometimes employed. The figures or drawings are photographed upon sensitized plates and then etched by a chemical process. This process we will briefly describe.

The pen and ink drawing is tacked upon a board which is placed before the camera, which is so arranged that it can be moved backward or forward. By increasing or less-



Outline drawing



Stipple stock cut

ening the distance from the object to be photographed, the focus can easily be adjusted so that any size plate can be secured. Very powerful electric lights are thrown on the copy, and of course in this way a very clear negative is secured on a glass plate which is covered with a specially prepared film. After the negative is developed in the dark-room the film is stripped from the glass and is carefully spread in a reverse position upon another glass plate. A highly sensitized zinc plate is pressed against the surface of the glass plate, holding the stripped film. In this position both the glass plate and the zinc plate are fastened in a frame devised for this purpose, and is then exposed to an intense light which acts upon the sensitized zinc plate. By this process an exact print is made on the zinc plate, which then is taken from the frame and coated with a thin film of ink, specially prepared for this purpose. The coating is done by a soft rubber roller. This proceeding brings out the photographed lines clearly, after which a coat of dragon powder is strewn over the plate. This dragon powder sticks to the inked surface and acts as a protector when the plate is placed in the acid. The plate is put through four different solutions, one after another, and when it is taken out of the fourth it is washed off with cold water. This solution eats away the parts not covered with the dragon powder. When the plate

is in the solution it is gently rocked to and fro by a mechanical device. After the plate is washed off with cold water it goes to the routing machine, where all superfluous metal is removed or routed away. The plate goes through a sort of chiseling process. After

this is done, the plate is tacked on a wood or metal base which is made "type-high." After the plate is backed up, the finisher cuts off the sharp edges and gives the plate a general overhauling, and the zinc etching is finished. A zinc etching costs about five cents by the square inch, minimum fifty cents, which means that a line-cut amounting to less than ten square inches will cost fifty cents.

The process of making half-tones is about the same as that of making zinc etchings, the only difference being that when a photograph is taken from the copy a screen is placed between the lens of the camera and the sensitized plate. These screens are large glass plates, ruled with a diamond, and have straight lines meeting one another at right angles. One inch on such a plate may contain from sixty to two hundred lines. Half-tones can be made from photographs, wash drawings, or paintings, on which the shadings are made by the difference in the colors. The screen, when placed between the sensitized plate and the lens, breaks up the surface of the copy into small dots.

Those cross lines we see in half-tones are made by the

screen. Where the screens are coarser these lines are more easily distinguished than in half-tones where the screens are very fine, as, for instance, in a half-tone of 200 screens.

Half-tone engraving is the only process known at this time by which photographs, wash drawings, and things of like nature may be reproduced for use upon the printing press.

When half-tones are to be made from photographs, especially of machinery where a fine cut is desired, or the details of which it is desired to have brought out distinctly, the photographs are usually "retouched," that is, the details are clearly and distinctly painted in by hand. From \$5 to \$25 is frequently paid for retouching a single photograph.

For the reproduction of landscapes and scenic views (as well as machinery and other subjects, in which not only the object itself but the surroundings as well, are desired to be as truthfully shown as possible), half-tone cuts are by far the best to use.

Always bear in mind that a half-tone reproduction can be no better than the subject from which the half-tone is made, hence the necessity of first-class photographs, of retouching, or of hand-engraving of the plates.

To practically illustrate the different grade of screens we herewith print three half-tones, one made with a screen of sixty lines, another with a screen of 133 lines, and the



Silhouette effect



Sixty-line half-tone



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The process of making electrotypes is as follows: From a half-tone or from a line-cut, or from type, an impression is taken on a composition of beeswax or *ozokerite*, especially prepared for this purpose, and which retains the minutest details of the impression. After the impression the mold is placed in a black leading machine and polished by brushes and by a composition of graphite, after which the edges are burned or scraped off from the frame to prevent the depositing of copper on the same. Then the mold is given a copper coating by the use of sulphate of copper and iron filings, after which it is placed in a tank filled with a solution of sulphate of copper, muriatic acid, and water. This solution must have a certain temperature, and also must be of a standard degree of gravity. An electrotyper must pay the strictest attention to these minute details, the non-observance of which would make the work unsuccessful. By the use of a dynamo an electrical current is transmitted through the negative rod passing down the *anode*, thus creating a chemical action in the solution, by which the copper is taken from the *anode* and deposited on the mold, called *cathode*. When this deposited copper shell becomes of sufficient thickness it is taken from the solution, and by the use of hot water the shell is separated from the mold. It is then backed up with metal and goes through a finishing process; low letters are brought out, and the surface made perfectly even. After this is done, the plate is tacked on a wooden or metal base type-high. The price of an electrotypes is about two cents per square inch. Electrotypes carefully prepared stand a run of 100,000 impressions without showing much sign of wear.

There is another method of preparing plates, or cuts, called stereotyping. Stereotypes are much cheaper than electrotypes. The process is very simple. The impression is taken from a plate in a composition made of *papier-maché*. When this becomes sufficiently dry and hard, hot metal is poured into the shell and the plate is ready. The plate is then mounted in the same manner as an electrotypes. A square inch of stereotype costs less than a cent.

CHAPTER LXX

PRACTICAL HINTS ON "HOW TO PREPARE COPY"

THE systems in use in the advertising departments of large stores vary considerably, but in the main points are very similar. The systems must work smoothly and regularly, or the huge advertisements that are daily turned out would instantly show a hurried preparation instead of having the appearance they usually have of deliberate and calculated preparation. Yet some of these advertisements are turned out hurriedly and often "against time."

The advertising man, more than any one else connected with a store, should know the best merchandise to advertise each day of the year. By frequent consultation with the heads or managers of the different departments he knows pretty well what stocks are on hand and how they are going. He knows all lines that have been bought as leaders, all lines that have been purchased under the regular market prices, all lines that are slow sellers and that are to be cleared out at a sacrifice.

It might surprise some of the smaller merchants when it is stated as a fact that in some of the largest department stores there are no goods on either shelves or counters that have been there for a longer period than six or eight months. In some instances, where the departments are highly specialized and inventories are taken every three months, the department managers must not only turn over their stocks every so often but they must close out all stocks after they have been in the store a certain short period of time. This is an easy matter where customers are always thronging the aisles eager to buy anything that is offered under the regular price.

In the majority of large stores the department managers or buyers take their special offerings to the advertising manager, insisting on space being used in their exploitation. Where this method prevails the advertising manager always has more items offered him than he can use. He usually selects those he thinks most suitable for the day's advertisements and leaves the rest.

Weather conditions play an important part in the choosing of each item. Seasonableness is of the utmost importance. Even the days of the week are fraught with meaning to the advertising manager. Mondays and Saturdays are the big days, and any department may be safely advertised for those days. "Ready-mades" are especially good for Saturdays, while household lines, such as linens, upholstery, carpets, furniture, etc., sell better during the week.

All advertisers should keep scrap books, not only of their own advertisements, but of fine specimens, ideas, schemes, sales plans, etc. In the course of a few years these scrap books will become more valuable to the advertiser than all the books ever written upon the subject can be.

It is necessary for the advertising man to keep up to date, to have the **very latest** information. To obtain this he must read constantly the best books and **periodicals** bearing on his business. In this reading many new and novel ideas come to him, which unless preserved in note book or scrap book are afterward forgotten. These ideas may be worth thousands of dollars if followed up but they are not worth a cent to him who forgets them.

Through the courtesy of *Brains*, Deposit, N. Y., there are reproduced here a number of illustrations on "How to Prepare Copy." These plates show at a glance just how the advertising writers for the firms represented prepare their copy for the printer.

On another page is shown the copy as prepared by the advertisement writer of Brown, Thompson & Co., Hartford, Me., for the printer and his production of the finished advertisement. This copy is neat and the layout clearly indicated.

Mr. E. H. Leonard, advertising manager for Shepard Norwell Company, Boston, Mass., gives us his methods of preparing advertisements for a large department store. He says:

"The mission of an advertisement is, first of all, to create attention. A paying advertisement invariably contains certain striking features to hold the eye long enough to induce interest.

"Cuts are conceded to be best of all, providing they talk—that is, both attract and illustrate the article for sale. Better utilize the space for other departments than to use a poorly made and insignificant picture.

"However, the problem of producing business-pulling advertisements for a department store where sixty-five or seventy enthusiastic buyers are clamoring for double and triple column 'stunts' to chronicle their recent purchases, and the advertising appropriation allows for about one-third the space needed to satisfy the buyers, it behooves the advertisement writer to scratch his "think tank" for schemes whereby he can produce an announcement that will take in all the departments, and, at the same time, make it attractive—without cuts.

"Presuming there are many advertisement writers who occasionally bump up against just such a proposition, and in their dilemma become excited and nervous, have a disagreeable moment or two with the proprietor, the buyers, and others—to say nothing of the sympathizing printers (to whom we always appeal)—I have preserved the "order sheets" of a Sunday advertisement and am forwarding same to you for reproduction in *Brains*. These sheets are sent you because the advertisement was a good trade puller—it not only filled the store with shoppers on Monday and Tuesday, but hundreds of mail orders were received for goods advertised, and the week is not half over. In addition to this proof of resultful advertising without cuts, we have received a number of personal letters from prominent people in this vicinity who compliment the store on 'such clean, attractive advertisements,' showing that the announcements are noticed, read, and believed.



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Forgotten Books'
Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.

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all departments. On each copy sheet I wrote instructions to the compositors—for instance, on 'Semi-Annual Stock Taking' copy I placed the following: "D. C. box—center of advertisement—8-point antique leaded—see dummy." Thus I moved from one section of the advertisement to the other until all were comfortably filled, and the roll of copy, together with both layouts, Nos. 1 and 2, were delivered to the printers Thursday evening.

Globe
with
copy
attached for
at
boxed
indicated
full instruction
for compositors
each dept.
—
Division
in display.
6 Proofs
to Leonard
A.M.
Friday
10:15

#2

Shepard Norwell Company <small>Winter Street—Temple Place—Tremont Street</small>				Infants' Wear	
Desirable Silk Remnants	Children's Suits	Children's Suits	Children's Suits	Children's Suits	Children's Suits
Girls' White Dresses	Girls' White Dresses	Girls' White Dresses	Girls' White Dresses	Girls' White Dresses	Girls' White Dresses
Girls' Longies and Blankets	Girls' Longies and Blankets	Girls' Longies and Blankets	Girls' Longies and Blankets	Girls' Longies and Blankets	Girls' Longies and Blankets
Clearance Base on Women's Suits and Coats			Reductions on Sewable Machine Patterns		
Imported and Domestic Dress Goods	Imported and Domestic Dress Goods	Imported and Domestic Dress Goods	Imported and Domestic Dress Goods	Imported and Domestic Dress Goods	Imported and Domestic Dress Goods
Black and White	Black and White	Black and White	Black and White	Black and White	Black and White
Shopping-Cart Convenience	Shopping-Cart Convenience	Shopping-Cart Convenience	Shopping-Cart Convenience	Shopping-Cart Convenience	Shopping-Cart Convenience
Children's Suits	Children's Suits	Children's Suits	Children's Suits	Children's Suits	Children's Suits
Children's Suits	Children's Suits	Children's Suits	Children's Suits	Children's Suits	Children's Suits
Children's Suits	Children's Suits	Children's Suits	Children's Suits	Children's Suits	Children's Suits

On Friday morning I had a completed proof, as per instructions on margin of No. 2. After careful reading and after making a few alterations to relieve the congested state

of some sections, as noticed on proof No. 3, and positive authority from all buyers for stated values and sale prices, the proof was submitted to the proprietor for approval. It passed. This sheet then went to the newspaper for corrections, with request for six revises Saturday.

Globe
Sunday
July
Hand pag
O.K.
10 Proof
Monday
Morning
for my
Store

#14

Junior Misses' Suits

Presented to you at the lowest prices in the city. These suits are made of the finest materials and are designed for the latest fashion. They are available in a variety of colors and styles to suit your taste. Prices range from \$10.00 to \$25.00.

Desirable Silk Remnants

Choose from a large selection of silk remnants in various colors and patterns. These remnants are perfect for making small accessories or for use in your own sewing projects. Prices are very low.

Girl's White Dresses

Beautiful white dresses for young girls, made of soft, comfortable fabric. They feature simple, elegant designs that are perfect for school or play. Prices range from \$5.00 to \$15.00.

Summer Stationery

Two beautiful stationery sets for the summer season. Each set includes a variety of cards and envelopes, perfect for sending postcards or letters. Prices are very low.

Fine Lingerie and Black Silk Waists

Exceptional value on fine lingerie and black silk waists. These items are made of high-quality materials and are perfect for the summer season. Prices are very low.

Clearance Prices on Women's Suits and Coats

Entire stock receives new selling figures. This is a great opportunity to purchase women's suits and coats at clearance prices. The selection is large and includes a variety of styles and colors.

Black and Colored Dress Goods

Choose from a large selection of black and colored dress goods. These goods are perfect for making dresses, skirts, and other clothing items. Prices are very low.

Dress Goods Remnants

Choose from a large selection of dress goods remnants. These remnants are perfect for making small accessories or for use in your own sewing projects. Prices are very low.

All Materials at Half Price

Everything in the store is at half price. This is a great opportunity to purchase a wide variety of materials at a significant discount. The selection includes fabrics, notions, and more.

Trustworthy White Goods

Choose from a large selection of trustworthy white goods. These goods are perfect for making dresses, skirts, and other clothing items. Prices are very low.

Shopping-Card Conventions

As a gift to customers, we are offering a special shopping-card convention. This convention allows customers to receive a special discount on their purchases. The selection is large and includes a variety of styles and colors.

Semi-Annual Stock Taking

It is time for our semi-annual stock taking. This is a great opportunity to purchase a wide variety of goods at a significant discount. The selection includes fabrics, notions, and more.

Odd and Ends in Millinery

Choose from a large selection of odd and ends in millinery. These items are perfect for making hats, headbands, and other accessories. Prices are very low.

Trimmed Hats and Millinery Goods of Every Description

On Monday, July 9, we start our annual sale of trimmed hats and millinery goods. This sale includes a wide variety of styles and colors, and the prices are very low. It is a great opportunity to purchase a new hat or millinery good.

Shepard Norwell Company

Winter Street—Temple Place—Tremont Street

Colored Silk Petticoats

We have just three dozen silk petticoats left from our recent shipment. These petticoats are made of high-quality silk and are perfect for the summer season. They are available in a variety of colors and styles. Prices are very low.

Infants' Wear

Choose from a large selection of infants' wear. These items are perfect for making clothing for your little ones. The selection includes dresses, shirts, and more. Prices are very low.

Summer Corsets

Choose from a large selection of summer corsets. These corsets are made of high-quality materials and are perfect for the summer season. Prices are very low.

Ribbons

Choose from a large selection of ribbons. These ribbons are perfect for making bows, headbands, and other accessories. Prices are very low.

Specials to Ladies' Neckwear Section

Stock-reducing prices prevail. This is a great opportunity to purchase a wide variety of neckwear at a significant discount. The selection includes scarves, ties, and more.

Reductions on Desirable Muslin Underwear

Daily trimmed garments to the July sale. This is a great opportunity to purchase a wide variety of muslin underwear at a significant discount. The selection includes bras, panties, and more.

Wash Goods Attractively Priced

Inducement to buy the wash. This is a great opportunity to purchase a wide variety of wash goods at a significant discount. The selection includes towels, sheets, and more.

Canvas Shoes

Choose from a large selection of canvas shoes. These shoes are perfect for the summer season and are available in a variety of styles and colors. Prices are very low.

Down the Cape

Choose from a large selection of down the cape. These items are perfect for making clothing for your little ones. The selection includes dresses, shirts, and more. Prices are very low.

"Plate No. 4 represents corrected advertisements with final O.K. and instructions, and stands just as it was published in the *Globe* of July 8th."



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Get Smart

Over 2,000 years of
human knowledge in
797,885 volumes

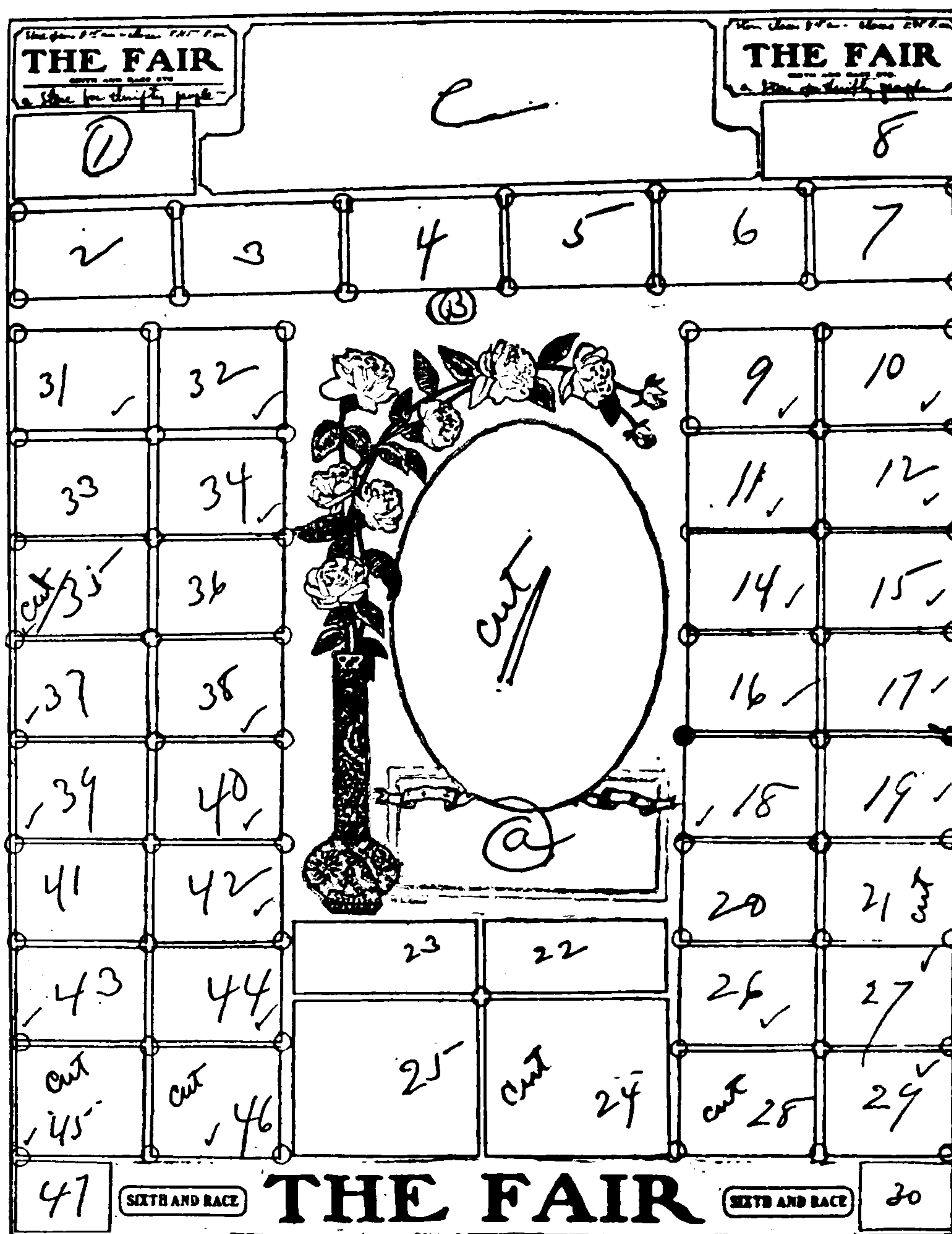
Instant access
\$8.99/month

Continue

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On this and the following page are shown a dummy and completed advertisement of The Fair, Cincinnati, Ohio. This dummy is as neat as it can be and clearly indicates the layout of the advertisement. The arrangement of this advertisement is certainly good. It is rather hard to arrange so many items all of about the same importance and all to occupy about the same amount of space in any other manner than in boxes so as to be at all satisfactory. Here we have forty-six items, all separate, all properly displayed,



and the advertisement has a well balanced appearance. The illustration and mortised border for the illustration helps to give this advertisement a finished effect by giving the eye a central point to light upon.

On the plates on pages 428 and 429 are shown the dummy and complete advertisement of The Fair, Ft. Worth, Texas. The original advertisement was twelve inches across five columns. The copy, which was written upon separate sheets of paper from the dummy, was numbered to correspond with the positions numbered on the dummy.

The dummy as prepared by Mr. J. Montgomery Brown, the advertising manager of The Fair, is very plain and can be easily followed. The method of laying out an advertisement is here practically shown. In the first place the exact size of the advertisement

is ruled off. (The reproductions shown here are considerably reduced in size.) The number of illustrations are then decided upon and the space and position they are to

Store Opens 8:15 A. M. - Closes 5:45 P. M.

THE FAIR

Sixth and Race Streets.
A STORE FOR THRIFTY PEOPLE.

Thursday, Friday and Saturday We Inaugurate

OUR FORMAL WELCOME TO SPRING

Together with values varied and exceptional throughout the entire store. The New Spring Millinery, Suits, Coats, Skirts and Waists are here for your selection, etc. New Dress Goods, Silks and Wash Goods crowd the Dress Goods store.

THE 1905 SPRING STOCKS ARE COMPLETE

And we're going to continue to crowd this store with satisfied buyers, for three days as it has never been crowded before. Our special prices for the week offer a great chance. It is your chance, and your proof of wisdom will be in the taking advantage of it.

WE INVITE YOU TO BE ONE OF THE CROWD.

Store Opens 8:15 A. M. - Closes 5:45 P. M.

THE FAIR

Sixth and Race Streets.
A STORE FOR THRIFTY PEOPLE.

Walking Skirts, \$1.98.

A Pretty New-Style Skirt with Colored Bands of Silk, Lace and Ribbon. Made of good quality material. Ready-made. In all sizes. Price \$1.98. One of the best values in the store.

Fancy Dress Gingham, 2,000 Yards on Sale at 1/2¢

2,000 Yards on Sale at 1/2¢. Fancy Dress Gingham, 2,000 Yards on Sale at 1/2¢. Price 1/2¢. One of the best values in the store.

Best 3-4 Challies, 5¢

Over 50 styles to select from. Light and dark colors. Good quality and perfect pattern.

50¢ Black Taffeta, 20¢

50¢ Black Taffeta, 20¢. 50¢ Black Taffeta, 20¢. Price 20¢. One of the best values in the store.

Black Goods, 30¢

Black Goods, 30¢. Black Goods, 30¢. Price 30¢. One of the best values in the store.

Bleached Pillow Cases, 6 1/4¢

600 Cases on Sale at 6 1/4¢. Bleached Pillow Cases, 6 1/4¢. Price 6 1/4¢. One of the best values in the store.

White Cambric, 6 1/4¢

2,000 Yards on Sale at 6 1/4¢. White Cambric, 6 1/4¢. Price 6 1/4¢. One of the best values in the store.

Turkish Bath Towels, 12 1/2¢

500 Dozen on Sale at 12 1/2¢. Turkish Bath Towels, 12 1/2¢. Price 12 1/2¢. One of the best values in the store.

Pyrography Outfits \$2.25

Pyrography Outfits \$2.25. Pyrography Outfits \$2.25. Price \$2.25. One of the best values in the store.

Men's Game Line Ball Bat, 17¢

Men's Game Line Ball Bat, 17¢. Men's Game Line Ball Bat, 17¢. Price 17¢. One of the best values in the store.

Elegant Neckwear, 14¢

Elegant Neckwear, 14¢. Elegant Neckwear, 14¢. Price 14¢. One of the best values in the store.

Watches, \$5.98

Watches, \$5.98. Watches, \$5.98. Price \$5.98. One of the best values in the store.

ALARM CLOCKS, 49¢

ALARM CLOCKS, 49¢. ALARM CLOCKS, 49¢. Price 49¢. One of the best values in the store.

DRUGS, 15¢

DRUGS, 15¢. DRUGS, 15¢. Price 15¢. One of the best values in the store.

Women's Hose, 11¢

Women's Hose, 11¢. Women's Hose, 11¢. Price 11¢. One of the best values in the store.

RIBBONS, 10¢

RIBBONS, 10¢. RIBBONS, 10¢. Price 10¢. One of the best values in the store.

Remnants of Lace Stripe Lawns, 10¢

Remnants of Lace Stripe Lawns, 10¢. Remnants of Lace Stripe Lawns, 10¢. Price 10¢. One of the best values in the store.

Pure Candles, 15¢

Pure Candles, 15¢. Pure Candles, 15¢. Price 15¢. One of the best values in the store.

Women's All-Silk Umbrellas, \$1.89

Women's All-Silk Umbrellas, \$1.89. Women's All-Silk Umbrellas, \$1.89. Price \$1.89. One of the best values in the store.

Sheet Music, 15¢ PER COPY

Sheet Music, 15¢ PER COPY. Sheet Music, 15¢ PER COPY. Price 15¢ PER COPY. One of the best values in the store.

Wash Boilers, 98¢

Wash Boilers, 98¢. Wash Boilers, 98¢. Price 98¢. One of the best values in the store.

Gold-Filled Specs, \$1.00

Gold-Filled Specs, \$1.00. Gold-Filled Specs, \$1.00. Price \$1.00. One of the best values in the store.

Cleaning Specials, \$1.39 and \$1.79

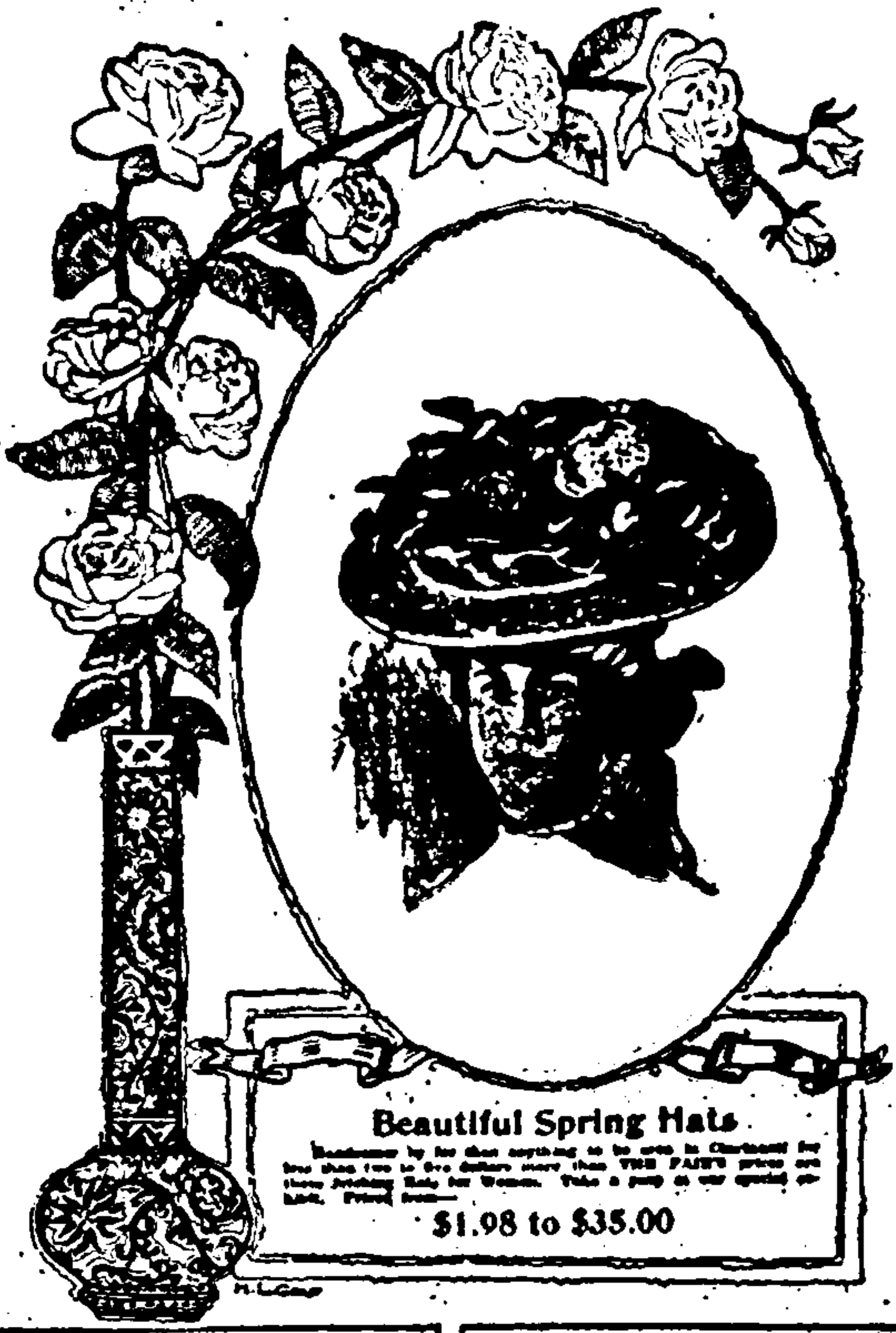
Cleaning Specials, \$1.39 and \$1.79. Cleaning Specials, \$1.39 and \$1.79. Price \$1.39 and \$1.79. One of the best values in the store.

Roller Skates, 39¢

Roller Skates, 39¢. Roller Skates, 39¢. Price 39¢. One of the best values in the store.

Exhibition and Sale of New Spring Millinery.

Lovers of Spring Hat Beauty will revel amid this collection of beautiful Hats. It is one of the most satisfying selections ever displayed.



Beautiful Spring Hats

\$1.98 to \$35.00

50¢ Boys' Waists for 39¢

50¢ Boys' Waists for 39¢. 50¢ Boys' Waists for 39¢. Price 39¢. One of the best values in the store.

Notions, 7¢

Notions, 7¢. Notions, 7¢. Price 7¢. One of the best values in the store.

Corset Covers, 50¢

Corset Covers, 50¢. Corset Covers, 50¢. Price 50¢. One of the best values in the store.

Muslin Gowns, 25¢

Muslin Gowns, 25¢. Muslin Gowns, 25¢. Price 25¢. One of the best values in the store.

25¢ Embroidery Handkerchiefs, 14¢

25¢ Embroidery Handkerchiefs, 14¢. 25¢ Embroidery Handkerchiefs, 14¢. Price 14¢. One of the best values in the store.

\$1.50 Summer Portières, 98¢

\$1.50 Summer Portières, 98¢. \$1.50 Summer Portières, 98¢. Price 98¢. One of the best values in the store.

STATIONERY SECTION, 15¢

STATIONERY SECTION, 15¢. STATIONERY SECTION, 15¢. Price 15¢. One of the best values in the store.

Women's Dress Shoes, 49¢

Women's Dress Shoes, 49¢. Women's Dress Shoes, 49¢. Price 49¢. One of the best values in the store.

Embroideries, 8 1/2¢

Embroideries, 8 1/2¢. Embroideries, 8 1/2¢. Price 8 1/2¢. One of the best values in the store.

\$1.00 Kid Gloves, 59¢

\$1.00 Kid Gloves, 59¢. \$1.00 Kid Gloves, 59¢. Price 59¢. One of the best values in the store.

\$1.00 Curtain Stretchers, 69¢

\$1.00 Curtain Stretchers, 69¢. \$1.00 Curtain Stretchers, 69¢. Price 69¢. One of the best values in the store.

A \$2.75 Rug for \$1.98

A \$2.75 Rug for \$1.98. A \$2.75 Rug for \$1.98. Price \$1.98. One of the best values in the store.

Brussels Rugs, \$14.98

Brussels Rugs, \$14.98. Brussels Rugs, \$14.98. Price \$14.98. One of the best values in the store.

Nickel Tea Kettles, 79¢

Nickel Tea Kettles, 79¢. Nickel Tea Kettles, 79¢. Price 79¢. One of the best values in the store.

Connecticut Food Choppers, 69¢

Connecticut Food Choppers, 69¢. Connecticut Food Choppers, 69¢. Price 69¢. One of the best values in the store.

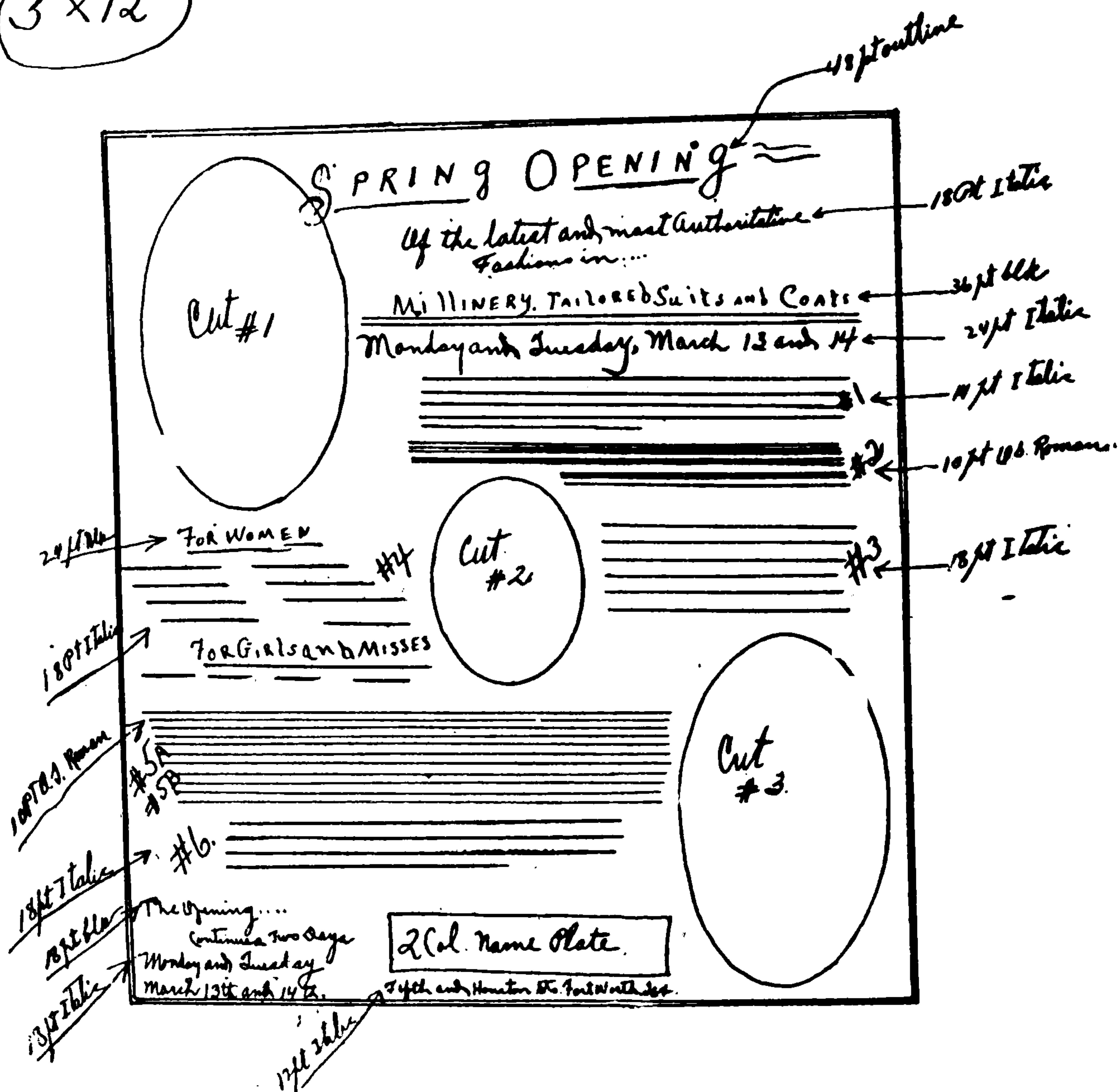
THE FAIR

Sixth and Race Sts.

occupy are indicated on the dummy. This done the balance of the space shows clearly how much text or type matter can be used.

The headline and introduction are next shown. The headlines and sub-heads are usually written on the dummy as here shown. The introductions and items are best shown by parallel or wave lines drawn to indicate the space they are to occupy and the place where they are to appear.

The advertising man who is well versed in type styles and sizes has a great advantage over the one who knows practically nothing about them and a greater advantage over the one who knows just enough about them to make his knowledge troublesome both for himself and the printer. The knowledge of type styles and sizes gives the advertising

 5×12 

Set 5 columns wide 12 inches deep.

Follow Copy.

man a chance to have his advertisements appear always just as he wants them. If he indicates italics, italics will be used, if a heavy faced type is demanded and named that face and no other will be used:

It will be noted in this dummy that each style of type and each size of type to be used is clearly indicated. It will also be noted that this advertisement is a good one. It is out of the ordinary run of advertisements.



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DELVE INTO FANTASY, MAGIC, MYTHOLOGY & FOLKLORE

Forgotten Books'
Full Membership gives
access to 797,885 ancient
and modern, fiction and
non-fiction books.



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If the directions and examples given are carefully followed, we believe the advertiser will get better results from his printer, and consequently *larger returns from his advertising*.

Proof-readers' marks are corrections indicated for the printer, on proof-sheets, which may be said to consist of two parts: 1, The body of type, which is to be corrected; and 2, the broad white margin, on which the corrections are marked. The technical marks employed to correct errors by compositors have been the same from the infancy of the art of printing until the present day, and by long use have approved themselves to all who read for the press. There are few industrial occupations demanding more exact-

Paragraph.		Em-quad space.	
No Paragraph.	<i>no ¶</i>	One-em dash.	<i>/—/</i>
Wrong font.	<i>w. f.</i>	Two-em dash.	<i>/— —/</i>
Let it stand.	<i>.....)</i>	Change bad letter.	<i>X</i>
Let it stand.	<i>stet</i>	Push down space.	<i>⊥</i>
Transpose.	<i>tr</i>	Turn.	<i>9</i>
Capital letters.	<i>Cars</i>	Take out (<i>del.</i>).	<i>∩</i>
Small caps.	<i>s. c.</i>	Left out; insert.	<i>^</i>
Lower case or small letters.	<i>lc</i>	Insert space.	<i>#</i>
Italics.	<i>ital</i>	Even spacing.	<i>✓</i>
Roman.	<i>Rom</i>	Less space.	<i>⌢</i>























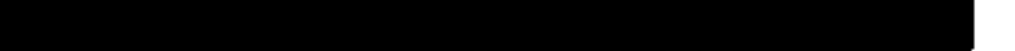
ing application than proof-reading. There can be none in which wide reading and general knowledge are more useful.

A proof comes from the printer in "galley" form, having in the top right-hand corner its consecutive number, and with it printers usually send printed directions to non-professional proof-readers, in terms like the following:

1. Read carefully, ESPECIALLY for errors in NAMES, ADDRESSES, and technical words.
2. Return the ORIGINAL COPY with the proof.
3. Write on proof order for NUMBER OF COPIES WANTED, if not already given.
4. Mark "O.K.," or "O.K. with alterations," as the case may be, signing your name, so we may know that proof has reached the proper person.
5. Don't send verbal explanations by message-boy when it is possible to write them.

An observance of these few hints will prevent most of the errors likely to occur.

There are two general classes of correction-marks: 1, those marked in the body of the type, to point out the exact location of any needed correction; 2, those written in the margin, to show the nature of the correction desired to be made. In their turn, each of these is subdivided; the marks inserted in the type comprising: *a*, strokes drawn through letters, words, or marks of punctuation; *b*, carets and inverted carets; *c*, horizontal curves; and *d*, underscoring with lines and dots. The signs used in the margin may be classified as, *e*, words, letters, punctuation, etc., that are intended to take the place of errors in the type, or to supply omissions; *f*, abbreviations of such terms as "transpose," "wrong font," etc.—words which indicate to the compositor the kind of error that has been committed—and *g*, certain conventional signs which have come down from the

	1 Point	Close up entirely.	
	1½ "	Period.	
	2 "	Comma.	
	3 "	Colon.	
	4 "	Semicolon.	
	5 "	Apostrophe.	
	6 "	Quotation.	
	7 "	Hyphen.	
	8 "	Straighten Lines.	
	9 "	Move over.	
	10 "		
	11 "		
	12 "		

early days of the art of printing. These two classes of signs should always be used in conjunction. Every error marked in the type must have a corresponding mark in the margin, to attract the compositor's attention. No mark should be made in the margin which has not some corresponding mark in the type. But the two classes of marks must be kept in their proper places. In the type are to be placed *only* those marks which indicate the place at which an error has been made. The margin is reserved for marks denoting the nature of the desired correction.

Though the errors which are possible of occurrence in the setting of type, whether from poor copy or careless or incompetent compositors, are numerous, all, or nearly all, of them may be classified and arranged under the following heads: 1, the need of insertion of new or omitted matter; 2, the expunging or striking out of letters, signs, or mat-

ter improperly inserted; 3, the substitution of other letters, signs, or matter in the place of errors; 4, transposition; 5, inversion; and 6, spacing.

The proof, when marked, is returned to the printer, who proceeds to make all necessary corrections. The compositor is usually paid by time for making corrections, and a serious item of expense will be incurred by numerous or unnecessary alterations. In some offices a ring or loop is drawn round the marginal mark of an error which is not the fault of a compositor.

A few general suggestions are necessary.

The question of the division of words into syllables should be settled by reference to a dictionary. As a rule, not more than three syllabic divisions are allowed in consecutive lines, unless in very narrow columns, more are absolutely inevitable.

In cases of doubt, strike out the matter to be corrected and rewrite it in the margin exactly as it should appear in the type.

The logotypes *fi*, *ffi*, are used instead of the separate letters, *fi*, *ffi*. When *x* is desired in place of *ae*, it is indicated by a horizontal line or curve above the two letters.

The following errors are somewhat difficult of detection: 1, changes of font, when the types of the two fonts are much alike; 2, inversion of *s* and *x*; 3, the occurrence of inverted *n*, *u*, *b*, and *p*, for *u*, *n*, *q* and *d*, respectively.

Differences in fonts can be learned only by experience. The principal differences are in the shape of the letters, the thickness or blackness of the lines, and the size of the face.

Inverted *s* and *x* may be detected by the fact that the lower part of these letters is slightly larger than the upper part.

The main differences between *n* and inverted *u*, *b* and inverted *q*, *d* and inverted *p*, lie in the small projections called serifs which start at right angles from the sides or stems of these letters. For example, in *n* the serifs, or projections, at the bottom of the letter are seen on both sides of the prongs or "legs." In *u* the projections are seen on but one side. The differences in the other pairs of letters will be readily detected upon examination.

Other inversions for which it is well to be watchful are those of the letter *o*, the cipher, the period, the comma and the colon.

The spacing of the punctuation requires some care. Notice that the comma follows immediately the preceding word, but is separated by a slight space from the word that follows; that the semicolon and colon stand a little way off from the preceding word; that the period is followed by a considerably greater space than the other points.

Type is set either "solid," that is, without spacing between the lines, or "lead," that is, with the lines separated by thin strips of type-metal, known as "leads." When but one "lead" is used between each pair of lines, the type is said to be "single-lead"; when two "leads" are used, the type is said to be "double-lead." Errors in leading are of two kinds: 1, omitting leads; and 2, inserting them where they are not needed.

Words may be carried up or down, to the right or left, by means of brackets placed about the words and repeated in the margin. The significance of the brackets is as follows:] means "carry to the right;" [means "carry to the left;" — means "move up;" — means "move down."

Corrections are made in the margin nearest which they occur. If the corrections are numerous, it is well to draw lines from the marks in the type to those in the margin.

The accompanying tables of proof-readers' marks and abbreviations will show the marks that are used to indicate the errors on the proof sheets.

We also present a copy of a corrected proof sheet of an advertisement. With this is the advertisement as it appears after correction. A careful comparison of the errors made in the proof and the marks indicating the errors and the corrections with this corrected copy will explain all there is about proof-reading with very few exceptions.

We will briefly glance over some of the errors shown in the proof. In "Faultless" and "Fitting" letters are omitted. The error of omission is always indicated by a caret



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Get Smart

Over 2,000 years of
human knowledge in
797,885 volumes

Instant access
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opposite in the margin, that a new paragraph is to start with the matter following. The sign for no paragraph, or "run in," is shown a little further down.

In the word "Peerless" there is an example of how letters are sometimes transposed by the compositor. The manner of correcting that is shown. Further down the same method of correction is applied to the words "snappy" and "different."

Faultless Fitting Fall Footwear

If a woman's shoes look well her feet will look well, but a handsome foot counts for nothing in an ill-fitting shoe. It's the fit of a shoe that produces foot beauty and comfort.

In our Fall selections of *Peerless Shoes* every size and width possible to procure are shown in all the new styles. It's so easy to get a proper fitting shoe at our store because our expert salesmen have such a large number of different sizes and widths to draw from.



**Peerless
\$3 Shoe
for Women**

Goodyear Welts and Hand Turned Soles.
All Leathers—Vici Kid—Patent Kid—Gun
Metal Calf—Velours Calf, etc.
15 Different Snappy Styles.
As stylish as any \$3.50 shoe.

JOHN SMITH & CO.

363 Main Street

PHONE MAIN 5632

Boston, Mass.

Note in the list of proof-reader's marks how the different punctuation marks are indicated in the margin.

Capital letters are indicated by drawing three lines below the letters to be capitalized. Small capitals are indicated by two lines, and italics by one line used in the same manner. If the lines are made wavy it indicates that heavier and blacker type faces than ordinary Roman are to be used.

The greatest care should be taken to see that prices are printed correctly if loss is to be avoided. After a proof is corrected it should be O.K'd by the advertiser and signed before returning to the printer.

CHAPTER LXXII

THE GRAMMATICAL USE OF WORDS AND SENTENCES

IN PREPARING copy for the printer the advertiser should not assume that the compositor will rectify any mistakes. In the strictest sense of the word the compositor has no right whatever to change any portion of the copy. He is supposed to set up every word exactly as it is written, except where words are unmistakably misspelled.

Cut and chop and rewrite your copy until it is as you wish it before you send it to the printer. Once in his hands let the copy be as complete and final as it is possible to make it.

Typewritten copy is most legible and therefore most desirable, but written copy is as good as any, no matter how badly scratched up and interlined, if it is perfectly legible.

When words are eliminated by scratching, do it thoroughly, so there will be no question about it. Do not leave an isolated word among a lot of scratched-out stuff—as it may be overlooked.

Write on one side of the paper only, and number the sheets consecutively. If you find it necessary to eliminate a sheet, renumber those that follow if there are not many of them, but where there are many this can be obviated by adding the number of the page eliminated to the one preceding it, making it stand for the two pages.

If sheets are added they may be numbered as follows: Supposing that after page 2 you wish to add three pages. You simply number them as 2 a, 2 b, and 2 c.

Short paragraphs in a printed page make tempting reading, while solid type lines have the opposite effect. In booklets and pamphlets it is always advisable to use short paragraphs.

SPELLING

Follow the preferred spelling of Webster's Dictionary, it is recognized as a standard.

CAPITALS

Capitalize in the following and similar cases: The title of any office, society or organization, when given in full; as, "Theodore Roosevelt, President of the United States;" "the Democratic Party;" "the Society for the Prevention of Cruelty to Animals;" "the Hudson River Railroad;" "Oneida County," etc. So with Cabinet officers, secretaries, clerks, etc. Capitalize Court; as, the "Court of St. James."

But where the titles are used without the person's name, or where a society or organization is informally mentioned, set the titles in lower case; as, "the governor signed the bill;" "the society was successful in its efforts;" "the railroad was controlled by one man;" "the county was an agricultural one."

Capitalize River, Bay, Sound, Strait, and Island when preceded by their distinguishing names; as, "Hudson River," "Long Island Sound," etc. But set in lower case, if the word river, bay, sound, etc., is mentioned without its distinguishing name; as, "the river was swollen;" "ten ships are in the bay," etc.

There are some words in which the formal title is rarely used. To this class belong such words as, "the President," "the King of Italy," "Congress," "the Legislature," "Parliament," "the German Minister," "the House," "the Senate." Capitalize these words.

Capitalize "State," meaning one of the United States, whether the word occurs alone or with a distinguishing word; as, "the State of New York;" "the schools of this State;" "the controversy between Church and State."

Capitalize Government when referring to the Government of the United States, or when it is the proper name of a foreign government; as, the "Russian Government," etc.

Capitalize the word "Church," when it refers to an entire sect; as, "the Unitarian Church;" "the Methodist Church," etc. Also when it forms a part of a title, and cannot be separated from it; as, "Plymouth Church;" "Church of the Pilgrims," etc. But when reference is made to some particular church belonging to a sect, merely as a building, set the word "church" in lower case; as, "the Unitarian church in Fourth Avenue;" "the Methodist church in Seventh Street."

Capitalize the pronoun for the Deity.

Capitalize "Middle Ages," "Thirty Years' War," "Civil War," "Spanish-American War," "the Renaissance" but spell out and do not capitalize the centuries; as, "the twelfth century."

Capitalize "Gospel" and "Epistle" in these and similar cases: "He spoke of the influence of the Gospel;" "The Gospel according to Matthew shows;" "Paul's Epistle to the Hebrews," etc. But set in lower case when used thus: "The gospel statement is;" "John's gospel speaks more fully;" "Paul's epistles are full of warning."

Set the words "biblical" and "scriptural" in lower case.

In novels, where the words "sir" and "madam" occur in conversation, set them in lower case; as, "I assure you, madam, the party was most enjoyable;" "It is acknowledged, sir, by all who have seen it."

Set in caps, without spaces between the letters, M.D., D.D., LL.D., B.A., MSS., Ph.D., etc.

Points of the Compass.—The words north, south, east, west, northeast, southwest, etc., should always be spelled out, and set in lower case, except in geographical works where special instructions are given to the contrary. But when North, South, East, and West, mean any great division of the globe, they should be capitalized; as, "In the East Mohammedanism is the prevailing religion;" "Slavery has been abolished in the South;" "The North adhered to its principles, while the West," etc.

The Seasons.—Spring, summer, autumn, and winter, should always be set in lower case, except when they are personified, as sometimes occurs in poetry.

Streets and Avenues to be capitalized; as, "149 Sixth Avenue;" "120 West Twenty-fifth Street;" "18 Park Row;" "9 Astor Place;" "14 Maiden Lane;" "38 Union Square."

Wards and Districts should be capitalized: thus, "First District;" "Tenth Ward," etc. "New York Bay," "New York Harbor," etc.

Set the following words thus: "anybody, anyone, everybody, everyone, somebody, someone, awhile," unless preceded by *for*, when it makes two words.

SMALL CAPITALS

Set the first word of each chapter of a work in small caps (unless the chapter begins with an initial letter, and then in capitals). If a proper name begins a chapter, set the entire name in small caps.

Set in small caps A.D., B.C., A.M., P.M.; thus, "Columbus sailed A.D. 1492;" "The world was destroyed 2348 B.C.;" "At 10 A.M.;" "6:30 P.M."

ITALICS

Set the title of a newspaper or periodical in *Italic*, except when referring to its own publication, then in small caps, whether so marked in copy or not, except in notes, where set in plain Roman. Phrases from foreign languages in *Italic*, but not whole sentences or paragraphs. Set names of characters in plays, operas, etc., in *Italic*.

QUOTATIONS

All books mentioned in the body of a work to be in Roman, quoted; but in footnotes to be in Roman without quotation marks. Transactions of societies to follow same



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2. My name is Norval. On the Grampian hills,
My father feeds his flock, a frugal swain,
Whose constant cares were to increase his store.

The points and marks used in writing and printing are:

- (,) The Comma is used to mark the smallest division of a sentence.
- (;) The Semicolon is used to separate the parts of a compound sentence which are not so closely connected as those separated by a comma.
- (:) The Colon is used to separate the parts of a compound sentence which are not so closely connected as those separated by a semicolon; it is generally placed after a clause complete in itself.
- (.) The Period is used to mark an entire and independent sentence, whether simple or compound.
- (?) The Note of Interrogation is used to denote that a question is asked.
- (!) The Note of Exclamation is used to denote some strong emotion of joy, wonder, etc.
- () The Parentheses are used to distinguish an explanatory phrase or clause, inserted between the parts of a sentence.
- (—) The Dash is used to denote a change in the subject or sentiment.
- (') The Apostrophe is used to denote the possessive case, or the elision of one or more letters of a word.
- (“ ”) The marks of Quotation are used to indicate that the words or passage, included by them, are quoted from some other book or writing.
- (-) The Hyphen is used to connect the parts of a compound word, or to divide a word into syllables. When placed at the end of a line, it shows that a part of the word is placed at the beginning of the next line.

LEADERS

Put no comma just before the leader; as,	
Thomas Smith, New York.....	5
not Thomas Smith, New York,.....	30
Chapter XX.....	448

And in spacing out a leader line, never use full points in leader matter, unless in cases of abbreviation; but if in spacing out the line it takes anything less than an en leader, put the required space immediately before the first leader.

In ellipses always use periods instead of asterisks.
If points are used instead of leaders, use the comma; as,
Thomas Smith, New York,
John Brown, Philadelphia,
James Young, Boston,

In blank forms, or in law work, where the leaders are used for omitted words, punctuate and space precisely in the same way, as if the leaders were the omitted words; as,
New York, the.....day of....., 190.. This is to certify that....
.....of....., is indebted to....., of.....

DATE LINES

Set in small caps, with initials, and in smaller type, omitting the *th* or *d* after the day of the month where the year follows; as,
NEW YORK, February 6, 1907.
or 136 WEST TWENTY-THIRD STREET,
NEW YORK, February 6th.

Set dates to letters to the Editor at the bottom in small caps.
Set Quaker dates thus: "Second day, Fifth month, 13th."
Use 1907-08, not 1907-'08 or 1907-8.

Where '07 is written in copy supply the 19 always, except when applied to college classes: as, "Class of '07."

Where date lines or address come at end of Preface, etc., set in type one size smaller than the text above it.

NEW USE OF THE DASH IN ADVERTISEMENT WRITING

The dash is being more frequently used in advertisement writing than any other mark. It is used instead of a comma, and sometimes displaces a period.

"These goods and prices should make business hum on Saturday. This month of August we are making a general clean-up of our stock preparatory to showing the new fall goods. In the ordinary way these prices would be ruinous. Every stock in this store must be clean, fresh, and orderly and hence these specials for Saturday."

The above is the ordinary way of rendering; note the difference in the following:

"These goods and prices should make business hum on Saturday— This month of August we are making a general clean-up of our stock— preparatory to showing the new fall goods—In the ordinary way these prices would be ruinous—Every stock in this store must be clean, fresh, and orderly—hence these prices for Saturday."

COMPOUNDING

Compound Nouns.—When two nouns are used to represent one thing, article, or subject, they should be compounded; as, wife-murder, death-blow, brain-labor, sand-bank, head-dress. The dictionary should be followed in all other compound words. Never compound words ending in *ly*.

Adjectives composed of two or more words should be compounded; as, union-loving, water-proof, well-meaning, far-seeing, long-continued, ever-memorable, never-to-be-forgotten, etc.

DIVISIONS

Divide words according to Webster. Never exceed three divisions in succession. The fewer divisions the better, especially small ones, if it does not spoil the uniformity of the spacing. When possible, divide compound words at the division of the two words only. Do not turn over "ed" unless it is sounded as a distinct syllable. Never turn over a syllable or two letter word at end of paragraph—except in narrow measure.

SENTENCES

A sentence is a collection of words arranged in such a manner as to express a complete thought.

Sentences are of three kinds:—Simple, Complex and Compound.

When a sentence contains only one subject and one finite verb, it is said to be a simple sentence.

Example—"Our new stock has arrived."

When a sentence contains not only a complete subject and its verb, but also other dependent or subordinate clauses which have subjects and verbs of their own, the sentence is said to be complex.

Example—"We announced that our new stock had arrived."

When a sentence consists of two or more complete and independent sentences connected by a co-ordinative conjunction, it is said to be a compound sentence.

Example—"Our new stock has arrived and it is now on sale."

A sentence must be lucid in order and logical in sequence. The following is neither lucid nor logical: "The beaux of that day painted their faces as well as the women." The way the sentence reads, it means, the beaux painted their faces as perfectly as the

women painted theirs. The author meant to convey the idea that the beaux painted their faces and the women painted theirs, too. Examples of this looseness of composition are seen every day. Avoid it by criticising your work severely.

ALLITERATION

Alliteration is the beginning of several successive words in a sentence with the same letter or sound. Thus:

Apt alliteration's artful aid.

Jaunty gentlemen generally joke joyously.

Trials and troubles turn with time and tide.

Wisdom wages war with willful wickedness.

Alliteration in a headline or catch-line is sometimes very effective, but it should never be used throughout the whole advertisement. As an example of idiocy that kind of an advertisement is a success, but it will never sell goods.

GRAMMAR

An advertisement writer should use as good language in his advertisements as authors do in their literary productions. It is our purpose to point out a few of the errors that sometimes creep into the advertisements of our merchants.

Errors of comparison are frequent. An object can only be compared with some other object, or with itself in some other state, or at some other period of time. Thus: "This shoe is better than any shoe in the city at the price." This sentence compares the shoe with itself, which is incorrect. "Other" should be inserted after "any" to make it read correctly.

Be careful in your use of "who," "which," and "that." Don't use one for the other.

Be sure that your verb agrees with your substantive. "Their peculiar haunt, are the deep gorges of the mountains." Here we have a singular noun "haunt" and a plural verb "are" which is a gross error. Substitute "is" for "are."

Never use the plural pronouns "these" and "those" before the singular nouns "kind" or "sort." We may say "those kinds" but never "those kind."

Many stumble over the smallest words. Here are a few points in regard to them:

"At" and "by."—While these two words indicate nearness, "at" is more specific than "by," giving the idea of customary or particular nearness. "He stood at the entrance," would mean more than, "He stood by the entrance."

"At" and "in."—"At" is less definite than "in." "At" the church, may mean "in" or "near" the church. "At" should be used before the names of small towns, villages, etc. "In" should be used before names of great geographical or political divisions of the globe, countries and large cities.

"In," "at" and "on."—When these words denote time we may say, "At the hour of 12, on the 24th of Sept., in the year 1902."

"Shall" and "will" are two little words that cause a great deal of trouble to many writers and speakers. The following rules will help you:

When the action spoken of depends upon the will of the speaker, "will" is used in the first person and "shall" in the second and third.

When you give a command or make a promise or threat, "shall" should be used.

When the action spoken of depends on the volition of the person to whom we speak, then "will" should be used in the second and third person.

SYNONYMS

Synonyms are words having the same or similar meaning. Take the word "bind;" the synonyms are "tie," "fasten," "unite," "join."

Owing to the composite character of the English Language, many words have similar meanings—very few are strictly synonymous—and much of the beauty and power of composition lies in the proper use and application of such words.



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The language of an advertisement is intended to convey to the reader the advertisers' thoughts that have reference to the kind of matter presented. The words used are stepping-stones to a realization of the thoughts expressed, or the signs of the ideas that are combined to form the general notion comprehended in the thought. If we regard words as the wings that convey the ideas home to the recipient minds of the reader, the importance of selecting the right words becomes apparent. The attempt to dignify little and commonplace thoughts by the use of big words produces a grotesqueness as abominable as it is contemptible.

EXAGGERATION

"Common sense isn't as common as its name implies. Otherwise everybody would select Scholle's Furniture."

So read an advertisement that appeared in the Illinois Central ears. It is an example of the exaggerated style of advertisement which defeats its own end, by making a statement which is untrue and absurd. If it means anything at all, it means that the furniture advertised by Scholle is so superior to all other makes that no one possessing common sense would buy any other; and per contra, anyone who buys any other has no sense. We do not know anything about Mr. Scholle or his goods, but we venture to say that when he is talking directly to his customers he does not indulge in such nonsense as he uses in his advertisements.

This is one of the curious features of current advertising. Sensible people make claims in black and white which they would be ashamed to make verbally. The man who would meet all comers with such words as "My wagons are the best on earth," or "My engines are superior to all others, without exception," or "Nobody sells at such low prices as I do," would be set down as a fool. Yet this sort of transparent braggadocio is common in newspaper and magazine advertisements, posters, circulars and every other kind of printed advertising matter.

This is one result of the false notion that an advertisement to be effective, must make startling claims or it will pass unnoticed. The truth lies in the opposite direction. A startling claim will be the more likely to be disbelieved precisely in proportion to its startlingness; and nothing in an advertisement can be more expressive than a simple statement of truth. Ruskin once said that one of the most difficult things to do is to tell the truth about anything, but in writing advertisements it will surely pay to make an effort to do so.

TRUTHFULNESS

No point in connection with advertising is more worthy of continual emphasis than the necessity of being absolutely truthful. Everybody despises a liar. The liar himself has a healthy contempt for his class. Let the advertisement contain but one false statement and the whole establishment is branded as unworthy of the confidence of the public. It may be an apparently insignificant lie, but the work is done as effectively as though it was the most impudent and brazen untruth. People expect the truth and nothing but the truth about goods. If they do not know better than to believe lies they will not go far before some one will enlighten them to your undoing. Give prevarication a wide berth in all your advertising efforts. Educate people to the belief that "if they see it in your advertisements it is so." Do not even by inference give an impression that cannot be backed up by your store and stock.

A man who seeks to court favor through advertising can never succeed by lying and misrepresentations. He must be truthful and honest with the people if he hopes to gain their confidence and their custom. Confidence is founded on truth and veracity, and no business methods lacking these elements can reach the highest possibilities of success.

One of the worst styles of lying to be met with in advertising to-day is the half-truth. What is said is true, but enough is left unsaid to leave a false impression. Don't allow yourself to be deceived into believing that this form of lying is not as harmful as a plain, unprovoked falsehood, for it is.

CHAPTER LXXIII

MISCELLANEOUS INFORMATION

IT IS not our intention in this chapter to go very deeply into the different subjects mentioned. It would require a large-sized book in itself to do so. We merely give here such brief information as we think the advertiser will find useful. In some cases this information is given in the shape of a table, in others merely as a paragraph.

PRINT PAPER

Print paper is made entirely from wood pulp, which is ordinarily treated by the sulphite process. In the average newspaper, the sulphite fiber and ground wood filler are found in the proportion of one to three. Newspaper is of one color; poster paper of numerous tints. These are the two uses to which print paper is put.

The usual sizes are 24 x 36, 25 x 38, 28 x 42 and 32 x 44 inches. The weight varies from 25 to 100 pounds. Other, but less common, sizes are 22 x 30, 24 x 35, 26 x 40, 30 x 44, 36 x 48.

BOOK PAPER

Book paper in the cheaper grades is made of wood pulp; in the better grades there is an increasing proportion of rags. As its name implies, it is used in printing books. It is made in white and tints. The following terms are usually employed in describing the different grades:

“S. & C.” shows that the paper has been “sized” and “calendered.” “Sizing” is a vegetable, resinous substance, which is mixed with the wood pulp to render the paper impervious to ink. In cheaper grades clay is used, in writing and more expensive papers, gelatine. “Calendering” is ironing. The paper passes rapidly through cylinders in contact, heated inside by steam.

“S. & S. C.” shows that paper has been “sized” and “super-calendered,” a separate process being employed to give it an especially high and glossy finish.

“Enameled” paper is coated on both sides with China clay and glue. This coating covers the body, fills up the pores and gives it a high, glossy finish.

“Antique” finish is one where the calendering has been omitted.

The usual sizes are 24 x 36, 25 x 38, 28 x 42 and 32 x 44. Two sizes 36 x 48 and 38 x 50 are also found in use, these being twice 24 x 36 and 25 x 38. Weights range from 35 to 140 pounds.

COVER PAPER

Cover paper comes in all grades and materials and in every conceivable tint. Common cover paper is simply colored book with the same finish. It may have a cloth, manila, or plain back, an antique, enameled or leatheret finish, etc. The regular sizes are three: 20 x 25, weight 20 to 100 pounds; 22½ x 28½, 20 to 120 pounds; 23 by 32½, 45 to 75. There are also other sizes, viz., 25 x 40, 22 x 34, 22 x 28, 24 x 36, 18¼ x 28, 18 x 28 and 25 x 28.

WRITING PAPER

The cheaper grades of writing paper have a large percentage of wood pulp; the better grades having a large percentage of cotton rags. In fine linen and bond papers, linen rags are used exclusively. Linen is usually lighter than bond, which has a hard and flinty surface. Writing papers are thoroughly and highly sized. Ledger paper is linen paper of high grade with a heavy finish.

The usual sizes are 17 x 22, 19 x 24 and 17 x 28. Others are 18 x 23, 16 x 21, 21 x 32, 22 x 34, 24 x 38 and 28 x 34. The weight varies from 14 to 56 pounds.

CORRECT SIZES OF FLAT WRITING PAPERS

Flat Letter.....	10 x 16
Flat Packet or Packet Post.	12 x 19
Flat Foolscap or Small Cap.	13 x 19
Flat Cap.	14 x 17
Crown or Crown Cap.	15 x 19
Double Letter.	16 x 20
Demy.	16 x 21
Folio Post or Folio.	17 x 22
Double Folio.	22 x 34
Double Cap.	17 x 28
Small Double Cap.	16 x 26
Royal or Packet Folio.	19 x 24
Super Royal.	20 x 28
Double Demy, narrow.	16 x 42
Double Demy, broad.	21 x 32
Elephant.	23 x 28
Medium.	12 x 23
Imperial.	23 x 31
Double Medium, narrow.	18 x 46
Double Medium, broad.	23 x 36
Double Royal.	24 x 38
Double Elephant.	27 x 40
Columbier.	23 x 34
Atlas.	26 x 33
Antiquarian.	31 x 53
Cardboard.	22 x 28

SIZES OF RULED PAPER

	Inches	Sheet
Commercial Note Heads.....	5½ x 8½	⅛ Folio
Hotel Note Heads.	5¾ x 11	⅛ Folio
Packet Note Heads.	5¾ x 9	⅛ Medium
Royal Packet Note Heads.	6 x 9½	⅛ Royal
Demy Letter Heads.	8 x 10½	¼ Demy
Folio Letter Heads.	8½ x 11	¼ Folio
Memorandum Heads.	5½ x 8½	⅛ Folio
Bill Heads—Sixes.	8½ x 4¾	⅛ Cap
3000 to Ream.		
Bill Heads—Quarters.	8½ x 7	¼ Cap
2000 to Ream.		
Bill Heads—Thirds.	8½ x 9½	⅓ D. Cap
1500 to Ream		
Bill Heads—Halves.	8½ x 14	½ Cap
1000 to Ream		
Regular Statements.	5½ x 8½	⅛ Folio
Hotel Statements.	5¾ x 11	⅛ Folio
Head and Tail Statements.	5½ x 8½	⅛ Folio
Gem Statements.	3¾ x 5¾	
Infant Statements.	4½ x 5½	
Square Statements.	5½ x 5¾	
Yankee Statements.	3¾ x 8½	



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REGULAR ENVELOPE SIZES

COMMERCIAL

No. 3	$2\frac{1}{8}$ x $4\frac{3}{4}$	No. 9	$3\frac{1}{8}$ x $8\frac{7}{8}$
No. 4	$2\frac{7}{8}$ x $5\frac{1}{4}$	No. 10	$4\frac{1}{8}$ x $9\frac{1}{2}$
No. 5	$3\frac{1}{8}$ x $5\frac{1}{2}$	No. 11	$4\frac{1}{2}$ x $10\frac{3}{8}$
No. 6	$3\frac{1}{2}$ x 6	No. 12	$4\frac{3}{4}$ x 11
No. $6\frac{3}{4}$	$3\frac{5}{8}$ x $6\frac{1}{2}$	No. 14	5 x $11\frac{1}{2}$
No. 7	$3\frac{3}{4}$ x $6\frac{1}{8}$		

BARONIAL

No. 4	$3\frac{5}{8}$ x $4\frac{1}{8}$	No. 5	$4\frac{3}{8}$ x $5\frac{3}{8}$
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BANK

No. 6	$4\frac{1}{8}$ x $6\frac{1}{4}$	No. 8	5 x $7\frac{1}{2}$
No. 7	$4\frac{5}{8}$ x $7\frac{1}{8}$		

COIN—OPEN END

No. 3	$2\frac{1}{2}$ x $4\frac{1}{4}$	No. 7	$3\frac{1}{8}$ x $5\frac{1}{2}$
No. 5	$2\frac{7}{8}$ x $5\frac{1}{4}$		

DRUG

No. 1	$1\frac{3}{4}$ x $2\frac{7}{8}$	No. 3	$2\frac{1}{8}$ x $3\frac{5}{8}$
No. 2	$2\frac{1}{16}$ x $3\frac{1}{2}$		

PAMPHLET

No. 2	$6\frac{1}{2}$ x 10	No. 3	$6\frac{3}{4}$ x $10\frac{1}{2}$
-----------------	---------------------	-----------------	----------------------------------

PAY

No. 2	$2\frac{3}{8}$ x $4\frac{1}{8}$
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Envelope paper is made 500 sheets to the ream, and standard size on which 40, 50, and 60 pounds (or X, XX, and XXX, as commonly known to the trade), is on basis of 500 sheets $22\frac{1}{2}$ x 30—40, 50, and 60 pounds.

How to Figure Stock

It is very often a convenient thing for the advertiser to be able to figure out how many sheets of a certain size he can get out of a larger sheet.

There will be no need for sample sheets of stock—no measuring and ruling off of the whole sheet to find how many pieces you can get out of it, once you “get on” to the multiple principle of figuring it out.

After a little experience, the application of this principle to meet various requirements will suggest itself as occasion arises.

How many $5\frac{1}{2}$ x 7-inch pieces can be got out of a sheet 22 x 28 inches?

$$\begin{array}{r} 22 \text{ x } 28 \\ 5\frac{1}{2} \text{ x } 7 \\ \hline \end{array}$$

$4 \times 4 = 16$ out, without waste.

How many 5 x 9-inch pieces?

$$\begin{array}{r} 22 \text{ x } 28 \\ 5 \text{ x } 9 \\ \hline \end{array}$$

$4 \times 3 = 12$ out, with 1-inch waste one way, 2-inch waste

the other way.

This result is found in the following manner: 22 is divided by $5\frac{1}{2}$ and gives 4 as an answer. 28 is divided by 7 and gives 4 as an answer. This shows that the stock can be cut both ways four times and that the sheet 22 x 28 will produce 4×4 pieces which equals 16. Sometimes when there is shown considerable waste it is just possible that by reversing the figures of the size to be cut out the stock can be cut to better advantage. More pieces may be obtained from the sheet or the waste may be large enough to utilize at some other time. It will be found that a sheet 22 x 28 will cut six pieces 10 x 7 when cut one way of the stock and eight when cut the other way.

How large a sheet for sixteen 3 x 4 inch pieces?

$$\begin{array}{r} 3 \times 4 \\ \text{Multiples of 16} = 4 \text{ and } 4 \\ \hline 12 \times 16\text{-inch sheet.} \end{array}$$

or

$$\begin{array}{r} 3 \times 4 \\ \text{Multiples of 16} = 2 \text{ and } 8 \\ \hline 6 \times 32\text{-inch sheet.} \end{array}$$

or

$$\begin{array}{r} 3 \times 4 \\ \text{Multiples of 16} = 8 \text{ and } 2 \\ \hline 24 \times 8\text{-inch sheet.} \end{array}$$

NUMBER OF "EMS" IN A LINE OF TYPE

A column 2 inches wide contains 12 ems.							
"	"	$2\frac{1}{6}$	"	"	"	13	"
"	"	$2\frac{1}{3}$	"	"	"	14	"
"	"	$2\frac{1}{2}$	"	"	"	15	"
"	"	$2\frac{2}{3}$	"	"	"	16	"
"	"	$2\frac{5}{6}$	"	"	"	17	"

BINDINGS

As there is likely to be a wide difference in opinion as to the meaning of the terms quarter bound, half bound, three-quarter bound, full bound and full bound extra, the following definitions are given as those mutually understood between printers and binders, as far as blank book work is concerned.

A leaf is understood to be two pages, and a sheet four pages.

A Binder's Quire means twenty sheets of folded paper in a book, and if paged consecutively means eighty pages to the quire. An index in front is reckoned one quire.

Check Binding is a book stitched, with light, straw-board sides, covered with paper, muslin, or leather back, cut flush.

Quarter Binding is a book sewed, with leather back, smooth, straw-board sides, cut flush and covered with paper, turned over the edges.

Half Binding is a book sewed or whip-stitched, as the case may be, smooth roan leather tight back, tar-board sides, covered with muslin, turned in, and with or without leather corners, cover extending over the edges of the book; finished and lettered on the back in gold.

Three-quarter Binding (usually called also half binding, which name should never be used in this connection) is a book with spring back, of Russia leather or other equally good, with raised bands, cloth sides and leather corners, rounded; or, when required, a full bound sheep, colored or uncolored leather, in lieu of Russia back and cloth sides; finished and lettered on the back in gold.

Full Bound No. 1, is a book bound in full sheep, spring back, raised bands, with Russia leather ends and bands, with the usual rolling, finishing, and lettering, and understood by stationers and printers as full bound Russia ends and bands.

Full Bound Extra, is a book with full Russia spring back, with double raised bands, and double Russia side finishing, with the usual extra finishing and lettering, recognized by stationers and printers as double extra Russia end and band books.

Bindings increase in price in the following order: Paper, board, cloth, skiver, roan, calfskin, Russia, turkey morocco, levant morocco. Parchment, vellum and hog-skin are exceptional bindings.

CHAPTER LXXIV

TECHNICAL TERMS

ADVERTISING.—Advertising is influencing the minds of the people. It is making others think as you desire. It means utilizing all those forces which produce impressions and crystalize opinions. It is the creating of prestige—that quality which causes others to accept a statement without question. [Mabin.]

ADVERTISING AGENCY.—An organization of men competent to select suitable advertising media, buy space, write advertisements, create ideas for illustrations, prepare and forward copy to publisher, see that same is correctly executed, collect from the advertiser, pay the publisher and co-operate with the advertiser in conceiving, developing and perfecting those collateral forms of advertising effort which are necessary to make a campaign fully successful. The advertising agency's services cost the advertiser nothing, as they are paid by the publisher in the commission, or lower price which is secured by the agency. [Mabin].

AGATE.—5½-point type. The standard for measuring advertising. Fourteen lines set solid make one inch. Note—While it is true that there are 14 lines of agate type to the inch, you will notice that 5½-point type, the type that has replaced agate, is 77 points for each 14 lines; 14 lines agate are always charged for one inch, the advertiser getting the advantage.

ANTIQUE.—A face of type much used in advertising; it is a little heavier than Roman, and has the cross-ending stroke slightly prominent.

ASCENDING LETTERS.—Letters reaching upwards; viz., b, d, f, h, k, l, t.

ARTIST.—Artists are engaged to design illustrations for advertisements. They are usually paid by the hour.

AUTHOR'S CORRECTIONS.—The changes or corrections the author makes in the proofs. Where there are many of these the paper usually charges for making them. The printer is responsible only for incorrect spelling, punctuation, and typographical errors.

AUTHOR'S PROOF.—The proof sent to the writer.

BAD COPY.—Manuscript difficult to read. All copy should be written very carefully, proper names, technical terms, etc., especially.

BASTARD TITLE.—A short, secondary title, preceding the general title of a work.

BASTARD TYPE.—A type with its face larger or smaller than its body, as, a 10-point face on an 11-point body, or vice-versa. Also used to designate a type made on other than the point system.



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E. I.—Every issue.

ELECTRO.—An electrotpe.

ELECTROTYPE.—A duplicate of an engraving, or type matter made into a solid body. The surface of an electrotpe is of copper.

EM.—The square of the type body, called “em” on the supposition that the body of the letter “m” in Roman type is square.

E. M.—Every month.

E. O. D.—Every other day.

E. O. I.—Every other issue.

E. O. M.—Every other month.

E. O. W.—Every other week.

EVEN PAGE.—The even numbered pages of a book, such as, 2, 4, 6, 8, 10, 12, etc.

FANCY LETTERS.—Type faces that are not plain and simple in style.

FORM LETTERS.—These are really circulars, used by advertisers to answer the purpose of letters used most frequently in a “follow-up” system.

FOREIGN ADVERTISING.—An advertisement from a city other than the one in which the paper is published. Usually applied to all mail order and general advertising.

FLAT RATE.—A set price per inch or line for each insertion, no matter how many times it appears or how much space is used.

FOLIO.—Half sheet of book paper (19 x 25 inches) folded into two leaves or four pages, makes a book called Folio. Also applied to running number of pages in a book.

FOLLOW COPY.—When “follow copy” is written on the copy it means that the typographical style of the copy must be followed closely.

FOOT-NOTE.—Printed matter at the bottom of the page, usually set in small type, preceded by a reference mark, corresponding with a similar mark in the text.

FORM.—A page or number of pages locked in the chase, ready for the press.

FOUL PROOF.—A proof containing many errors.

FULL POSITION.—A position at top of column, or next, after reading matter in a broken column.

F. F.—Full face. (See Bold Face.)

GALLEY.—A movable tray, of metal or wood, on which types are placed after being composed.

GALLEY PROOF.—The first proof, before the matter is paged or arranged.

GET IN.—Set words close together.

GOthic.—A perfectly clean-cut type face, without points, or shading, and with all the lines of the same thickness. It may be heavy or light faced. There are many styles of gothic, as Gothic Extended, Gothic Condensed, Lining Gothic, etc. Gothic is a face much used in setting advertisements.

GUARDS.—Slugs, type-high, used to protect the edges of the type in stereotyping and electrotyping.

HEADING.—The headline of an advertisement.

HANGING INDENTION.—The first line of the paragraph beginning flush with the column rule, and the following lines set two “ems” or more to the right, allowing a white space, or indention, on the left.

HALF SHEET.—A half sheet of “news” paper is usually the size of one page of a newspaper.

HALF-TONE.—An engraving made by photographing a photographic print or wash drawing through a fine screen upon a copper plate which is afterwards treated to an acid bath which eats away the surface of the plate unnecessary to reproduce the picture.

HALF-TITLE.—The title of a book or pamphlet, placed at the upper portion of first page.

INSERT.—Pages bound in with the regular pages of a book, catalogue or magazine.

IMPOSING.—Arranging the composed type for the form.

INDENTION.—The space to the left of a line at the beginning of a paragraph. All the white space around an advertisement, between the border and solid type matter.

IMPRINT.—The publisher’s or printer’s name and address on a job of printing or book.

INITIAL LETTER.—Usually ornamental, used at the beginning of chapters of a book or articles in a magazine.

JOB PRINTING.—Generally applied to all commercial work, as distinct from book or large catalogue printing.

JUSTIFYING.—Making both ends of all lines even.

LEADERS.—Dots or hyphens placed at intervals to guide the eye between two points of the text.

LEADS.—Strips of type-metal of various thicknesses, for spacing between the lines. The thickness of leads are usually reckoned on a Pica basis; those most commonly used being “six to Pica,” or two points in thickness.

LEAN TYPE.—Type with a very thin face, capable of being set so that the letters can come close together.

LEADED MATTER.—Type matter with leads between the lines.

LEAN.—Type set close together; solid.

LOWER CASE.—The small letters of the alphabet, kept in a case, lower than the capital letters, so as to be easier reached, they being used more than the capitals.

L. C.—Lower case.

LETTER-PRESS.—Ordinary printing from movable type.

LIVE COPY.—Manuscript to be put into type.

KEY.—Referring to what is known as keying an advertisement. This is done by mail-order houses by having a different number to the street or room address used in each paper. Sometimes a different catalogue number is used in the same manner.

MATTER.—Any portion of composed type. *Live matter*, type set to be printed. *Standing matter*, type held to be used again. *Dead matter*, type to be distributed.

MAIL-ORDER PUBLICATIONS.—A class of monthly papers printed cheaply and published at nominal prices. They often have extremely large circulations among farmers and suburbanites.

MAGAZINES.—A class of periodicals published monthly. These are usually illustrated and carry articles of literary merit and fiction. National in scope.

MATRIX.—Mold of papier-maché in which type metal is cast to obtain a duplicate form.

MSS.—Manuscripts.

MAKE-UP.—Laying out the advertisements, and reading matter for each issue. Placing each in its proper place on the page.

NONPAREIL.—6-point type. Used by most of the large daily papers for printing news matter.

NR.—Next to reading matter.

OBJECTIONABLE COPY.—Manuscript not easy to read. Proper names and technical terms should be written very plainly.

OPEN MATTER.—Type set with many paragraphs and leads.

OUT DOOR DISPLAY.—Sign boards and billboards comprise out door display.

OLD STYLE ROMAN.—Type used for reading matter, a light and open face style of type.

PLATES.—Electrotypes or stereotypes.

PATENT INSIDES, OR OUTSIDES.—Applied to that portion of some country newspapers which are printed at a central office.

PHAT.—Applies to leaded or other matter which is open and easy to set.

PP.—Pages.

PI.—Disarranged type.

PREFERRED POSITION.—Top of column, next to reading matter.

PROOF-READER.—One who reads proof.

POSITION.—A special position in the newspaper; T, C, N, R, M, means top of column, next to reading matter. “Run of paper” indicates that an advertisement may be run in any place where there is room for it.

PRESS WORK.—Printing on a printing press.

Q.—Quarterly.

QUARTO.—Half sheet of book paper (19 x 25 inches) folded into four leaves or eight pages makes a book known as Quarto.

REVISE.—Proof, after corrections have been made.

ROMAN TYPE.—Type used for reading matter.

RUNNING HEAD.—The title of the book, or chapter name, placed at top of pages.

QUAD.—The spaces placed to fill out lines ending paragraphs. The “en” quad, one half of the square of the type body, is the smallest. (See spaces.)

READING MATTER.—That portion of the advertisement other than the display lines.

REPRINT COPY.—Copy to be set made up of printed copy instead of written copy.

RUN IN.—A term used when it is desirable to have matter set without paragraphs.

SMALL CAPS.—Small capital letters.

STANDING MATTER.—Type set up to be printed from, or matter that has been used and is to be left standing for further use in printing.

SM.—Semi-monthly.

SW.—Semi-weekly.

SOLID.—Type set without leads.

STICK.—The short term used by printers to designate the composing stick.

STICK-FULL.—Applies to about two inches of set-up type matter.

SIDE HEADS.—A title or sub-head at the side or set into the page or column.

SPACES.—Pieces of type metal, not type high, and less than the width of an “en” quad, used for spacing between letters and words. Blanks between words.

STEREOTYPE.—Duplicates of type matter cast in a solid body. Stereotypes are cast from type metal and being of an inferior quality are not as durable as electrotypes.

SERIFS.—The small projections which start at the sides or at right angles to the stems of letters.

SLUGS.—Thick leads; all leads thicker than “three-to-Pica,” are called slugs.

T. C.—Top of column.

T. F.—Until forbidden.

TR.—Transpose.

TAKE.—A term used by printers for the part of an article or advertisement that is given to one printer to set up. In large offices large jobs and advertisements are cut up into “takes” for the purpose of getting the work done up more quickly.

TOKEN.—500 sheets printed on one side, or 250 sheets printed on both sides. In New York one-half of this is called a token. Press work in some offices is figured at a certain rate per token.

TABLE WORK.—Matter made up mostly of figures and rules. Tabular matter.

UPPER CASE.—Refers to case containing capital letters.

W.—Weekly.

W. F.—Wrong font.

WRONG FONT.—The wrong style of letter or the wrong size.

2 T. A. W., 3 T. A. W., etc.—Mean respectively, 2 times a week, 3 times a week, etc.

A single line drawn beneath words signifies italics.

Two lines drawn beneath words signifies small capitals.

Three lines drawn beneath words signifies capitals.

A circle drawn around numerals is usually understood to mean that it is to be spelled out.

This list is not nearly as complete as it could be made, but will be found amply full enough for its purpose. Consult your printer on points you do not understand.



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CHAPTER LXXV

ADVERTISING THE NEIGHBORHOOD STORE

OF ALL merchants the little fellow on the corner, or side street, who is struggling along as best he can, deserves the compassion of the great. There are dozens of little stores in every large city, which are maintained for the accommodation of those who live in their immediate neighborhoods. Usually, these stores depend almost entirely upon the transient needs of the neighborhood public.

The proprietor of one of these little stores has much to contend with. He is constantly being told that his goods can be purchased much cheaper in the larger stores "downtown." He is told, also, that those purchased in the larger stores fit better, look better and wear better. His life is made miserable by frequent innuendos, and even open insults. He has to answer all these assertions with arguments in favor of his own stock, and quietly bear the insults with a smiling countenance.

That, however, is not the only disadvantage under which he labors. He usually has but a limited capital, and must sell out one line before he is in a position to put in another. He can only buy in limited quantities and in the case of perishable goods very often has to stand large losses. He is often very badly crowded for room in which to display his stock. Not infrequently he has to wait on customers, and do a large amount of work that is usually done by porters in the larger stores. He has to do all the dirty work there is to be done and at the same time try and look respectable. His customers are prone to compare his personal appearance with that of the smartly dressed clerks in the downtown stores, and his dingy looking store with the tastily decorated larger stores. All this is to his disadvantage, and often is an unconscious detriment to his business.

Yet, notwithstanding all these disadvantages, many of them manage in a short lifetime to accumulate sufficient of this world's goods to enable them to pass their declining years in happy ease. But even here habit is strong and many of them "stick to their last," and in the end "die in harness."

It is the usual belief among this class of merchants that they cannot afford to advertise. They cannot stand the enormous expense of newspaper advertising, it is true, but there are a thousand and one ways of advertising besides the use of newspapers of the city.

These little fellows are usually pretty ambitious, and most of them look forward to the time when they, too, will have large stores in the downtown district. They overlook the fact, though, that if they desire trade, they must interest those whom they can expect to trade with them. They must interest every person in the locality near their stores. If the merchant cannot do that he cannot ever expect to expand his business and grow out of his present quarters. It all rests with himself, upon his own exertions, upon his own energy, upon his own personality.

Newspaper advertising cannot be used at all, because the paper, with its forty to two hundred thousand circulation to be paid for, may not reach even a hundred of those persons from whom he can reasonably expect any trade. His trade being local, it depends entirely on those who live within a comparatively small circle of which his store is the center.

Regular customers are the backbone of any retail enterprise, and the storekeeper who does not turn his chance customers into regular patrons is losing the opportunity of his commercial life.

There are two elements of trade to be considered from the side of every retailer. First, getting transient customers; second, getting these transient customers to become regular patrons. The latter is dependent upon the former, for without the former he could never get the latter. To get transient customers the merchant must have some means of making them acquainted with his existence, why he exists, and what inducements he is offering for the customers' trade.

The first thing these little merchants should do is to turn their attention to the appearance of their stores. They should be kept cleaner and more inviting. Paint and paper are very cheap and usually the merchant has some portions of each day that hangs heavy on his hands. Let him then invest a few dollars in paint and paper and decorate his little store. In some cases the landlord can be made to open up his heart and do this part of the work but when he turns a hard face to the merchant's demands, the merchant should do the work himself. It is to his advantage to spend the few dollars necessary and he should do it. When once the place is neat and clean it requires very little work to keep it so. A general cleaning up like this advertises the little store and the store that is always clean has a reputation to be proud of.

Next to his store the merchant should look neat and clean. His clothes should not be shabby. A new suit of clothes, a hat and a pair of good sensible shoes can all be obtained for about fifteen dollars. This amount can be spent in no better way for advertising purposes when it is necessary.

The corner grocer should take extra pains to have his stock show up fresh, and by tasty arrangement of his wares make them look as tempting as possible.

The little shoe store, which has a repair shop in connection with the store, can use it as a means of considerable publicity. In every case the proprietor should turn out good, honest work. That in itself will become a recommendation for further work. If he spends a little more time in finishing his work and sends back the shoes polished and ready to put on he will accomplish this also. But he will also make the customer believe that he is getting more value out of his old shoes than he had thought possible. That counts in repairing.

Repairing should always be neatly wrapped up, and the package tied with twine. Too many proprietors of small stores think but little of appearances. The writer has seen many a "job" of repairing sent out wrapped in an old, dirty newspaper, a toe or a heel sticking out through a tear in the side of the paper, and no string used to keep the bundle together. By the time the shoes arrive at the home there is but little left of the paper, and the whole neighborhood has become appraised of the fact that they have been to the "cobbler's" to be mended.

Twine costs but little these days, and economically used goes a long ways. Newspapers may be used as wrappers for economy's sake, but for the store's sake they should be clean newspapers, not dirty and ragged ones. Because the parcels are being carried away by children is no excuse for a slovenly package. A bad impression of a store is easily created in this way, and it is hard to get rid of it when once created.

First appearances, too, are of the utmost importance, they are lasting, and should be of the brightest and best.

The greater portion of repair work is taken to the shop by children. Here is a fine chance to win business. The cobbler should make himself friendly with the children, using every art and means in his power. He must not scold them or talk cross to them when they bring work in that is covered with mud. They are as thoughtless, probably, as their mothers. He should take the trouble to explain the use of his various tools, and the machinery he uses. He must answer to the best of his ability all the questions propounded. He must be liberal with his "wax" and "waxed ends," and other trifles, and many a little heart will be won over by his little gifts, insignificant often to grown eyes, but of vast magnitude in the eyes of the little recipients.

He can, when he has time to spare, show them shoes that will fit them; interest them in the shoes shown; even go so far as to try them on "to find out how they look." When a pretty fit has been obtained a few well chosen words will arouse all the covetousness



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fellow," who keeps a neighborhood store. He will capture the bulk of the trade, if there are any others around they will have to be content with the leavings.

One reason why many of these merchants do not advertise is because they have been taken in by the smooth solicitor for some kind of advertising fake or another. If there is any one kind of advertising that the man with the small appropriation should let alone it is these schemes that are offered him by travelling solicitors and fakes.

The window of the neighborhood store is usually neglected. It is hardly ever really clean and very often there is no attempt at a window display of any kind. The grocer will put out in the morning a few baskets of potatoes, carrots, turnips, etc., and in the evening he will take them in again. It is true that dust does not harm these edibles very much but at the same time it does not do them any good. Then, in their season, a crate of berries will be placed out in the hot sun and allowed to remain there and attract the flies of the neighborhood until they are sold. Is it any wonder then that some housewives say; "I was going to get some strawberries at Jones' but they looked so mushy I thought I'd better wait."

The only signs around will be home made and beneath the fly specks can often be seen a poorly constructed legend stating "Fresh Maple Syrup," "Cider Vinegar," or "Repairing neatly done."

The windows of these stores are usually small, it is true, and they are often merely a house window, turned into a store window. But no matter how small or how high from the ground, some attempt at dressing should be made. A small platform or ledge should be built if there is not one there already. Around this there should be a curtain about two feet from the bottom of the window or platform, and extending around the sides and back. This will make a window in which a display may be made. This display should be changed and dusted often so that a variety of goods may be shown.

Besides the methods mentioned in which every dealer may obtain publicity there are many others. The important thing is to create a good impression. The stock must look clean. It must look as though it was valued by the proprietor. Then he should use every precaution in giving satisfaction to his patrons. He must create the impression that he understands his business from A to Z, and as far beyond that as possible. He must be acquainted with all the newest creations in his line of business. He must keep posted on prices and styles. These facts he can obtain from his trade paper, which should prove even more valuable to him than to the larger storekeepers. In cities, where there are wholesalers, he might create a good business in "taking orders." He can take orders for lines not kept in stock and obtain them from the wholesalers in the city the same day as ordered. For that reason he should become thoroughly acquainted with the stocks carried at the various wholesale depots.

In these modern days there is no excuse for any merchant to say he cannot advertise. He can, if he wants to very badly and get good returns from his advertising, too. He must, however, study out his situation very carefully and follow out lines that have proven successful with others.

CHAPTER LXXVI

AN ADVERTISING CAMPAIGN

IT IS too late in the day to argue the necessity of advertising, that point is generally conceded by all merchants. The question that usually rises is "How shall I advertise so as to get the best results?"

Yet, even now, with almost every merchant doing some advertising of some kind, the value of advertising is scarcely realized. Merchants follow this year the same plans of last year. These plans were never laid out, but happened. The same plans were used

ten years ago as now. They are merely running around in a circle, coming at the end of the year to where they were at the beginning.

This chapter on the advertising campaign was written for, and printed in, *The Boot and Shoe Recorder*. It was written for shoe merchants, but is very general in character. Any merchant will profit by a close perusal of it.

In writing of advertising campaigns it is not our design to lay down any hard and fast rules. It is useless to do so, for plans that will suit one merchant's business will not be adaptable to the business of his neighbor. This applies only to details, for the general outlines of most advertising campaigns are the same.

There are many merchants who do their advertising in a very peculiar way. They do it by fits and starts, as they feel optimistic, or blue. If trade takes a bad turn they close up like clams, and cut off all their expenditures on newspaper space and other methods of making their business better known. All this, when you consider the question very closely, is decidedly foolish. When trade falls off, then the stimulant should be applied most regularly and persistently. Then the merchant must put on his thinking cap and proceed to find means of forcing business.

The successful men of to-day do not sit down and wait for business to come to them. They go out after it in a hundred ways. Advertising is the merchant's life-preserver, it keeps him afloat at all times.

There are many merchants, too, who go at their advertising in a haphazard manner. They have a certain amount of space in their local paper or papers. For a few weeks they will strive to make up good copy to fill this space, and then leave it alone for weeks.

They will drop into every scheme that comes along and then turn down everything, the good with the bad. They have no plans, no settled policy.

The sensible merchant looks upon the newspaper as the intermediary between himself and the community and acts accordingly. He sets apart a certain sum at the beginning of the year for advertising, just as he would hire a necessary clerk, and then, in a practical, thoughtful, painstaking way, he endeavors to secure the very best amount of usefulness from the amount expended.

The great question, then, is how much or how little to spend. In the average retail business in a country town about one per cent. of the turn-over for the year should bring good results. In the larger towns and smaller cities the per cent. must be doubled to bring anything like the same returns. In some of the larger cities the rate must even be higher. Circumstances surrounding a town or city have a great deal to do with the cost of advertising, but usually where it is necessary to spend from two to three per cent. or more the returns are multiplied. The territory is larger and it requires more papers to cover it, but in return there are more people who are advertised to and who are prospective customers.

A man must to a large extent think out for himself the question of the most desirable channels through which to distribute his advertising. He should do this without prejudice or favor. Prejudice and favor are rocks upon which many merchants wreck their advertising ships. Try to avoid that by all means.

There are some who pin their faith to the newspapers and use them exclusively. For this plan it might be argued that the best advertisers and those who seem to have reduced publicity practically to a science are to be found users of newspaper space. The newspaper reaches the home circle and is perused by old and young, male and female, both the reading and the advertising columns being read thoroughly. But even the newspaper fails if it happens to be a "jim-crow" sheet that smells of cobwebs and blue mold. In this case the argument fails and even the despised dodger takes precedence.

A good newspaper with standing and influence in a community may be relied upon as the very best medium of communication between the retailer and the public. We would not urge the daily and weekly paper to the exclusion of other classes of publicity, not even side schemes of a legitimate and enterprising character, but the newspaper should be first and foremost. As supplementary advertising other mediums should be used as circumstances and conditions dictate.

Advertising plans should be laid out at least a season in advance. There are many reasons for this, chief of which is the fact that a certain line of action having been mapped out, everything will be made to fit more closely to those plans. For instance, a merchant contemplates holding a tremendous clearing sale in July. A manufacturer offers him a lot of goods at a reduced price in May. He does not require these goods at the time, but seeing the possibilities of making more business and a bigger reputation by having them for his sale he purchases them. If he had been undecided as to whether he would hold such a sale or not he would have turned the offer down and his competitor perhaps snap it up.

Let us look at the principal events in the business year. They are:

January.—Clearance sales.

March-April.—Spring and Easter.

June.—Vacation and summer.

July.—Fourth of July sale.

August.—Clearance sales and school opening.

September.—Labor Day and workmen's shoes.

November.—Thanksgiving sale.

December.—Holiday sales.

These events almost every shoe merchant looks forward to and prepares for by purchasing goods that are suitable for these various seasons. If he did not he would soon be driven from business by his more enterprising and thoughtful competitor.

If he buys his goods to meet the requirements of these events why should he not at the same time study out ways and means for getting rid of those goods to advantage. It seems foolish to think that he will wait until the last moment to decide upon just how much advertising he will do to make a season's business. But that is just what thousands of merchants are doing. They intend to advertise all right, but they could not tell you any detail of that advertising beforehand.

A great many merchants are at this reading making their purchases for fall and thinking somewhat of what they intend to do. Let us therefore, set forth a fall campaign that might be used by any medium-sized store. In the first place though, let us urge that a good-sized note book be carried in the pocket by the merchant into which every good idea for carrying out his fall plans should be written.

Of course he uses newspapers. He has his daily paper. Into this he goes at least three times a week, or in other words, every other day. He then has three or four weeklies that circulate largely among a suburban population that are within reaching distance of the store. He may use small spaces in the daily if the price of advertising space is high, but he will have no trouble in securing good sized spaces in the weeklies at from \$50 to \$75 per year. Now he knows he is going to use these mediums—perhaps he uses them all the year round—he will have to write from five to seven new advertisements every week unless he wants some of them duplicated, and a good advertiser hardly ever allows that. The question arises then, why should he not write up some of his advertisements ahead of time? Excellent ideas come to him and he says, "Now, that's good. I must remember that," and then forgets it. Put it down on paper if it's worth saving.

Booklets are looked upon as the very best of supplementary advertising. So we will have a booklet in this campaign. It may be that one of the manufacturers from whom he buys his goods will provide this, many of them do; often when they do not provide the booklets they do provide suitable cuts. These should be obtained as early as possible so that they can be carefully selected for the booklet. In this booklet the retailer should not only have a half dozen of one make of shoes illustrated, described and priced, but he should have representative lines from every department. Infants' shoes and comfort shoes and slippers should have a place in this booklet as well as the finest lines of men's and women's shoes.

The quantity of booklets he will use should be carefully computed. Too many of them means waste, and too few means loss of business. These booklets are to be sent by mail to every name on his mailing list. If he has no mailing list he should set out at



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CHAPTER LXXVII

WHAT SHALL A BUSINESS MAN READ?

THERE are few men in business to-day who do not read at least one trade journal—some read many. The successful business merchant is helped by reading his trade journal as much as by any other thing he does. Trade journals to-day are mostly of the progressive order. They are not filled with puffs of their advertisers' wares. The personal and obituary columns are almost a thing of the past.

In place of these we have articles written by successful men. Articles telling largely what they have found out by hard labor, constant thought, and many years of experience. These ideas are so valuable that it is surprising there are not more of them preserved in book form.

The lawyer, the doctor, and the preacher are constant readers. Why? They must keep up to date in their knowledge of the advances made in their professions. If one doctor makes a discovery he tells all the rest of them what the nature of the discovery is through the medium of the medical journal. In this way a doctor in California may effect a similar cure to the doctor in Maine. So it is with the trade journals printed for the merchant. A business plan is tried in New York City and found to work out successfully. This merchant does not keep his plan a secret. No, he fears no man. He gives it up for the benefit of other merchants all over the country. Men situated in a hundred places may read of the plan and conclude it is just what they require to make their business successful. They have searched in vain for just such a plan but were unsuccessful in finding it until it was given light by him who first found it.

The merchant's problems are much the same in one town or city as they are in another. Plans that are successful in one place are likely to be successful in another. Plans that fail in one city are as likely to fail in another. The chronicle of these plans is a veritable chronicle of the progress of events in the business world. Unless we had the trade journal we would be groping in the dark half of the time.

"Every man to his trade," is an old saying and it has largely been "every merchant to his own trade journal." That is, the shoe merchant takes a shoe trade journal, a dry goods merchant takes a dry goods trade journal, etc. This is as it should be as far as it goes. But does it go far enough? Should not the shoe merchant take a dry goods trade journal once in awhile and find out what is being done by his brother merchants in other lines? The shoe men of the country do not discover all the good things for merchants by any means. Merchants in other lines are experimenting all the time and discovering newer methods of doing things that are as valuable to the shoe merchant as they are to themselves.

Then there are journals that are specializing. Take advertising for one thing. There are a great many advertising journals published in the United States. These journals are merely trade journals advanced a stage into specialization. Some go even further and specialize upon some class of advertising. One is the champion of the retailer, another of the general advertiser. Yet another will advocate the exclusive use of newspapers, while another will deny altogether that newspapers are of any value unless the magazines are used. Much discussion brings out many truths that would otherwise be overlooked, and in the end the merchant and the advertiser subscribing for these journals reap the profits.

Window dressing and interior decorations demand another specialized paper and the information there given and the illustrations shown are very valuable to the retail merchant.

What shall a business man read? He should read everything that can be of value to him. Everything helpful to his business. He must read his daily paper. The news of

the world at large must be glanced over and absorbed. This is necessary if the merchant wishes to broaden his mind. His daily communication with his associates and customers would be dry and ineffectual unless he could prove himself as well posted as they upon current events.

He may read some for pleasure but he should read much for profit. He should read intelligently. In the end it really comes down to the matter of how much benefit he derives from his reading and not how much reading he does.

The merchant who reads too much in the classics of literature and too little in the trade journal is just as apt to become dissatisfied with his life as the silly woman who reads too many cheap and trashy novels to remain normal in matters of every-day life. Too much of anything in this world is baneful in its effects. Too much money will ruin some men. Too much power is harmful for another class, and so on.

We are giving a short list of books, trade journals, advertising journals, and business magazines. These lists are given merely as an aid to the advertiser and merchant. It is not as complete as the author would like to have had it but as complete as he could make it with the time at his disposal. Each periodical mentioned has been carefully looked over by the author and is unhesitatingly recommended by him to those whom they may interest.

In the matter of a selection of a trade journal we would advise that sample copies be secured. In most cases these are sent out free upon request. The merchant should show his interest by writing his request upon his business stationery, as post cards are frequently used by mere curiosity seekers. After a careful reading of the sample copies a selection can be made of those that are most likely to be of benefit.

It is a good thing to change around a bit and take at least one new journal every year even if an old one has to be dropped. New ideas may then be secured as no two papers will be edited along identical lines.

The advertising journals do not usually send out many sample copies as they are sometimes very elaborately printed and too costly to be given away. The cost of sample copies of the whole lot would be but little and will be worth much more to the advertiser than they cost.

The reviews given are necessarily very brief. It being merely the intention of the author to give a brief notice of those journals that give space to the vital question of advertising. Some maintain a regular department, in some cases running to several pages, while others print only occasional articles. These notices are given without remuneration for the benefit of the reader and not to benefit or favor any particular paper.

There may be other trade papers equally as good, or perhaps even better than those mentioned. If there are, they have received no notice only because the author has never seen a copy.

The subscription prices mentioned are for the United States only. Canadian subscriptions are in most cases higher since the recent changes in the postal arrangements between the two countries.

LIST OF BOOKS ON ADVERTISING AND KINDRED SUBJECTS

VEST-POCKET MANUAL OF PRINTING. 50 cents.

SCIENTIFIC BUSINESS LETTER WRITING.—By L. E. Ludwig. \$1.00.

SPECIMENS OF BUSINESS CARDS AND TICKETS—sixteen-page booklet—25 cents.

A DESK-BOOK OF ERRORS IN ENGLISH.—By Frank H. Vizetelly, F.S.A. 75 cents.

SECRETS OF THE MAIL ORDER TRADE.—By George F. Terry. 180 pages. \$1.00.

FIFTY LESSONS IN SHOE ADVERTISING.—Containing fifty specimens of shoe advertising. \$1.00.

PRINTING IN RELATION TO GRAPHIC ART.—By George French. French hand-made edition. \$3.50.

SPECIMENS OF ENVELOPE CORNER CARDS—twenty-four page booklet—25 cents. New second edition.

MODERN LETTERPRESS DESIGNS.—A collection of designs for job composition from the *British Printer*. 60 cents.

PUNCTUATION.—By John Wilson. For letter-writers, authors, printers, and correctors of the press. Cloth, \$1.00.

CONCERNING TYPE.—By Ambrose S. Cornell. A handbook of useful information for advertisers. 64 pages, 50 cents.

PENS AND TYPES.—By Benjamin Drew. A book of hints and helps for those who write, print, teach or learn. Cloth, \$1.25.

SPECIMENS OF LETTER-HEADS.—Modern typework, printed in one, two and three colors and with tint-block effects. 50 cents.

"GRAINS OF GUMPTION."—By Jed Scarboro. A snug little booklet for everyone who uses his head to do his own thinking. 25 cents.

THEORY AND PRACTICE OF ADVERTISING.—By Geo. W. Wagonseller, LL.D. Being fifty practical lessons in advertising. Cloth, \$1.00.

BIGELOW'S HANDBOOK OF PUNCTUATION gives full information regarding punctuation and other typographical matters. Cloth, 50 cents.

MENUS AND PROGRAMS.—A collection of modern title-pages and programs, printed on cloth-finished and deckle-edge papers. 50 cents.

ENGLISH COMPOUND WORDS AND PHRASES.—By F. Horace Teall. A reference list, with statement of principles and rules. Cloth, \$2.50.

AMERICAN MANUAL OF TYPOGRAPHY.—New enlarged edition. 180 pages, heavy cover, cloth back, gold stamp, gilt top, 24 chapters. \$4.00.

PUNCTUATION.—By F. Horace Teall. Rules have been reduced to the fewest possible, and useless theorizing carefully avoided. Cloth, \$1.00.

COMPOUNDING OF ENGLISH WORDS.—By F. Horace Teall. When and why joining or separation is preferable, with concise rules and alphabetical lists. Cloth, \$1.25.

SUCCESSFUL ADVERTISING—HOW TO ACCOMPLISH IT.—By J. Angus McDonald. A thoroughly practical work on advertising for department stores and others. \$2.00.

THE ART OF WRITING AND SPEAKING THE ENGLISH LANGUAGE.—By Sherwin Cody. Four volumes, 1. Composition; 2. Word-Study; 3. Rhetoric; 4. Grammar. \$2.00.

PRINCIPLES OF THE MAIL ORDER BUSINESS.—By Arthur E. Swett. A practical hand-book on advertising a mail order business. Contains many schemes to help the mail order advertiser. \$1.00.

TYPOGRAPHIC STYLEBOOK.—By W. B. McDermutt. A standard of uniformity of spelling, abbreviating, compounding, divisions, tabular work, use of figures, etc. Vest-pocket size. Leather, 76 pages, 50 cents.

GRAPHIC ARTS AND CRAFTS YEAR BOOK.—Gives complete exposition of printing, engraving, color work, illustrating, etc. Is in a class of its own. Should be in the library of everyone connected with the advertising-printing art. \$5.00.

SALES PLANS.—333 Practical Plans for getting more business. This book is a collection of the best and latest ideas that have been used by progressive stores to get more business. 282 pages. Cloth, \$2.50. Full morocco, \$3.00.

CONNECTIVES OF ENGLISH SPEECH.—By JAMES C. Fernald, L.H.D. Giving the definitions with the correct usage of these parts of speech so far as pertains to their office as connectives in the construction of English phrases and sentences, etc. \$1.50 net.

PRACTICAL PUBLICITY.—By Truman A. DeWeese. This is a book for advertisers—men who buy advertising and the men who have advertising to sell—not a hand-book nor a history of advertising but a practical exposition of advertising as it is to-day. \$2.00.

THE PREPARATION OF MANUSCRIPTS FOR THE PRINTER.—By Frank H. Vizetelly, F.S.A. Containing directions to authors as to the manner of preparing copy and correcting proofs with suggestions on submitting manuscripts for publication. 75 cents.

MODERN ADVERTISING.—By Ernest E. Calkins and Ralph Holden. A sane, common sense exposition of advertising as it is, and the ways and means of using it to accomplish the object of business—sales—dividends—success. \$1.50, 14 cents additional for postage.



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WRITING FOR THE PRESS.—By Robert Luce. A manual containing instructions for writers for the press. Advertisement writers will find much of interest and value in its pages. Cloth, \$1.00.

THE ART OF WRITING ENGLISH.—By J. M. D. Meiklejohn, M. A. A manual for students, with chapters on paraphrasing, essay-writing, précis-writing, punctuation, etc. Analytical methods are ignored, and the student is not discouraged by a formidable array of rules and formulas, but is given free range among abundant examples of literary workmanship. The book abounds in such exercises as will impel the student to think while he is learning to write, and he soon learns to choose between the right and wrong in linguistic art and expression. Cloth, 12mo, \$1.50.

HOW TO MAKE MONEY IN THE PRINTING BUSINESS.—By Paul Nathan. Contents: The Printer as a Business Man, Starting an Office, What Class of Customers to Seek, How to Develop Business, Writing Advertising Matter, Taking Orders, Advertising, How to Talk to Customers, Cost of Producing Printing, Estimating, Acquiring Money, Price-cutting, Competitors, Profit and How It Should be Figured, Buying, Doing Good Printing, Composing-room, Pressroom, Business Office, Bookkeeping, Management of Employees, The Employee's Opportunity, Danger in Side Ventures, Systematic Saving, Partnerships, Leakages, Keeping Up with the Times, Suggestions from Others. 375 pages, cloth, \$3.00.

ADVERTISING MAGAZINES

ADVERTISING, Royal Insurance Building, Chicago, Ill. Monthly, \$1.00 per year. A journal for advertisers and business men. Specializes on mail-order advertising.

BRAINS, For the Retailer and Advertiser, Deposit, N. Y. Weekly, \$5.00 per year. A journal for merchants. Special articles each week on some phase of retail advertising. Reproduces from twenty to fifty retail advertisements each issue giving editorial criticisms and remarks on each. Regular departments, "Publicity Problems;" "Schemes to pull trade;" "What merchants say;" "Best ideas from trade reviews." In department "What merchants say," are reproduced selling ideas, introductions and descriptions from retail advertisements. These items are classified and appear under about fifty headings occupying about ten pages. Every retail merchant and advertisement writer should read this journal regularly.

FAME, Lincoln Building, Union Square, New York, N. Y. Monthly. \$1.00 per annum. A journal for advertisers edited by Artemas Ward. Small but very much alive.

JUDICIOUS ADVERTISING, Trude Building, Chicago, Ill. Monthly, \$1.00 per year. A magazine of general advertising principles and review. Special articles on all kinds of advertising. Many reproductions in half-tone of fine advertising matter and advertisements.

LETTERS, Chicago, Ill. Bi-monthly, \$1.00 per year. The magazine of Correspondence Salesmanship. Specializes on advertising by means of circular letters.

LA PUBLICITÉ MODERNE, 32 Rue de la Victoire, Paris, France. Monthly, 5 francs par an. Revue Mensuelle. Printed in French.

MERCHANTS' RECORD AND SHOW WINDOW, 315 Dearborn St., Chicago, Ill. Monthly, \$2.00 per year. An illustrated monthly journal for the merchant, window decorator and advertiser. Every merchant should receive this journal for its helpful hints on window and interior decoration. It gives each month a number of special articles on advertising. Records schemes used by merchants that have proved successful. Has regular department, "Short lengths for the ad-man."

MERTZ' MAGAZINE, Los Angeles, California. Monthly, \$1.00 per year, 10 cents per copy. Devoted to the interests of Pacific Coast Advertising. Articles on advertising for all kinds of advertisers. All the news of advertisers' doings in the West.

PRINTERS' INK, 10 Spruce St., New York, N. Y. Weekly, \$2.00 per year, 5 cents per

y. A journal for advertisers, commonly called "The Little Schoolmaster in the Art Advertising." Contains weekly departments of art (illustrated advertisements) criticisms and ready-made advertisements. Special articles covering all phases of advertising for all kinds of business.

PROFITABLE ADVERTISING, Boston, Mass. Monthly, \$2.00 per year, 20 cents a copy. The magazine of publicity, devoted exclusively to the interests of advertisers and publishers. A large number of half-tone reproductions of advertisements and advertising matter illustrated each month. Good articles on advertising in all its phases. Current items of interest to advertising men and publishers.

PROGRESSIVE ADVERTISING AND OUTDOOR PUBLICITY, 120 Chancery Lane, London, W. C. England. Monthly, 6s. 6d. per year. A periodical of progress in all phases of Publicity.

PUBLICITÉ—PUBLICITY, Montreal, P. Q., Canada. Monthly, \$2.00 per year. Published in both French and English, column for column. Practical and critical review of the art of advertising. Special articles on the subject of advertising.

THE ADVERTISING WORLD, Columbus, Ohio. Monthly, 35 cents per annum. Sample copies upon request. A journal of news, suggestions and criticisms for advertisers. This little journal is particularly valuable to retail advertisers, as it contains each month a great many ideas and clever advertising schemes.

THE CANADIAN PRINTER AND PUBLISHER, 232 McGill St., Montreal, P. Q., Canada. Monthly, \$2.00 per year. Prints special articles on advertising and has regular "department of advertising—printing."

THE INLAND PRINTER, 130 Sherman St., Chicago, Ill. Monthly, \$3.00 per annum. Sample copies 25 cents. While this monthly is devoted to the printer and publisher every student of advertising should see it regularly. It features fine displays in printing and advertising matter.

THE MAIL ORDER JOURNAL, 109 Randolph St., Chicago, Ill. Monthly, \$1.00 per year, 10 cents per copy. The American magazine of advertising. Features mail order advertising. Educational articles on advertising subjects.

THE NATIONAL ADVERTISER, 32 W. Twenty-Fifth St., New York, N. Y. Weekly, 50 cents per year, 5 cents per copy. A weekly newspaper for advertisers. Favors newspaper advertising. News items for advertising men and publishers.

THE NOVELTY NEWS, 171 Washington St., Chicago, Ill. Monthly, \$1.00 per year, 10 cents per copy. The only magazine devoted exclusively to the interests of advertising novelties and advertising appliances. Each number contains novel sales plans showing how best results are obtained from the use of advertising novelties. The latest ideas in novelties are reproduced by word and picture. Some of the regular departments deal with premium goods, souvenirs, fans, calendars, signs, post cards, etc.

THE OVERLAND MONTHLY, Allentown, Pa. Monthly, \$1.00 per year. Special articles on mail order advertising.

WHITE'S SAYINGS, Seattle, Wash. Monthly, 25 cents per year. A journal of advertising and business methods. Articles on advertising in all kinds of mediums. Contains "Rusty Mike's Diary" which should be read monthly by every advertiser.

TRADE JOURNALS

AMERICAN INDUSTRIES, 170 Broadway, New York, N. Y. Twice-a-month, \$1.00 per year. Published in the interests of manufacturers and contains articles on advertising ways and means particularly interesting to them.

AMERICAN JEWELER, 373 Dearborn St., Chicago, Ill. Monthly, \$1.00 per year. Sample copies upon request. Gives occasional space to technical features of advertising.

BUSINESS AND FINANCE, New York, N. Y. Monthly, \$1.00 per year. Devoted to business, corporate and investment interests. Special articles on advertising, investments, real estate, etc.

CANADIAN CIGAR AND TOBACCO JOURNAL, 26 W. Adelaide St., Toronto, Ont., Canada. Monthly, \$1.00 per year. Sample copies upon request. Special articles each month on advertising and window trimming.

CLOTHIER AND HABERDASHER, 26 W. Adelaide St., Toronto, Ont., Canada. Monthly, \$1.00 per year. Sample copies on request. Has regular department of advertisement criticism; runs special articles on newspaper and other species of advertising; features window trimming.

CHICAGO APPAREL GAZETTE, Chicago, Ill. Twice a month, \$2.00 per year. Special articles on advertising; regular departments of "Clever Sayings" culled from current advertisements; department "With the Retailer; what he is doing to gain trade," contains numerous sales plans used by retailers from all parts of United States.

DRY GOODS REPORTER, 203 Fifth Ave., Chicago, Ill. Weekly, \$3.00 per year. A special article weekly on advertising by "The Tramp," also special articles on and reproductions of advertising matter and window trims.

DRY GOODS ECONOMIST, New York, N. Y. Weekly, \$5.00 per year. **Has regular** departments on advertising, window dressing and wide-awake retailing. **Department** of advertisement criticism. Contains very much information of value to all retailers, although especially interesting to dry goods merchants.

DRY GOODS RECORD, Montreal, Que., Canada. Monthly, \$1.00 per year. Special articles on advertising and window dressing.

EDUCATION IN BUSINESS, Peoria, Ill. Monthly, 50 cents per year. A magazine of business inspiration. Special articles on advertising subjects.

GENERAL MERCHANTS' REVIEW, 315 Dearborn St., Chicago, Ill. Published every other Friday. 50 cents per year. An independent paper for the general merchant. Special articles on advertising and window trimming for retail merchants. Regular department, "Advertising Assistance."

GROCERS' MAGAZINE, Grocers' Exchange, Boston, Mass. Monthly, \$1.00 per year. Special advertising topics of interest to grocers discussed each month.

MODERN METHODS, 88 Griswold St., Detroit, Mich. Monthly, 50 cents per year. Sample copies upon request. A monthly magazine of practical thought and suggestion for business men. Special articles on advertising.

MICHIGAN TRADESMAN, Grand Rapids, Mich. Weekly, \$2.00 per year. Sample copies upon request. Special articles on advertising. Regular department of window trimming.

MEN'S WEAR, 621 Broadway, New York, N. Y. Twice a month, \$2.00 per year. Samples upon request. Special articles on advertising and window trimming. Quotes clever sayings, introductions and interesting items from current advertisements.

PRACTICAL DRUGGIST, 108 Fulton St., New York, N. Y. Monthly, \$1.00 per year. Sample copies upon request. Special articles on advertising and window trimming.

PUBLISHER RETAILER, 24 East 21st St., New York, N. Y. Monthly, \$1.00 per year. Special articles on advertising for the book and stationery trades.

SYSTEM, Chicago, Ill. Monthly, \$2.00 per year, 20 cents per copy. A monthly magazine for the man of affairs. Special articles on advertising for different lines of trade. Articles on system in the advertising department.

SHOE TRADE JOURNAL, 154 Lake St., Chicago, Ill. Twice a month, \$1.00 per year. Sample copies upon request. Special articles on advertising and window trimming. Features scheme advertising.

SELLING MAGAZINE, Postal Telegraph Building, New York, N. Y. Monthly, \$1.00 per year. Samples upon request. Devoted to the marketing of machinery, tools, equipment and supplies. Articles on advertising in trade and general publications relating to the above mentioned articles.

SHOE AND LEATHER GAZETTE, 412 North Ninth St., St. Louis, Mo. Weekly, \$1.00 per year. Regular department "Material for your ads" being arguments culled from various sources.

SOUTHERN FURNITURE JOURNAL, High Point, N. C. Monthly, \$1.00 per year. Occasional articles on advertising and window trimming for furniture dealers.



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THE RETAILERS' JOURNAL, 36 La Salle St., Chicago, Ill. Monthly, 50 cents per year. Special articles on advertising and window trimming for grocers.

THE SHOE RETAILER, 183 Essex St., Boston, Mass. Weekly, \$2.00 per year. Published in the interests of the retailer. Contains many articles on advertising and window decoration. Maintains regular department of advertisement criticism.

THE TRADER AND CANADIAN JEWELLER, 26 W. Adelaide St., Toronto, Ontario, Canada. Monthly, \$1.00 per year. Sample copies upon request. Maintains a regular department of advertisement criticisms; special articles on advertising and window dressing.

TRADE, 61 West Congress St., Detroit, Mich. Weekly, \$1.00 per year. Has regular "Department of Publicity," edited by an advertising specialist.

WESTERN DRUGGIST, 357 Dearborn St., Chicago, Ill. Monthly, \$1.00 per year. Sample copies upon request. Devotes from three to five pages monthly to advertising subjects.

WHEATON'S TRADE ADVOCATE, New Bedford, Mass. Monthly, 50 cents per year. No free sample copies, specializes in mail order advertising for the **smaller** mail order men.

NOTE.—*Brains*, Deposit, N. Y., will accept subscriptions to any of these Trade Papers at the regular subscription price. All books may also be secured at the prices quoted.

CHAPTER LXXVIII

HEADLINES AND CATCH-PHRASES

Values that never fail.
Couldn't fail to please.
Who'll get the benefit?
Simple rules in selling.
A sale makes a friend.
Worth the price always.
Look at these for style.
Wear for many seasons.
Always shows its worth.
Try one for satisfaction.
After the fleeting dollar.
An article worth having.
What's the use waiting?
A sale that's a sacrifice.
Make it prove its worth.
It's time you took them.
Saves you many pennies.
How much can you use?
Easily your best bargain.
Take them or leave them.
I sell 'em—you wear 'em.
Just to stir 'em up a little.
Prices produce popularity.
The store that does things.
The pinnacle of perfection.
Always sellers and satisfiers.
Our right to your patronage.
Our idea of trade expansion.
Our promptness is our pride.
A price that gives you a prize.
Our word is behind the quality.
We want come-again customers.
Qualities that rank above price.
Best to buy because best to wear.
We paid more than this for them.
Make it a point to examine these.
The kind we sell—the best to buy.
Mighty little profit for us in these.
Lucky bargains for wise shoppers.
Economy is itself a good revenue.
We are working for your good will.
This will relieve the financial strain.
Price shocks that tumble them out.
We get the first of all the good things.
We bought them all—we'll sell them all.
Two minutes' time will serve to show you.
You can make more than we do on this sale.
The last of the old stock—the best of the new.
We're here to stay and we want you to come often.
We've got what you want—you've got what we want.
There's much satisfaction in having the best you can get.
We have them now—others will have them later—maybe.
Our counters are crowded; these figures will disperse the crowd.

On top of the heap.
Next thing to a gift.
The secret of selling.
Behold how beautiful.
Merchandise magnets.
A golden rule triumph.
Seasonable suggestions.
Look at them, anyway.
Make every cent count.
We know no bad goods.
We know they'll satisfy.
Our facilities, unexcelled.
No use going elsewhere.
The price makes it easy.
A cut that means selling.
You'll like to own them.
We cut it to a low figure.
Try them for all reasons.
Summery and serviceable.
Our best recommendation.
Every sale makes a friend.
Ideal things for ideal days.
Made for wear and beauty.
We'll soon have them sold.
Perfect goods for fair cost.
Want to save? We'll help.
Dull goods at bright prices.
Ask for what you don't see.
Cost more and wear longer.
Talk of beauty—how's this?
Always looking for the best.
No one should seek further.
Fresh things for spring wear.
Not a bad one among the lot.
Our best efforts are for you.
A clean-out of basement dress goods.
Ask "How good?" not "How cheap?"
The face grows fair as the body fares.
To feel bright, eat well and dress light.
Active work promotes hearty appetite.
The hammock is a needed summer item.
Sharp reduction on boys' high-grade suits.
If you eat well, you will feel well and act well.
Most invalids should eat before going to bed.
Unquestionably the clothing event of the season.
Modern methods distinguish these suits from the rest.
Cheap groceries, like cheap help—cost more, serve least.
Liberal dealing at the grocer's lessens the doctor's bill.
Light, cool, airy, ready-to-wear garments at attractive prices.
Beautiful and appropriate wedding presents at about half price.
Most gigantic, most stupendous, most remarkable clearance sale it was ever your luck to attend.

Artistic draperies.
 Miles of linoleums.
 Ward off wintry winds.
 Regular "old-shoe" fits.
 Feeling the public pulse.
 Choose now—settle later.
 We guarantee the quality.
 Potatoes are low, buy now.
 Courteous treatment to all.
 Table raisins, soft and silky.
 Butter with the June flavor.
 Malaga grapes are fine now.
 Selling good shoes for little.
 Do your holiday buying here.
 Get our price before you buy.
 Stylish, new wearing apparel.
 Newest thing in dress goods.
 Most correct models in skirts.
 Dainty silks at fetching prices.
 New nuts—no old ones in ours.
 The hosiery event of the season.
 Oxfords at money-saving prices.
 Women's suits at clearance prices.
 Our methods keep our prices low.
 We do not try to cover up defects.
 You can buy your vegetables here.
 Best of clothing for particular men.
 Teas that please the most particular.
 A full line of California dried fruits.
 High-grade seasonable merchandise.
 Tempting bargains for housekeepers.
 Summer furniture attractively priced.
 Cheese that will give zest to your lunch.
 Better values in ——— than ever before.
 There's warmth and style in every piece.
 You need not hesitate—the risk is ours.
 You'll buy most where you can buy best.
 Stock-taking shows these goods must go.
 Interesting price-news from the basement.
 Calm comparison strengthens our claims.
 Everybody welcome, and something for all.
 Elegantly tailored suits at underselling prices.
 Some interesting reductions in sporting goods.
 Money refunded if goods are not satisfactory.
 Phenomenal values in desirable merchandise.
 Trading here will help to make you wealthy.
 A trial order will make you a regular customer.
 We want your trade and will treat you right.
 Early mention of men's two-piece summer suits.
 Fine clothes can not pacify a neglected stomach.
 Fine, fresh, new mattings at remarkable bargain prices.
 Message from Allentown's most homelike boys' department.
 Every penny now when your heart is likely to outrun your purse.
 The sinking sensation in sleeplessness is often Nature's cry for food.
 Don't forget that the best is the cheapest, and the first wealth is health.
 The reading of our ads is profitable business, if you'll heed what we say.
 Since boys must be hard on their clothes, their clothes must be put together hard and fast.
 We give a continuous performance of good value. Select the best and then stick to it; a little of everything is worse than nothing.

Artistic arrays.
 A daily exposition.
 Take it and test it.
 Selected to suit you.
 A room-making sale.
 Genuinely gratifying.
 Tempting and tender.
 The whole story in brief.
 Slim prices—stout values.
 In pursuance of our policy.
 The choice of the careful.
 Carefully courteous clerks.
 An invitation to investors.
 They'll outwear the buyer.
 A startling clearance sale.
 We are popular purveyors.
 Buy them for their beauty.
 For men of modest means.
 Odd pieces at odder prices.
 Helpmeets for home-makers.
 Good cheer goes with these.
 Can't we induce a trial order?
 Quick alterations, if desirable.
 The prices are mere skeletons.
 The only limit is on the price.
 Concessions to cash customers.
 Here's a rousing season opener.
 Another great iron bed bargain.
 Cash is the axle grease of business.
 A square deal for a round dollar.
 Prices too small to cast a shadow.
 Whatever we ought to have is here.
 A shoe supremacy most pronounced.
 Hammocks are much cheaper here.
 Sweeping price cuts are now the rule.
 A magnificent lot of magnificent suits.
 Best productions of the best products.
 The better known the more approved.
 Matchless cut prices on boys' clothing.
 These prices unite luxury with economy.
 Only one thing is cheapened—the prices.
 It is a freeze-out now. Prices drop to zero.
 A fair exchange—our goods for your money.
 The better the grade, the bigger the trade.
 This clothing slaughter brings the crowds.
 Prices so low no one can afford to steal them.
 A dollar's worth for a dollar in every article.
 Facts that are truths, values that are intrinsic.
 You get just what we tell you, or money back.
 Others have the same goods, but at higher prices.
 Now is a good time for a little quiet looking around.
 If they weren't worth the money they wouldn't be here.
 Don't come here first, but don't buy before you get here.
 You are as good as the next man; what others have done you can do.
 We sing our holiday song to the tune of "Choice Gifts at Moderate Prices."
 Gifts that will carry joy and contentment to the hearts of their happy recipients.
 The moment you cheapen a piano in tone or durability, it becomes dear at any price.
 You can't travel regardless of your feet. To attempt it would be a feat doomed to defeat.
 Our rings are so delightfully tempting that you can hardly keep your fingers out of them.



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Solid fact bargains.

Newest of new styles.

Rainbow of low prices.

Best of the best—can't be beat.

The best that come over the pike.

Here the quality question is settled.

They are "all right," there's a record back of them—its good.

Nothing but the best because we won't buy or sell anything else.

Bonds and stocks are uncertain—our "five-dollar" shoes are not.

It's to your interest—might as well have the best—have them right.

Bought more than we have sold—closing out the remainder at \$—.

Thinking! Delays are dangerous. We're going at \$— while we last.

You will thank us for the bargain every time you wear them—three dollars.

Don't be a clam! Clams never move! Move about in our shoes and be happy.

The growth of our business indicates confidence—every man and woman in town trades here.

Walk—rest easy.

Popular price prettiness.

Shapes of swan-like grace.

Fire destroys—insurance rebuilds.

A golden opportunity—to-day only \$2.

Indisputable leaders—style, quality **and price** unequalled.

Take a look—see any better line of **shoes** anywhere else?

They have created a furor at the price—dirt cheap at \$—.

The most eloquent talkers we **have** are **style—quality—price**.

Keep your feet young—our **shoes** will rejuvenate them.

It is worth your while to save half in shoe buying! \$—.

If the best is good enough for you, then we can satisfy you.

Swell-nifty economy that tickles—the price is just two-fifty.

Actual demand tells! We are the most popular in the house.

You never made half-dollar casier—three-dollar shoes \$2.50.

CHAPTER LXXIX

INTRODUCTIONS AND STORE LOCALS

THESE introductions and store locals are given here so that the busy man may find assistance in writing his advertisements. It will be found to the advertisement writers' advantage to read over each item and check off those he can find of future use. The shoe dealer may find an idea suitable for his advertisements, from the introduction of the clothier and vice versa. They are placed in the present order merely to make it handy for reference.

BANKS

A strong bank. Being strictly a savings bank, investing in only the highest grade of secured loans and bonds, this bank invites your deposit, whether one dollar or larger sums, and interest allowed on all savings accounts. Deposits over one million dollars.—*The People's Savings Bank, Zanesville, Ohio.*

Make a note of this. Don't lose sight of the advantages of our steel home safes, for they can help you add many a dollar to your bank account, and the process will not be at all painful. Keep one in a convenient place and drop in a coin whenever possible. The contents will grow rapidly, and when we add 4 per cent. interest at interest periods the results will most assuredly astonish you. These home banks or safes are free. Ask for one when you make your first deposit.—*The Houston National Bank, Houston, Tex.*

Many ways. There are many ways in which a bank like ours can be of service to its friends

aside from the strict lines of banking. We are frequently able to give counsel in matters of investment, and can sometimes save money to customers who take us into their confidence. Whether you bank with us or not, we invite you to come in and pass the time of day when in our neighborhood.—*The Will County National Bank, Joliet, Ill.*

When to save. Whenever earning begins saving should begin. We have started a lot of people in the right direction. Some had never before saved anything—because they had given the matter no serious thought. Our savings department is an ideal place in which to start an account that may lay the foundation of your fortune. Deposits of one dollar or more will be received, and we will pay you four per cent. interest compound twice a year. Start to save now.—*Commercial National Bank, Pendleton, Ore.*

Careful management of your banking business. Have you ever considered how the successful men of to-day attained their financial

independence? Success in business is due in a large degree to the careful management of your banking business. An account with the American National Bank of El Paso assures absolute safety for your money—also careful and prompt attention to the details of your banking business. Four per cent. interest paid on certificates of deposit.—*American National Bank, El Paso, Texas.*

CARPETS AND RUGS

Carpets and Rugs. You will probably find after moving that you will need some new carpets; if so, we have a large range of samples which we would be pleased to show you in Union, Wool, Tapestry, Brussels and Velvet Pile. We can take your order and furnish at short notice. Furthermore, we will guarantee our prices to be the very lowest. If we carried the carpets in stock they would cost you 15 per cent. more, but by buying from our samples you can save money. We carry a large range of oil cloths and linoleums.—*Tennant & Clarke, Frederickton, N. B.*

Kermanshah rugs. The weave is the finest and closest known, with a silkiness and luster of the pile almost equal to silk, and quite as effective. The old rose and ivory grounds are considered the finest product of the Oriental dyer. We are showing many fine specimens, both in hearth and carpet sizes. Our east window contains several choice pieces for the week's exhibition. The entire spring importation of Oriental rugs and carpets now on exhibition. Every known desirable weave will be found in the stock. The number of pieces shown is probably the largest ever brought in the middle West, and every rug priced on a strictly commercial basis. An early inspection solicited. We are sole agents for the Owen Davenport and Bed combined.—*The Sterling & Welch Co., Cleveland, Ohio.*

Having just received another large shipment of rugs, we wish to call your attention to the bright new patterns and the exceptionally low prices we quote. It is no trouble for us to show you our complete line of rugs, as we have just had installed one of the latest and most complete rug-showing devices. Do not hesitate to come in and look.—*Frank Sanford & Co., Springfield, Ill.*

An excellent showing of high-grade carpets and rugs. There is a growing tendency to the use of Wilton and Axminster carpets in plain colors, either to cover the entire floor or made up into rugs. We are in position to have woven to order in one piece rugs in any color, size or quality desired, either domestic or imported fabrics. We carry in stock the Hartford Saxony, French and Anglo-Indian rugs, which are woven in the regular sizes up to 11-3 x 15-0, and can have made to order any size desired at prices that are much less than the Oriental rugs.—*T. A. Chapman Co., Milwaukee, Wis.*

CATERING

June brides! Don't forget the caterer when planning for your wedding. All kinds of fruit and pound cakes made, baked and prepared,

any style you wish. Also the wedding cake, decorated by an expert, for a reasonable price, made of the best materials, and we have the best line of ornaments in this city to select from, no one excepted. Remember we serve nothing but the best at reasonable prices at *French's Bakery, Waterbury, Conn.*

A small service of ice cream after a dinner makes a most pleasing dessert. The expense is small, as a quart brick of our ice cream serves eight. Phone 500.—*The Palm, Spokane, Wash.*

CIGARS

Talking about cigars we would say—and stand by our statement—that for a mellow, ripe-flavored, palate-tickling, all 'round satisfying smoke you can't pick up a better cigar for the price—10 cents the one, \$2 the box of 25—than the Miles Standish. Large assertion with larger proof by thousands of men who have tested the Miles Standish.—*R. B. Kook & Co., Fargo, N. D.*

Do you smoke? If so, have you tried our Francis Wilson cigar? A regular 10c. seller, but now selling for 5 cents. If you have tried them you are a regular customer and if you have not, come in and get one and you will be a customer. The ladies who are in the habit of buying hubby a box of cigars can make no mistake in buying the Francis Wilson. A box of 50 for \$1.90. We sell them this way 'cause we are selling the kind of cigars you're wanting at prices you're tickled to pay.—*Tucker-Jonz, Denison, Texas.*

The wrapper of a cigar does not tell you the quality of the filler. But we tell you that selected long Havana filler is all that is used in "First Consul" cigars. After you have smoked one you won't have to be told. The flavor and fragrance will be such that you cannot possibly mistake the quality of the cigar except that you may think it a much higher priced one than it is.—*Exchange Drug Co., Montgomery, Ala.*

An ideal cigar for the refined taste and a slim pocketbook is the General Hartranft. You get as much satisfaction in fragrance and solid enjoyment for 5 cents from this well made excellent cigar as from many others that are higher priced. When you want a good, moderate priced smoke try a General Hartranft. All dealers.—*C. E. Bair & Sons, Harrisburg, Pa.*

COAL

A burning success is coal from the Kelley coal yards—the fuel we take pride in selling to the people of Harrisburg. No dirt (unless you call ashes dirt) no slate, no clinkers, and making a clean, hot, lasting fire. For every fuel purpose our coal fills the bill completely—and you get full weight and prompt service here.—*Kelley, Harrisburg, Pa.*

We are not rushed with orders and have more time to take extra care and pains. We screen our coal free from dust and dirt and deliver by a careful and polite driver. Order your coal from us. It will give you perfect satisfaction.—*The Harris & Gans Co., South Norwalk, Conn.*

CONFECTIONERY

Coveted sweets to-day. We wish to call your attention to two popular makes of candies received by us, by express daily. Repetti's (the famous "Royal" Italian candy) and Wiley's. Receiving these goods fresh every day warrants your approval and purchase when a box of sweets for her is wanted. Assorted chocolates and chocolates and bon-bons, also many specialty boxes and packages of each make. Phone or call—a trial convinces.—*Luhn's Pharmacy, Houston, Texas.*

Leggett's Saturday candy is pure, wholesome, and genuine, absolutely free from artificial and inferior ingredients. Apollo chocolates. Fresh every week and superior in quality to any other candy, no matter who makes it or what its price. Always glad to prove it with free samples. These chocolates are handsomely packed in half-pound, pound and two-pound boxes.—*The Clifford Pharmacy, South Norwalk, Conn.*

Delicious confectionery. Our confections are the acme of the candy-maker's art. Pure and delicious, they are always fresh, for so popular a candy never remains long in the show-case. Rich and creamy, in all flavors. Carefully packed in dainty boxes, it is always a welcome gift.—*The W. J. Boyd Candy Co., Winnipeg, Can.*

CREDIT

Credit to out-of-towners is cheerfully extended by the Big White Store. Then it is an easy trick to order what is wanted by mail, or to buy in person—paying at the end of each month. We will be particularly pleased to hear from out-of-town people (as well as Peorians) desiring this broad, helpful service. Address or call at Credit Section, second floor.—*Schipper & Block, Peoria, Ill.*

Every man, woman and child enjoys having new clothes at the new season. There is no need to worry how you are going to supply your wants with the ready cash. By taking advantage of our easy payment plan, you are released from the suspense of waiting until you have all the money to pay at once. The problem is solved. Select your suit or the garment that you want, pay a small amount down, the balance in weekly payments. Every garment has been carefully selected, in quality and workmanship, and for newness of style, and finish there is nothing that you would wish for after you have looked over our spring and summer line. Every garment is rigidly guaranteed, high grade and low priced. If it is not as we say return it. Open an account to-day.—*Saul's, Schenectady, N. Y.*

The silver lining to this reduction cloud is that it may induce you to take advantage of the extraordinary bargains and thereby open an account with us and pay for what you buy in small sums weekly or monthly. We're sure if you once know our method, and become acquainted with our excellent styles, our superb qualities and our broad guarantee that safeguards you in every purchase, you will look to us in future for all your wearing apparel, for you will

find the easiest way to pay is to have everything charged and settle in small sums weekly or monthly.—*Gately & Fitzgerald, Harrisburg, Pa.*

The cleanest store. Subway work and open windows make it harder than ever to keep the stores along Fulton Street even reasonably clean now. So we have installed in the building the newest and most scientific method of cleaning store. The vacuum cleaning system. Stand-pipes run from basement to top floor at convenient points. On any floor a long rubber hose may be attached, and through the appliance at the end of this hose a powerful suction, created by a vacuum, draws every bit of dirt. You can rub your pocket handkerchief over a carpet thus cleaned and not soil it in the least. This system is used for cleaning carpets and walls and ceilings. Loeser's has long been the coolest and most comfortable store. We are adding to its comfort now by **making** it much the cleanest store—even in the face of the most difficult outside conditions. This vacuum and compressed air system of cleaning may be applied in your own home as well as here in the store. We are prepared to take orders to outfit you with a home plant—or to send a wagon to clean your house completely for a moderate charge. Science is doing wonders for comfortable living—for sanitary living. And no study or trouble or expense is too great if it will keep this always the pleasantest store; if it will add to our possibilities for good service to Brooklyn people.—*Frederick Loeser & Co., Brooklyn, N. Y.*

CURTAINS AND DRAPERIES

Cottage curtain in pretty cross striped effects. There are no less than thirty designs and combinations of stripes and colorings in this collection. Surely you can see no more than this in any other store here or in New York. Colorings to suit any room, no matter what your decorative scheme. These striped curtains are fine for windows or doors, and they may be had in many different weaves, including snowflake and shaki. There are also stripes and grounds of cream, blue, red, rose and green.—*Hahne & Co., Newark, N. J.*

Summer portieres and draperies make your rooms cool and inviting with the added distinction of grace and beauty, and are, therefore, almost indispensable with those whose homes are dressed with an air of elegance. Of all summer curtains, portieres are the real, ideal summer draperies, because they are the coolest, cleanest and most graceful of all. We have many beautiful patterns from which to select at prices within the reach of all.—*Kaufman's, Trenton, N. J.*

The magnificent values we are offering in lace curtains have kept this department busy with us. The values are exceptional, and the patterns unusually pretty. See these great specials for to-day's selling.—*Sullivan's, Springfield, Ohio.*

Splendid range of Swiss Curtains from \$2.50 to \$50.00 per pair. Our elegant curtains in Swiss are exceptionally attractive. The handsome designs are offered in a big variety of the



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promenade through the green room. It will be a pleasure to you as it will be to us to simply show you through. No need to buy. Just come to look.—*Emery, Bird, Thayer Co., Kansas City, Mo.*

Furnishing the home for warmer days. First thing we know there'll be a plunge right into summer heat. Why not be ready for it? Every day brings the necessity for preparing the interior of the home for warm weather nearer, meanwhile—even though you may not have any thought of buying—we want to urge upon you the welcome this store extends to visitors. We want you to feel just what satisfaction it is to us for you to compare our kind of home furnishings with those of the average stores. We want you to know by examination that this is the real home for best furniture, mattings, carpets, bedding, etc., and then when the time comes to buy, you're sure of a place where everything will be to your satisfaction.—*Gately & Hurley Co., Camden, N. J.*

Perhaps you have never thought about it before, but it is a fact that as much art can be shown in fashioning wood into furniture as in painting or in sculpture. Our stock comes from the best makers we know—makers who employ the best fingers money can hire. As fast as a new idea in furniture is brought out we get it. Our purpose is to keep right in front of the procession. We have the stock, ability and the willingness to give you the best service. Our prices are no higher for the best furniture than the next best costs elsewhere.—*Helmes Bros., Albany, N. Y.*

Our line of combination book-cases are worthy of a careful inspection by all who are intending to purchase one. They show the result of careful buying and best workmanship. The prices as you know are the lowest.—*People's Furniture Co., Decatur, Ill.*

Don't be tied to your kitchen. Don't spend the best hours of the day slaving at kitchen work until you have no time left for other things. A Hoosier kitchen cabinet will do away with kitchen drudgery—enables you to prepare the three daily meals and clear up in half the usual time—with half the usual labor. Come into our store this week and see the great line of Hoosier kitchen cabinets. The greatest convenience ever devised to lighten a tired housekeeper's labors. Eight different styles—prices to suit all purses. Don't miss the great Hoosier kitchen cabinet display at our store. It's of vital interest to every housekeeper.—*Day Carpet & Furniture Co., Peoria, Ill.*

A pretty table of modern construction makes the greatest difference in the appearance of a room. The solidity, the attractiveness and general appearance of our tables will delight every caller. Handsomely designed and beautifully carved, the tables we show are a picture to look at. Housekeepers are advised to look over our offerings and replace the present old-styled table with one of our new ones. Our easy payments will help you.—*Gately's, Elmira, N. Y.*

Office furniture. The finest line you'll see anywhere. We fit up the plainest office to the most imposing. We have the Peoria sale of the

best desks made in the country—oak and mahogany, as finely finished on the ends as in front. We aim to have a fine quartered oak, fifty-inch desk as a leader at all times for business men who want substantial work and good polish without much expense.—*Schipper & Block, Peoria, Ill.*

Genuine old hickory furniture is good furniture, and the very best for all outdoor use. For a few days we propose to show just how this furniture is made, by constructing a number of pieces in one of our large display windows, which we shall convert into a fully equipped workshop. Old hickory furniture is made entirely by hand, and is the most comfortable, durable and appropriate for exterior use. We carry a large line, embracing a wide variety of pieces, which cover practically every purpose in this direction. Genuine old hickory furniture is the most practical and most economical for the uses for which it is intended, and no home, especially in California, can be considered complete without its representation of old hickory.—*Barker Bros., Los Angeles, Cal.*

GAS AND ELECTRICITY

Real economy may be effected and thorough comfort obtained during the summer months if a gas range and gas water heater is obtained. The ordinary coal stove makes much discomfort from smoke, dust and ashes, let alone the heat, which the gas range overcomes. Phone us, and our salesman will call and explain all about cooking with gas.—*Gas Appliance Co., Albany, N. Y.*

Call a halt. Make them stop a minute and look in upon your wares; every one that passes your store at night might help your profits if your windows were better lighted. The gas arc lamp gives the most of the best light for the least money.—*Detroit City Gas Co., Detroit, Mich.*

When you travel, do not fail to put into your bag the little electrical conveniences to which you are accustomed at home. They will do much toward relieving discomforts of the journey and safeguard you against illness or fatigue. They can be packed in very little space and weigh lightly. These portable devices include a tiny stove weighing less than three pounds and measuring as little as 3½ x 5 inches. The cup holds 1½ pints of beef tea, hot water, coffee, milk or gruel—warmed or cooked in a few minutes. The electric flatiron is another great convenience. As a safeguard against sudden illness or pain, the warming pad is indispensable. In sleeper, on shipboard or at hotels these devices are easily available by attaching the cord to any lamp socket, when needed.—*The Illuminating Co., Cleveland, Ohio.*

The shrewd business man sees an intimate relation between the comfort of his employees and the dollar mark. One or more electric fans in your office, store or factory will soon return the investment in increased and better work on the part of employees. We can supply your wants from the most complete stock of electric fans in Ohio.—*Erner Electric Co., Cleveland, Ohio.*

GO-CARTS

Come and see the difference in go-carts. When you come to look over the immense line of go-carts and baby carriages, you'll be able to see the real perfection in manufacturing, and it's all in the "making" and materials whether you get your money's worth or not. We'll show you the best go-carts built—we'll show you every modern device for durability and comfort, and the prices are sure to be within the reach of all.—*Hurley-Tobin Co., Trenton, N. J.*

Baby's trip around the block. Baby's best outing days come with the month of May and a trip around the block in a Doyle carriage, perambulator or go-cart brings very real returns in health and good nature. Our new spring lines of juvenile wheeled goods are the handsomest you ever saw, and a look at them will do both you and the baby a world of good—so also will our fairest of prices and terms.—*M. Doyle's Sons, Troy, N. Y.*

Statistics show that the population of Lansing is increasing in the good old-fashioned way. With all due appreciation of the efforts of our Business Men's Association, we most heartily crown the Stork king. This is a Rooseveltian era, and our progressive city has added many little jewels to its crown during the past few months. We all love babies, and every mother loves her baby best, and loves that baby better if she can show it off in a nice new baby carriage. We appreciate this fact and have anticipated the coming of the stork. We have secured the most handsome line of baby carriages ever shown in this city. We feel that nothing is too good for the babies. We strive to please the mothers, the queens of this glorious country.—*The Howard Furniture Co., Lansing, Mich.*

HABERDASHERY

New spring styles in Cluett, Peabody & Co.'s men's shirts. This is the most popular line of all. The complete spring stock is now on display and sale. The line includes all that is new and up-to-date in styles. They come in plain and negligee coat, pleated fronts, with either separate or attached cuffs. A fine assortment of colors and plain self-figured effects. Oxford cloths, in plain blues, tans and pinks. Black and white stripes, dots and figures. The men are invited to inspect the line.—*The Joslin Dry Goods Co., Denver, Colo.*

Astronomers on Mars probably wonder what makes the great black mass on this side of the earth. It's the umbrellas! What a flock of blackbirds rainy weather makes of America's millions! But it's a comfort to be under the black spot when it's drizzling. If you're short an umbrella, here is supply enough, at prices low enough.—*Schipper & Block, Peoria, Ill.*

Saturday afternoon and evening you have a little time on your hands. You require a little sorting up in your furnishings or maybe a suit. You are a little doubtful where to go, don't trouble any longer but come and let us be friends at once. Twentieth century clothing you know is the best ready to wear garments on the market to-day. Seeing is believing. "Don't come here

first but don't buy before you do come here." A shipment of four-in-hands has reached us this afternoon by express, the very last colorings and designs with fancy leaf pattern. See them.—*Hyndman & Co., Winnipeg, Can.*

Buy an umbrella now. Umbrellas are as necessary in their way as bread and butter. The time to buy an umbrella is when you can get a good one at a saving—to-morrow, here; and it will be an exceptionally handsome one if you select from the silk umbrellas specially priced at \$3.00, among which is a large assortment of fine sample handles.—*Straubridge & Clothier, Philadelphia, Pa.*

Choice haberdashery for all occasions. No man's dress is complete unless his furnishing wearables are in keeping with correct style. According to these requisites he can either add or detract from his appearance. Gentlemen, you won't go wrong if you come here for your furnishing wearables and your clothing as well.—*Breinig & Bachman, Allentown, Pa.*

HARDWARE

"Auto-spray." A self-operating or automatic sprayer. Galvanized steel and solid brass or copper used with 4-ply rubber hose—nothing to rust or corrode. Eight to ten strokes of plunger in air chamber will compress enough air to make a continuous spray for ten minutes. This means that the sprayer can be charged in fifteen seconds, when it will work uninterruptedly long enough to spray a quarter-acre of potatoes. For spraying tall trees, we furnish brass extension piping in 24-inch lengths, each fitted with coupling.—*Cadwell & Jones, Hartford, Conn.*

Your refrigerator need not be an expensive one in order to be a good one. Some of the highest priced refrigerators in the trade are practically worthless as ice preservers. It is possible to produce a good refrigerator at a very low price, and we have demonstrated this in the celebrated Mascot. This handsome refrigerator has a fine hard wood finish, is very roomy, yet compactly built and lined with a patent filling controlled exclusively by the Ranney Refrigerator Co., making the most perfect insulation known to science. They come in either zinc or enamel lining, have removable tanks and racks, automatic drip trap and are trimmed with heavy brass castings. All styles are here, and the prices start at \$4.95.—*Prince Furniture Co., Allentown, Pa.*

A reliable range. "No better made" than the Magee is the testimony of instructors in cooking and domestic training schools. The heat is evenly distributed under and about the oven and the oven is thoroughly ventilated. This is but one of the many excellent qualities of the Magee Range. Call and let us show them to you.—*The Barlow Bros. Co., Waterbury, Conn.*

Cook stove troubles are satisfactorily overcome by installing a Kernan Welcome range. This triumph of stove making, bakes and cooks to the satisfaction of the most critical, at the same time consuming the minimum amount of fuel. Call and see it.—*Kingsley, Utica, N. Y.*

When anything good is newly put upon the hardware market, this store is always prompt to show it. In every line of goods handled here, the most improved products of the most progressive manufacturers are liberally provided for our customers. Get acquainted with Pueblo's best hardware store.—*J. M. Killin & Co., Pueblo, Colo.*

Yes, sir; we have watering cans. All kinds, all sizes, all prices. We have them of tin and galvanized iron. Small sizes for children, large ones for the gardener. Remember! Every can we offer you is made for service—not a toy—*The Tracy, Robinson & Williams Co., Hartford, Conn.*

Frigid ice cream freezers are the real wonder in Freezerdom. They freeze the most delicious quality of ice cream. Does the trick in four minutes. Require less salt and less labor than any other. Any one can successfully operate them. Any part that may become worn, lost or broken, can be promptly replaced. With good care will last for years, and even when neglected and abused it will outlast any other. The tub is waterproof and water-tight. The can and all parts coming into contact with the cream are heavily coated with block tin.—*Bush & Handwerk, Joliet, Ill.*

And those screens not up yet? Perhaps you need new screen doors and windows and the fact that the flies are only now putting in their appearance has caused you to delay in the matter of selection. It will be to your interest to come to this store and see the line of screen doors and windows which are being shown. The price is so much lower than what you would have to pay for those made by the carpenters that you can't afford to parley. We want to show you these screens to-day.—*Keating's, Ottumwa, Ia.*

HATS

A superb collection of new summer straws. It will be gratifying to the man who wants a straw hat correct in style and moderate in price to know that there is one store in the city that is offering just such hats, and that is this one. Our showing for this season is without doubt one that is up to the standard in every particular. We warrant you will find them every one the best that your money can possibly buy.—*The Buckeye Hatters, Springfield, Ohio.*

Fashion says: A fancy hat band on the hat; men welcome it. It gives them a chance to show a cheerful bit of color in their dress. Dashing color effects for college chaps and young men, neat gray effects for conservative men. Choose your hat band as you would your tie, to please your fancy, suit your complexion or go with your clothes. Styles change in hat bands as in everything else. Better find out what they are.—*Dineen's, Toronto, Can.*

Correct hats. It's in the hat where the finishing touch to a man's attire is given. A wrong shape, bought without attention to the contour of one's face, can spoil an otherwise perfect outfit. Our experts pay close attention to all details, with the result that where they sell a hat that hat seems as if it was made especially

for the buyer. Newest and best shapes.—*Jas. Meyers & Sons, Salem, Ore.*

A simple straw hat problem. Which had you rather have, a straw hat that keeps its shape well all through the season or one that wilts and droops if you get out in the rain a little? Glue and dressing make a hat look "fine and dandy" when you see them in a show case, and if that was their mission it would be as well. But Levystein knows how much a straw hat has to go through. Levystein's hats will stay with you. Prices \$1.50 to \$12.50.—*I. Levystein, Montgomery, Ala.*

Dress right for summer. You will be fixed out right with a Washington suit and a Stetson hat. They look right and stay right.—*Rudolph Anker, San Bernardino, Cal.*

Panama straw hats. The most durable as well as the most comfortable hat ever made for man. It's the ideal hot day stylish hat. Easily cleaned and re-shaped, making them the economical hat to buy. "The store of the Stylish Hat."—*Brown, Winnipeg, Can.*

JEWELRY, WATCHES, ETC.

Our repair department is also in charge of experts. If you have a watch or clock that is not keeping good time, or silverware or jewelry of any kind that is in bad order, bring or send it to us. We will repair it skillfully and promptly. All work guaranteed.—*L. B. Moore, Denison, Texas.*

Cut glass for wedding gifts. Be very careful selecting cut glass for wedding gifts. There is a great difference in cut glass, the cheap cuttings being neither artistic nor desirable. Our cut glasses are cut by the highest grade cutters in this country. The cuttings are exquisitely done, and wonderfully polished. And yet our prices are not in excess of those asked for ordinary and inferior cutting.—*C. H. Case & Co., Hartford, Conn.*

Purchasing jewelry is largely a matter of confidence. We guarantee every article we sell to be just as represented. Our line was bought with great care, in order to give our customers the best values possible. You can buy and safely and right at this store.—*Jno. D. Greene & Co., Utica, N. Y.*

Fine gold-filled jewelry. Because we so persistently advertise and push solid gold jewelry we do not want to leave the impression that we do not carry the cheaper goods as well. The fact is ours is by far the largest stock of fine gold-filled jewelry in this district. We say "fine gold-filled" because we do not wish it confounded with the "cheap" gold-plated jewelry you so often see advertised. This we do not carry. Nothing has a place in our stock that we cannot thoroughly guarantee. No one has yet got a poor piece of goods at Munro's. If for any reason an article purchased here does not prove satisfactory and all we claim for it, we are more than pleased to exchange it or to refund the money paid. We are not doing business for to-day, but building for the future.—*Geo. K. Munro, Jeweler, Grand Forks, N. D.*



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MILLINERY

Popular trimmed hats. One of the most notable features of this store is its millinery show. It has been the object of the management to make this department the popular millinery exposition par excellence of Youngstown. How well they have succeeded may be judged by the vast crowds of purchasers seen daily on our floor. Here style, elegance, beauty prevailing—popular prices are paramount.—*McKelvey's, Youngstown, Ohio.*

With the return of our millinery buyer from Paris we announce a special showing of millinery attractions. It could not be otherwise, because the very inspiration of the return from an ocean voyage and with the bubbling over of ideas, events must take shape at once. To-morrow we invite you to a field of new operations and new plans. Perhaps the first in order are the early spring styles, not only for the trip South, but for the varying weather which obtains in Brooklyn this winter season.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

We are very desirous that you come in and see our line of millinery. We haven't had as fine a line before, nor do we believe that any other house can show as complete a line now. Many of our hats are direct importations. They are all that beauty, style and fashion can make. In addition to being the models of fashion they are very low priced.—*The Boudland, Morehouse & Martens Co., Columbus, Ohio.*

MUSICAL INSTRUMENTS

We give the best of piano value in the Keller Bros.' pianos at our prices of \$250.00 to \$300.00. These instruments have a pure singing, sympathetic tone, an easy, responsive action, are in beautiful cases, are warranted for ten years, and we sell them on easy payments, if desired. One will do himself an injustice if he buys elsewhere before giving these pianos a thorough examination at our store. Call and see them and our other makes of pianos at from \$500.00 down to \$225.00.—*Geo. E. Snedeker & Co., Trenton, N. J.*

You will want a Kimball piano when you hear them. The painter has only to reproduce and recombine nature as he finds it, to be accounted great. The piano maker's art—true tone harmonizing—finds little in nature to reproduce. Poets and prose writers sing of nature's music, but there is no musical harmony in nature equal to the harmony you will find in the Kimball piano. "The tone is rich, full, melodious and sweet, the scale is even and free from breaks." Ah! There is the meat of the whole subject, quoted from the award given the Kimball piano at the World's Exposition by the greatest musical jury that ever deliberated on a musical subject. Our prices on the Kimball always satisfy, quality considered. Some bargains in our exchange department.—*W. W. Kimball Co., Des Moines, Ia.*

If it puzzles you to know what to do about buying a piano, let us give you at least this much advice: Be as particular about the kind of serv-

ice you are going to get *after* the piano is in your home as you are about the quality of it. Good pianos plus good service—both the kind you can rely upon—are what we take pride in selling.—*The Hart Piano Co., Cleveland, Ohio.*

Piano storage, guaranteed fireproof, only \$1 a month. If you are going to put your furniture in storage this summer, safeguard your piano by our expert service. If your piano needs any repairing, we make specially low prices for work done in the summer and charge nothing for storage.—*The Sterling Piano Co., Brooklyn, N. Y.*

OPTICAL GOODS

Beauty, style, quality, are combined in our new "Bisight" lens for both distance and reading or sewing, no matter what the age. It is the newest product of the spectacle makers' art, the only bifocal lens without dividing lines or pieces pasted on. Be sure to ask us to show you the "Bisight" before you decide on ordering bifocals. We've pleased many of Fresno's best people; we can please you.—*J. M. Crawford & Co., Fresno, Cal.*

Just a word about your eyes. Are they all right? See as well with one as with the other? See as well if a paper is next to your nose as if you sight a man a block away? Yes? Then you don't need our help. But if your vision troubles you, you will be the gainer if you get our free expert examination and follow our advice.—*Fred D. Farmer, Saginaw, Mich.*

If you are thinking of buying new glasses or having your old ones repaired bear in mind these few valuable suggestions: We use only the best lenses, the best material. We make all our special lenses on the premises. We employ only skilled labor. We dispense high-grade goods at a low price. Try us.—*The Harvey & Lewis Co., Opticians, New Haven, Conn.*

Glasses will relieve headache. In nine cases out of ten headache comes from the eyes. In all such cases properly fitted glasses will at once relieve the strain and prevent headache. If you suffer from headache have your eyes examined. I guarantee correct glasses in all cases where needed.—*M. L. Pour, Leading Optician, Spokane, Wash.*

Where eye troubles begin. Most eye troubles begin in childhood. A little abuse, a little strain early in life, means much more after maturity. The slightest symptom should be looked into. School children should have every advantage. Usually if glasses are prescribed in time, actual disease is prevented, and they can be discarded as the child grows older. Remember, we are here to stay, so if glasses are not right they can be made so. Examination free.—*Rushmer's, Pueblo, Col.*

PAINTS

Paint talk. If a building in need of paint merely looked shabby, that would be sufficient to demand attention, for the careful habits which bring prosperity do not go with shabbiness. When it comes to the buying of paint, be warned against the "saving" effected by false economy.

It's a good sign to find the word Atlas on your paint package, \$1.60 per gallon.—*H. M. Hodges & Bro., New Haven, Conn.*

You certainly want the house to look nice when you greet your guests, so they can bear away a pleasant impression of the quiet elegance of your home. It's wonderful what a work of transformation is accomplished by paint for doors and trimmings, varnish, stain or wax for floors, oil for banisters, etc. Just look at our list of house improvers and give yourself a treat.—*Riter Bros. Drug Co., Logan City, Utah.*

A pointer on paints. The best house paints are made from pure white lead, oxide of zinc, ground in pure linseed, turpentine dryer, with the necessary coloring matter and absolutely nothing else. Our paints are made from only these ingredients—see our guarantee. When a dealer offers you a combination paint with a fancy name, require him to state definitely what else it contains beside lead and zinc.—*Jones & Dillingham, Spokane, Wash.*

Our paints have great covering quality. They go further and last longer than any wood or metal protectors and beautifiers of which we have cognizance. That's not accidental—it's simply because the manufacturers we represent make honest paint, content with regular custom at fair profit, instead of trying to make it all by asking low prices for showy, but unsubstantial paints.—*J. J. Hockenjos Co., Newark, N. J.*

PHOTOS

Photography is an art, and as I so consider it no work is turned out of my studio that will not pass criticism from an artistic standpoint. My apparatus is expensive, modern and up-to-date. My studio is so arranged that effects only to be found in modern studios may be had. I call attention to the fact that I make a specialty of view work. The photographs for most of the cuts in this issue were made by me.—*Rabe, Logan, Utah.*

The quality and beauty of our photo work has found favor in the public eye for over a quarter of a century. We are prepared to do better work and give you more value for your money than ever before. Give us your spring work early.—*The "Crest" Studio, Lexington, Ky.*

Salon photographs. Real works of art. Photographs taken here are intended to gratify you. Our dominant feature is the desire to satisfy, and to obtain that end we spare no pains. You get perfection in photography from—*Steele & Co., Ltd., Winnipeg, Can.*

A good word is heard on every side about the photographic portraits from the Packwood Studio. The grace, ease and naturalness of the pose delights the sitter. The artistic elegance of the finished print satisfies the most fastidious. Have you seen our recent work?—*Packwood Studio, Ottumwa, Ia.*

REAL ESTATE

Have you seen those big lots on Shipman's subdivision Hamtramck? If not, you better hurry, for they are going fast. We give you a

lot 120-foot frontage for \$500, 60-foot frontage for \$250, including cement walks, water, shade trees and sewer; \$5 down and \$5 per month, and will build for you when \$100 is paid in. These lots are in the growing section of the city and within walking distance of the many factories around Milwaukee Junction, making you one of the best investments of to-day. Come out and see for yourself. Take Chene Street car to railroad crossing, cross the track, and there is our big sign directing you to the property. Agents on the ground Sunday.—*Underwood & Innis, Agents, Detroit, Mich.*

Acre tracts. We are just placing on the market several hundred acres of the finest land to be found in Spokane county. This land lies about one and one-half miles from city limits on the new Spokane and Inland Empire Railroad. There are several beautiful sites for residences, and with the excellent service on the Inland system it is only about a twenty-minute ride to and from the city. The only ideal residence district for the business man. Can be in his office at 8 A. M. each morning and home again at 6 P. M. We can certainly suit you. Come in and see us.—*J. J. Browne, Spokane, Wash.*

Invest surplus money in income real estate. We can show you bargains in business property, flat buildings and houses that will bring you a greater income than bonds or stocks, and there is no risk of losing your capital. Better than government bonds, because they produce a greater percentage of income. Real estate is the basis of all values. Wall Street juggling does not jeopardize your capital when it is invested in income houses and lots and farm lands. Let us show you what we have to offer.—*Schwahn & Brater, Saginaw, Mich.*

SHOES

"As comfortable as an old shoe," is no more comfortable than a new shoe from Browning's. We fit you to a nicety. Our shoes have distinctive character and style. All the new season's creations in delightful variety and high quality excellence.—*Browning's, Columbus, Ohio.*

You'll be glad to see our low shoes. We're showing spring Oxfords in the smartest of the newest styles. Our spring lines are complete to-day—make your selection now, before the best lines are broken. Sole agents for Johnston & Murphy's famous shoes.—*The Gano-Downs Co., Denver, Colo.*

Your shoes should be a little fuller in the ball and instep during the summer months on account of foot expanding. Aleo shoes are made to your individual measure and provisions are made accordingly. If you want to know what downright foot comfort is let us build you a pair of Aleo shoes. Our guarantee in every stitch.—*Atlanta Leather Co., Atlanta, Ga.*

Grover's soft shoes are especially designed for women with tender feet. They are made of the very best quality of soft, pliable leather, the soles are flexible, and in every way they are made to afford the greatest degree of comfort.—*Schuneman & Evans, St. Paul, Minn.*

Properly fitted shoes. Did you ever have a pair of shoes that gave you much discomfort—were ill-fitting? An ill-fitting pair of shoes are not only troublesome but they will not wear half as long as a perfect fitting shoe. Here, at the Raymond shoe shop, we fit your feet perfectly, give you shoes that will please you as to style and give you comfort in their perfect fit. A full variety of the latest models in both high and low shoes for man, woman and child at popular prices. We do not sell unless they fit.—*The Raymond Shoe Shop, Waterbury, Conn.*

We have so many parents tell us that our boy's shoes wear better, look better, and cost less than what they have been buying elsewhere. No wonder when we have them made, bottoms of white oak hand sewed, uppers of gun metal calf, box calf or patent colt. Satisfied with small profit, we sell a good many pairs—that tells the whole story. It's up to you the next time that boy of yours needs new shoes to try us.—*Fischer's, Trenton, N. J.*

The children's feet should be protected this wet and sloppy weather. School children are bound to get their feet wet; can't help it. Cough syrup and rubbers cost about the same. If you prefer the rubbers for the children, bring them here. We have everything in the rubber line that's worth having.—*Morse & Herrick, Binghamton, N. Y.*

STATIONERY

Visiting cards, monogram dies, engraving. We take pleasure in announcing that we are now in a position to fill all orders for engraved plate work and die embossing with promptness and dispatch. Samples now ready for your inspection.—*H. S. Crocker Co., Sacramento, Cal.*

Fine stationery, cards and invitations. The samples of paper, engraving and monogram stamping submitted by us are the same in quality, style, finish and design as shown by the Gorham Company in its establishment, Fifth Avenue, New York, and thus places at the disposal of our patrons the newest and most exclusive ideas in stationery. We are therefore enabled to guarantee in the execution of all orders for society stationery entrusted to us a perfection not usually obtainable.—*Warner's, Fresno, Cal.*

Great values in stationery. We never before offered such remarkable bargains in high grade stationery as you can buy here to-day. We're closing out these lots, and the prices should do it to-day. You may not need writing paper or envelopes very badly right now, but you're sure to need a good deal for summer correspondence. The quantities are not large, but while they last you can buy as much as you like and you'll pay one-fourth to one-half their regular selling price.—*Jones Dry Goods Co., Kansas City, Mo.*

STORE EDITORIALS

Facts about advertising. "I have found," said a well-known manufacturer, "that advertising not only increases the volume of business but it betters the quality of the product as well." And he clearly and forcibly proved the state-

ment from actual experience. The same holds true in the retail business to-day. The store that does not advertise has no promises to live up to. But the business that gives its news to the people immediately sets for itself a standard which is constantly progressing. Our advertisements are plain promises given the public to supply merchandise of certain quality at certain prices. In fulfilling these promises we are constantly giving better values and better store service.—*The G. W. Robinson Co., Hamilton, Ont., Can.*

June brides will find at the house that saves you money everything that can be desired with which to start housekeeping. We have furnished hundreds of homes, from the most humble to the most pretentious. We are outfit specialists, and can equip your house from cellar to garret, with the finest goods at the lowest cost. Our credit system is the easiest and most lenient in the city, and gives you ample time in which to pay for your purchases. If you are contemplating buying housefurnishings, investigate our low prices, easy terms and many special inducements and compare them with others.—*Wallblom Furniture & Carpet Co., St. Paul, Minn.*

THINGS TO EAT AND DRINK

Buttercup bread. There is a secret in making good bread. Not every bread baker can make the very best every day. We have the secret; that's the reason why our Buttercup bread is made the best it can be every day. A good reason why you should buy it to-day, because it is the very best every day. Five cents' worth of goodness in every loaf.—*Springfield Baking Company, Springfield, Ohio.*

Purity. A pie can't be good unless it's pure. It must be made of real, genuine materials—not from artificial fruit flavors and extracts. It's the realness—the purity of Mrs. Wagner's home-made pies that makes them so good. You can taste the rich, juicy flavor of the real fruit. We are the largest purchasers of choice fruits in this market. Means something, doesn't it? Ask your grocer. If he doesn't keep them, write or 'phone us and we will see that you are served.—*Wagner Pastry Co., Newark, N. J.*

Help the cook to win greater success in baking by providing Ceres flour. No other flour contributes so much to good results in baking, because no other flour is the equal of Ceres flour in quality or purity. Ceres flour always yields the lightest, whitest, sweetest and most nutritious bread. Ask your grocer for Ceres flour and refuse substitutes.—*Wm. M. Galt & Co., Washington, D. C.*

We're ready to furnish your supplies for your New Year dinner of the choicest groceries and the nicest, freshest vegetables the market affords. The satisfied expressions on the faces of the customers who throng to our store will convince you that they have found the right articles at reasonable prices. Give us a trial order that you may judge for yourself of the quality of our goods. You will then begin the New Year right by becoming our steady customer.—*The Dunning Grocery Co., Binghamton, N. Y.*



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in hundreds of homes, fine union silk taffeta, tape edge; union silk serge, hemmed edge; strong, light paragon frame; handles in fine variety, natural wood "Prince of Wales" hooks, opera loops, some coverings have slight defect in weave, nothing to hurt, in most cases hard to find.—*L. S. Plaut & Co., Newark, N. J.*

WALL PAPER

It is now possible to get any effect you wish with wall paper. It has been but a few years since the price of fine wall paper was so much that only a few people cared to go to the expense necessary to get the selection desired. The reason why? Machinery had not been made to manufacture the finer grades, and those made by hand were necessarily more expensive. To-day it is entirely different. The finest designs are run off at a high rate of speed and the fine old pieces of hand work (which will live forever) are copied and made better than the originals themselves and at greatly reduced prices. It is wonderful what can be done to-day in wall paper at small cost. Before you refurnish your walls we will be glad to have the opportunity to go into the matter with you. Our experts are at your service.—*Bazille & Partridge, St. Paul, Minn.*

Chicago or Mt. Pleasant. Why buy your wall paper in Chicago when you can get it cheaper in Mt. Pleasant? We carry a large and well assorted stock of wall paper which you can see with your own eyes and select from in person. Bring in your samples from Sears, Roebuck & Co., or Montgomery, Ward & Co., and compare them with our prices and samples. We want to show you that you can save money, time and worry about your wall paper. If you buy your paper in Chicago you must pay the freight. You must trim the paper yourself. You must choose from a few samples. You cannot return unused paper and receive credit for it.—*The Normal Drug and Book Store, Mt. Pleasant, Mich.*

WOMEN'S CLOTHING

No descriptions, however elaborate, could do justice to the styles we are offering for this season. The dresses for the girl graduate are here—gowns all sheer, and soft and fluffy, billowy with lace and rich with soft ribbons. Also the plainer linen and lawn shirt waist suits that are "just right" for afternoon wear—and all at the most attractive prices. We offer below a few brief items that are especially good values.—*Boston Store, Binghamton, N. Y.*

These beautiful spring suits come in chiffon Panama in the popular light and dark shades; also in exquisite new pin stripes, dainty checks, and fancy mixtures, portraying grace and beauty in every line; also in voiles. Among the many delightful styles are the new cutaway coat suits, the popular Etons, the natty Romeo, and the tailored, tight-fitting short coat styles. All have the new circular flare or plaited skirts, which give such a stylish graceful air to the wearer.—*Warren M. Crosby & Co., Topeka, Kan.*

Silk shirt waist suits. What marvelous beauty and distinctive style is represented in these new Novi-Modi silk shirt waist suits. Fresh ideas direct from New York are embodied in the lovely creations, and they display exceptionally well. A very pretty style in this line is the "Jumper" effect, in smart Shantung silk of extra good quality, very tastily piqued with tartan and trimmed in self, with newest finish.—*Hudson's Bay Co., Winnipeg, Can.*

Fortunate purchase of silk jumper suits, also demi-costumes. Just at the time when the call for dainty shirt waist suits is becoming urgent, a maker whose garments are sought after by the leading retailers of the country asked us to figure on a large surplus left on his hands as a result of the tardy spring. The price at which purchase was finally negotiated was below the actual expense of the making. There's not a suit in the entire collection that we would care to omit. They go on sale Friday and Saturday.—*J. Sparling & Co., Detroit, Mich.*

A stunning line of all-wool man-tailored street suits, built on the most up-to-date lines for the most up-to-date women, in the new cutaway and Ponyette styles, in the new shades of tan, gray and blue, all silk lined and never before sold for less than \$25, are now offered to prompt buyers for \$22.50.—*Reed's Store, Mansfield, Ohio.*

Linen suits for graduation. The lady students of our leading universities have adopted the plain white linen skirts and sheer linen shirt waists for their graduation garb. This has met with such good success and public approval that many other educational institutions have followed the suggestion. If Fresno students intend to adopt this nobby style we have for the occasion imported a complete line of white linens from the very sheerest linen batiste to the heavier embroidery linen at remarkably low prices, together with a large stock of white linen suits made up in the styles used by the university girls, also shirt waists. We name a few. Call and inspect them all.—*Louis Einstein & Co., Fresno, Cal.*

Black voile skirts surprise at \$10. Two extra values for you Saturday—either style \$10—excellent material in both. See the one with fan pleats front and back—box and side pleated hip panels trimmed with tiny taffeta straps—at foot a one-inch and two narrower taffeta folds, around skirt between the pleats turning upward to follow the outline of front panel. Then the very new 25-pleated skirt of twine voile—with three narrow, stitched folds all around at foot. Notice how deep the pleats are and how accurately laid. These skirts fit beautifully.—*Mills Dry Goods Co., Topeka, Kan.*

Bathing suits. Large assortment of mohair and silk—suits for children. If you're going to the shore it's time to think of bathing suits. We are supplied this season with a large display of bathing suits, made according to the most approved standards and of fine quality mohair or silk. Some of these suits are made with sailor collars, trimmed with wide white braid; others are collarless, trimmed with braid in plain and fancy designs; some have V neck. We have some very stunning suits and prices are reasonable.—*Sage-Allen & Co., Hartford, Conn.*

INDICES



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Jewelry, 333.
 Lanterns, 323.
 Laundries, 336.
 Lawn mowers, 323.
 Leather goods, 313.
 Lenten goods, 352.
 Linen, 221.
 Lingerie waists, 220.
 Lunches, 313.
 Meat market, 355.
 Millinery, 221, 228, 340.
 Musical instruments, 342.
 Muslin underwear, 221.
 Organs, 342.
 Oxfords, 349.
 Paint, 322.
 Perfumes, 313.
 Piano, 160, 342.
 Player-piano, 345.
 Real estate, 345.
 Savings Banks, 261.
 Shirts, 222.
 Shoes, 150, 218, 348.
 Silverware, 322, 333.
 Stationery, 313.
 Straw hats, 332.
 Things to eat and drink, 352.
 Tobacco, 269.
 Toilet articles, 313.
 Tools, 322.
 Towel service, 337.
 Trunks, 356.
 Trust companies, 261.
 Vegetables, 352.
 Wash goods, 223.
 Watches, 333.

Advertising novelties, 104.
 — — how, should be distributed, 107.
 — — short list of, 105.
 — — worthless, 105.
 A follow-up campaign for the retailer, 98.
 A football folder, 169.
 A good black paint for window cards, 122.
 — — Circular, 182.
 — — idea, 177.
 — — voting scheme, 180.
 — — window display, 170.
 A guide map, 169.
 A guessing contest, 159.
 A hidden word contest, 185.
 A holiday suggestion, 180.
 A living-picture window, 171.
 Alliteration, 440.
 A magazine free for one year, 173.
 Amateur cartoons, 166.
 A measuring bee, 167.
 A missing letter contest, 182.
 A mysterious package, 187.
 Analysis of an article to be advertised, 69.
 — — a brand of shoes, 69.
 An appropriate sign, 166.
 An auction sale idea, 164.
 An autumn display, 166.
 An easy scheme to work, 184.
 A newspaper contest, 184.
 An animated window, 165.
 Anniversary advertising, 68.
 An old scheme in a new dress, 178.

An old scheme revised, 177.
 — — table, 175.
 An optical illusion, 179.
 Another 100 bargains, 251.
 — guessing contest, 181.
 A novel idea, 167.
 An untimely advertisement, 60.
 A painting competition, 188.
 A photographic contest, 191.
 A phonograph idea, 184.
 A premium advertisement, 199.
 A race suicide scheme, 149.
 A retailer's mail order department, 367.
 Argument, How to set the, 37.
 — the, 30.
 Artistic and ornamental type, 49.
 A scramble for live pigeons, 176.
 A sensational advertisement, 176.
 — — scheme, 180.
 A sensible sensational scheme, 157.
 A Shetland pony for boys and girls, 160.
 A smashed window effect, 150.
 A snow man, 166.
 A stock market sale, 149.
 A summer scheme, 186.
 A Topsy contest, 159.
 Attract the dancers, 182.
 A voting contest, 163.
 A window card, 169.

B

Baby shows, 140, 238.
 Bachelor's comfort bags, 169.
 Bad taste in advertising, 33.
 Bald statements, 38.
 Bank advertising, 261.
 Bargains, leaders and, 223.
 Bargain lights, 230.
 — post cards, 181.
 Barn signs, 125.
 Barr's automobile bargains, 245.
 Best paying booklets, 86.
 — shape for booklets, 86.
 Between seasons advertising, 63.
 Be specific in quoting prices, 44.
 Billboard advertising, 126.
 — — cost of, 385.
 Bindings, 447.
 — cost of, 448.
 Blank ink or Rubber Stamp pads, 121.
 Blind advertising, 134.
 Blotters, 104.
 — how to distribute, 103.
 — make good advertisements, 103.
 Blotting paper, 445.
 Blue pencil ads, 121.
 Booby sale, 216.
 Books, dimensions of, 445.
 — on advertising and kindred subjects, 463.
 Book paper, 443.
 Booklet cover, specimen of, 86.
 Booklets, 85.
 — cost of, 90.
 — cover of, 88.
 — hints on preparation of, 88.
 — more personal than newspapers, 85.
 Booklets should be entertaining, 87.
 — should be mailed, 93.
 — should usually be illustrated, 87.

Booklets, the aristocrats of advertising, 86.
 — the best paying, 86.
 — the best shape for, 86.
 — the scope of, 87.
 Borders and ornaments, 411.
 — effective means of display, 49.
 — how to make, 412.
 — newspaper, 411.
 — rules as, 411.
 — use of, 411.
 Boys and girls, schemes to attract, 187.
 — baseball team, 187.
 — clothing sale, 218.
 Bread advertising, 354.
 Brass bed advertising, 315.
 — rules, 411.
 Bric-a-brac, 333.
 Bristol board, 445.
 Bubbler free, 193.
 Bungalow bargain sale, 233.
 Business man, what shall he read, 462.
 Busy season, advertising, 64.

C

Calendars, 102.
 — as an advertising medium, 102.
 — classes of, 102.
 Campaign, an advertising, 458.
 Canned foods advertising, 354.
 Capital letters, 435.
 Cap advertising, 330.
 Cars, street, 127.
 Car fare paid, 158.
 Carnival Sale, 238.
 Carpet and rug advertising, 266.
 Catalogue, 386.
 — houses, the big, 363.
 Catch phrase, 20.
 Charity sales, 237.
 Check binding, 447.
 Children's contests, 154.
 — — getting boys and girls to work for the store, 156.
 Children's hat advertising, 340.
 — week, 248.
 — writing contest, 154.
 China closet advertising, 317.
 Christmas advertising, 63.
 — prize contest, 184.
 Cigar and tobacco advertising, 269, 313.
 — pockets as premiums, 164.
 Circular, a good, 182.
 — a Christmas, 196.
 — letters, 177.
 Circulars, 93, 96, 196.
 Classes, advertisements to appeal to better, 45.
 — of buyers, 56.
 — — — two distinct, 57, 58.
 Classified columns, reading notices in, 55.
 Clearance sales, importance of, 211.
 — — buying snaps for, 212.
 Clipped advertisements, 170.
 Clock advertising, 333.
 Clothing advertising, men's and boys', 272.
 — — women's, 277.
 Clover day, 240.
 Coal advertising, 283.

Coffee advertising, 353.
 Columns, size of newspaper, 402.
 — width of, 402.
 — width of newspaper, 402.
 Commonplace expressions, 73.
 Commonplace generalities, 41.
 Comic illustrations, 27.
 Compounding words, 439.
 Contests (see guessing and voting contests).
 — (see children's contests).
 — (see drawing contests).
 Contest, a cent, 195.
 — a drawing, 191.
 — advertisement writing, 187.
 — a good voting, 180.
 — a guessing, 159, 181.
 — a hidden word, 185.
 — amateur cartoon, 166.
 — a missing letter, 182.
 — an easy, to work, 184.
 — a newspaper, 184.
 — a novel, 181.
 — a painting, 188.
 — a photographic, 191.
 — a Topsy, 159.
 — clipped advertisement, 170.
 — Christmas prize, 184.
 — guess for a house and lot, 167.
 — guessing postal receipts, 164.
 — guess when a watch will stop, 165.
 — how many seeds in a pumpkin, 170.
 — literary, 185.
 — postal card, 158.
 — puzzle advertisements, 165.
 — that set town by the ears, 193.
 — the most popular lady, 173.
 — wagonloads of women, 158.
 — window card, 191.
 — word-building, 159.
 — voting, 187.
 Co-operative store papers, 83.
 Cost of booklets, 90.
 — of enquiries, 391.
 — of store papers, 83.
 County fairs, 127.
 — — attractions at, 128.
 — — booths, at, 128.
 — — exhibits, 128.
 Coupon sales, 239.
 Coupons exchanged for car fare, 182.
 — specimen of, 107, 195.
 — for drawing contests, 156.
 Cover of booklet, 88, 90.
 — paper, 443.
 Credit stores, advertising, 276.
 Crisp one dollar bills to customers, 163.
 Crowding an advertisement, 39.
 Cut flower advertising, 313.
 Cut glass advertising, 333.
 Cuts (see illustrations).
 Cuts, something about, 414.
 Cut-rate drug store advertising, 314, 315.
 Cutlery advertising, 322.
 Cutting prices, 45.

D

Date lines, 438.
 Definiteness in advertising, 34.

Department managers' sales, 244.
 — store advertising, 286.
 Description of article advertised, 37.
 Description, avoid commonplace generalities in, 41.
 Descriptions, bald statements in, 38.
 — be definite in, 37.
 Details in advertising, 59.
 Dignity not lowered by quoting prices, 43.
 Direct command, 21.
 Dimensions of books, 445.
 Disguised advertising, 56.
 Dishonest advertising, 33.
 Display, effective, 403.
 — ideal, 47, 50.
 — in classified columns, 55.
 — italics as, 49.
 — meaning of, 402.
 — white space in, 48.
 — wrong method of, 49.
 — lines should be set in same style of type, 47.
 — too many lines, 47, 49.
 Distribution of dodgers, 113.
 Division of words, 439.
 Doctored walnuts, 178.
 Dodge's latest dodge, 172.
 Dodgers, 112.
 — distribution of, 113.
 — why are usually bad advertising, 112.
 — keying results of, 114.
 Dolls free, 173.
 Dolls' shirts free, 160.
 Dollars worth \$1.05, 175.
 Dominoes free, 189.
 Drawing contests, 155, 156.
 — — periodical, 155.
 — — Weekly, 155.
 — — gambling features of, eliminated, 155.
 — — coupons for use in, 156.
 Dress goods sale, 218.
 Drug store advertising, 313.
 Dull season advertising, 63.
 Dummy, the, 5.

E

Easter advertising, 61.
 Effective display, 403.
 Electrotypes, how made, 417.
 Embroidery lessons free, 178.
 Encouraging sports, 161.
 Envelope day, 148.
 — enclosures, 111.
 Envelopes, sizes and numbers, 446.
 — baronial, 446.
 — bank, 446.
 — coin, 446.
 — commercial, 446.
 — drug, 446.
 — pamphlet, 446.
 — pay, 446.
 Exaggeration, 442.
 — not necessary, 289.
 Examples of timely advertising, 66.
 Executor's sale, 218.
 Extravagant use of rules, 50.
 Every twentieth purchase free, 163.

F

Fall advertising, 62.
 — openings, 135.
 Feasts and holidays, 65.
 Feeds his clerks, 164.
 Fence signs, 125.
 — — wording on, 126.
 Figures, 437.
 Firework advertising, 313.
 Firm name, 14.
 Five-cent sale, 218.
 Five-minute sale, 237.
 Five per cent. discount sale, 170.
 Floats, advertising, 129.
 Folder, a football, 169.
 Folders, 85, 369.
 Follow-up system, 388.
 Footwear sales, 218.
 For a hatter's window, 168.
 For a Thanksgiving window, 166.
 Form letters, 97.
 Formal store openings, 130, 135.
 Form of the page of a book, 445.
 For the window display, 179.
 Fourth of July, 188.
 Free insurance policies, 158.
 — street cars, 177.
 — photographs, 161.
 Friday special leader, 226.
 Full bound, No. 1, 448.
 — — extra, 448.
 Furniture sales, 219.
 — advertising, 315.
 Fur sales, 219.

G

Gambling features of drawing contests eliminated, 157.
 Gas and electricity, 319.
 — fixtures, 319.
 — lamps, 319, 320.
 — stoves, 319, 320.
 Gem pudding dishes as leaders, 225.
 General advertiser, the, 379.
 — advertiser's campaign, 384.
 Generalities, avoid commonplace, 41.
 Getting boys and girls to work for the store, 156.
 Gift schemes, 141, 146.
 Gifts from \$1 to \$50, 242.
 — to church societies, 159.
 Giving working men a discount, 148.
 Glass cleaner, 122.
 Glossary of technical terms, 448.
 Going-away sale, 219.
 Good key schemes, 155, 156.
 Grammar, 440.
 Grammatical use of words and sentences, 435.
 Guessing and voting contests, 151.
 — — — (see voting contests).
 — contest coupons, 151.
 — contests, advertisements of, not mailable, 154.
 Guessing contests, how long to run, 151.
 — — success of, depends on advertising, 151.
 Guessing for a house and lot, 167.



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Music and musical instruments, 342.
Muslin underwear sale, 221.
Mutilated coins, 161.

N

Names of store papers, 83.
— of types, 400.
Nameplates, 15, 16, 17, 18, 19.
Names of type sizes, 400.
Neighborhood store, advertising the, 129, 455.
New store, opening a, 129.
— — opening invitations for a, 130.
— — interior decorations for a, 131.
— — souvenirs for a, 132, 133.
— — window trims for a, 133.
Newspaper advertising, 5.
— borders, 411.
New use of dash in ad-writing, 439.
Notion sale, 221.
Novel contest, 181.
— sales plans, 226.
— — — another 100 bargains, 251.
— — — baby show, 238.
— — — bargain lights, 229.
— — — Barr's automobile bargain sale, 247.
— — — bungalow bargain sale, 233.
— — — carnival sale, 238.
— — — charity sale, 237.
— — — children's week, 248.
— — — clover day, 240.
— — — coupon sales, 239.
— — — department manager's sale, 246.
— — — five minute sales, 237.
— — — gifts from \$1 to \$50, 242.
— — — half-price sale, 234.
— — — happy week sale, 255.
— — — help-yourself sale, 233.
— — — hour sales, 227.
— — — house furnishing sale, 249.
— — — jeweler's package sale, 230.
— — — mill end sale, 245.
— — — nine-cent sales, 240, 243.
— — — novel millinery sale, 228.
— — — red letter sales, 236.
— — — red tag sale, 232.
— — — see-saw sales, 229.
— — — silk sales, 249.
— — — star bargains, 229.
— — — St. Valentine specials, 248.
— — — tag sales, 232.
— — — Thanksgiving sales, 250.
— — — time sales, 227, 229.
— — — week of nations, 240.
— — — white carnival, 238.
— — — Workingman's sales, 249.
Novelties, 313.
Nine-cent sale, 240, 243.
Number of ems in a line of type, 447.

O

Object of good cuts, 29.
Odds and ends sale, 221.
One purchase in a hundred free, 165.
Opening a new store, 129.
Opening invitations, 130, 135, 136.
Openings, millinery, 340.
Organ advertising, 342.

Originality in advertising, 32.
Oriental rugs, 266.
Ornamental type, 49.
Ornaments, 411.
Outdoor advertising, barn signs, 125.
— — billboards, 126.
— — delivery wagons, 127.
— — fence signs, 125.
— — metal signs, 125.
— — street cars, 127.
Oxford advertising, 349.

P

Package sales, 229, 230.
— should receive attention, 109.
— inserts, 109, 162, 457.
Paint advertising, 322.
Paper, blotting, 445.
— book, 443.
— cover, 443.
— correct sizes of writing, 444.
— manila, 445.
— print, 443.
— sizes of ruled, 444.
— writing, 443.
Parades, floats in, 129.
Perfume advertising, 313.
Periodical drawing, 155.
Personal visits win, 106.
Piano advertising, 342.
— dealers' scheme, 160.
Pictorial headlines, 25.
Picture cards, 104.
Plain language, 441.
Plank-walk advertising 181.
Player-piano advertising, 345.
Points about types, 399.
Postal cards, bargain, 183.
— card competition, 158.
Posters, striking colors on, 127.
Practical hints on "How to Prepare Copy," 418.
Precious stone advertising, 333.
Premium advertisement, 199.
Premiums (see schemes, contents).
Premiums, a source of continuing trade, 197.
— list of articles suitable for, 198.
— push, 200.
— the greatest scheme of all, 196.
Preparing an advertising campaign, 459.
Price most important part of advertisement, 43.
— tickets, 118.
Prices, 42.
— be specific in quoting, 44.
— cutting, 45.
— dignity not lowered by quoting, 43.
— emphasized, 43.
— importance of, 44.
— low, 44.
— quoting high, 8, 44.
Principal events in retailer's year, 460.
Print paper, 443.
Prizes to lucky purchasers, 160.
Prize packages, 171.
Proof, how to read and mark, 429.
Proofreader's marks, 430.
Proofreading, 429.

Program for local events, 149.
 Public holidays, 64.
 Puffs, 51.
 Pumpkin seeds and pumpkin pies, 161.
 Punctuation, 437.
 Push premiums, 200.
 Puzzle advertisements, 160, 165.
 — picture cards, 104.

Q

Quarter binding, 447.
 Quarter-off sales, 45.
 Quotations, 436.
 Quoting high prices, 8, 44.

R

Raised figure work on window cards, 123.
 Readers, local, 54.
 — medical, 52, 53.
 Reading notices, 51.
 — among local items, 53.
 — appearing as news, 52.
 — a particular view of editor of paper, 51.
 — careful preparation of, 53.
 — for a new store, 134.
 — free, 52.
 — having earmark of advertisement, 51.
 — in classified columns, 55.
 — of more value than conceded by experts, 51.
 Reading notices, medical, 52.
 Real estate advertising, 345.
 Red letter sale, 236.
 — tag sale, 232.
 Regular envelope sizes, 446.
 Retailers' mail order department, 367.
 Rhetoric, 441.
 Rubber stamps, black ink for, 121.
 Rule boxes, 412.

S

Sale, a listen, 206.
 Sales, list of, names, 209.
 Sales plans (see novel sales plans).
 Santa Claus post office, 196.
 Scheme (see contests, sales plans).
 — a cent contest, 195.
 — a Christmas circular letter; 196.
 — a clever gift, 168.
 — a contest that set the town by the ears, 193.
 — a co-operative, 185.
 — a cure for colds, 168.
 — a dispossess sale, 163.
 — a drawing contest, 191.
 — advertisement writing contest, 153, 187.
 — advertising a book, 171.
 — a faked shoe, 147.
 — a foolish, 147.
 — a good circular letter, 182.
 — a good idea, 177.
 — a good, 161.
 — a good voting, 180.
 — a guide map, 169.
 — a holiday suggestion, 180.
 — amateur cartoons, 166.
 — a mysterious package, 187.
 — an appropriate sign, 166.

Scheme, an attractive, 242.
 — an auction sale, 164.
 — an autumn display, 166.
 — an easy to work, 184.
 — animated window, 165.
 — a novel, 167.
 — a newspaper contest, 184.
 — an old, revised, 177.
 — an old, in a new dress, 178.
 — an odd table, 175.
 — an optical illusion, 179.
 — another guessing contest, 181.
 — a painting contest, 188.
 — a phonograph idea, 184.
 — a photographic contest, 191.
 — a scramble for live pigeons, 176.
 — a sensational, 176.
 — a snow man, 166.
 — a trouble brewing, 146.
 — attract the dancers, 182.
 — a voting, 187.
 — a window card, 169.
 — baby shows, 149.
 — bachelors' comfort bags, 169.
 — bargain post cards, 181.
 — bomb-shells, 129.
 — boys' baseball team, 187.
 — bubblers free, 193.
 — business story, 181.
 — carfare paid, 158.
 — carnival sale, 238.
 — Chicago monstrosities, 157.
 — cigar pockets as premiums, 164.
 — clipped advertisements, 170.
 — crisp one-dollar bills to customers, 163.
 — coupons exchanged for carfare, 182.
 — doctored walnuts, 178.
 — Dodge's latest dodge, 172.
 — dollars worth \$1.05, 175.
 — dolls free, 173.
 — dolls' shirts free, 160.
 — doll show, 165.
 — dominoes free, 189.
 — dress-form chart, 98.
 — embroidery lessons free, 178.
 — encouraging sports, 161.
 — envelope day, 148.
 — every twentieth purchase free, 163.
 — feeds his clerks, 164.
 — fit-reform clothing, 72.
 — five per cent. discount, 170.
 — for drawing crowds at openings, 141.
 — for a hatter's window, 168.
 — for a Thanksgiving window, 166.
 — for the window display, 179.
 — free insurance policies, 158.
 — free photographs, 161.
 — free street ears, 177.
 — gifts to church societies, 159.
 — good window displays, 170.
 — guess for a house and lot, 167.
 — guess when watch will stop, 165.
 — guessing contests, 151, 159.
 — guessing postal receipts, 164.
 — holiday suggestion, 180.
 — how to wash a shirt, 163.
 — innerseal package, 72.
 — insurance policies as advertising, 179.
 — keys and lock, 155.

- Scheme, letter-writing contest, 192.
 — literary contest, 185.
 — live turkeys thrown from roof, 147.
 — magazines free, 173.
 — measuring bee, 167.
 — merchandise thrown from roof, 147.
 — mind reading, 174.
 — mocking bird day, 188.
 — money refunded on special days, 150.
 — mutilated coins, 161.
 — newspaper contest, 184.
 — novel contest, 181.
 — one purchased in every hundred free, 165.
 — package slips, 162.
 — personal visits win, 106.
 — piano dealer's scheme, 160.
 — plank walk advertising, 181.
 — postal card competition, 158.
 — prize cards at country fairs, 129.
 — prize packages, 171.
 — prizes to lucky purchasers, 160.
 — programs for local events, 149.
 — pumpkins and pumpkin pies, 161.
 — puzzle advertisements, 160.
 — puzzle advertising, 165.
 — rules for all games, 147.
 — safe-door to be fitted by keys, 156.
 — Santa Claus post office, 196.
 — see-saw sale, 229.
 — semi-ready clothing, 72.
 — sensational advertising, 176.
 — shoes given away every Monday, 162.
 — shoe window scheme, 150.
 — show day gift, 146.
 — silver dollar for 95 cents, 149.
 — small doses, 175.
 — smashed window, 150.
 — souvenir post cards, 183.
 — stock market sale, 149.
 — ten dollars for a name, 163.
 — testing newspaper advertising, 173, 183.
 — theater tickets free, 168.
 — the left glove, 184.
 — the most popular lady, 173.
 — the Regal buzz-saw, 73.
 — to secure testimonials, 160.
 — to sell school suits, 166.
 — Topsy contest, 159.
 — Uncle Sam and the Spaniard, 157.
 — voting contest, 163.
 — wagonloads of women, 158.
 — will your name fit, 169.
 — window card contest, 191.
 Schemes that brought business, 158.
 — to attract boys and girls, 187.
 Seasonable advertising, 60.
 See-saw sale, 229.
 Selecting a name for a special sale, 206.
 Sensational headlines, 23.
 — schemes, 147, 157.
 Sentences, 439.
 — grammatical use of words and, 435.
 Shirt sales, 222.
 Shirtwaist sales, 222.
 Shoe advertising, 348.
 Shoe window scheme, 150.
 Shoe shop around the corner, 456.
 Shoes given away every Monday, 162.
 Short list of advertising novelties, 105.
 Signs, 125.
 — on glass, 123.
 Silk sales, 249.
 Silver and glass cleaner, 122.
 — dollars for 95 cents, 149.
 Silverware advertising, 322, 333.
 Six great seasons in retail advertising, 61.
 Size of newspaper columns, 403.
 Sizes of types to be used in headlines, 402.
 — of envelopes, 446.
 — of flat writing paper, 444.
 — of ruled paper, 444.
 Small doses, 175.
 — capitals, 435.
 Soap advertising, 313.
 Some advertising novelties useless, 105.
 — good window cards, 123.
 Something about cuts, 414.
 Souvenir post cards, 98, 183.
 Souvenirs at special hours, 163.
 — at store openings, 132.
 Space, contracting for, 401.
 — how much to use, 10.
 — standard measurement of, 399.
 Spatter work window cards, 120.
 Special sale, 205.
 — — advertising a, 205, 208.
 — — limit on time of, 207.
 — — of twofold nature, 205.
 — — selecting a name for a, 206.
 Special sales introductions, 215.
 — — timeliness of, 205.
 Specimen of bad introductions, 72.
 — — booklet cover, 86.
 — — circular, 96.
 — — circular to children, 196.
 — — coupons, 109, 195.
 — — opening invitations, 129, 135, 136.
 — — good readers, 54.
 — — handbills, 112, 113, 117.
 — — illustrated headlines, 25.
 — — introductions for booklet, 87.
 — — local readers, 54.
 — — medical readers, 52, 53.
 — — nameplates, 15, 16, 17, 18, 19.
 — — poor advertisements, 11, 12, 51.
 Spelling, 435.
 — out, 437.
 Spring advertising, 61.
 — — should start with spring opening, 136.
 — and fall openings, 135.
 — — — — decorations for, 136.
 — — — — goods displayed at, 137.
 — — — — music at, 137.
 — — — — painting and decorating for, 135.
 — — — — preparing for, 135.
 — — — — window decorations for, 137.
 Star bargain sale, 229.
 Stationery advertising, 313.
 Stereotypes, how made, 418.
 Stock, how to figure paper, 446.
 Stock market, 149.
 Store papers, 77.
 — — advantages over newspapers, 78.
 — — contents of, 79.
 — — co-operative, 83.
 — — cost of, 83.
 — — dummy for a, 74.
 — — issued quarterly, 78.



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OF ADVERTISEMENTS REPRODUCED

A

Advertisements, specimens of poor, 11, 51, 117.
Advertising, Timely, 66.
Anniversary, 67.
Automobile Run on Seasonable Mdse., 245.
Axminster Rugs, 225.

B

Bakery, 353, 354.
Bank, 261, 262, 263, 264, 265, 474.
Bathing suits, 20, 282.
Beds, Napoleou, 50.
Bedspreads, 82.
Birthday cake (Anniversary ad), 67.
Biscuits, 354.
Booklet pages, specimens, 91, 92.
Booklet cover, specimen of, 86.
Books, 299, 305.
Borders, specimens of, 414.
Brass beds, 316, 318.
Bread, 354.
Breakfast foods, 379.
Bric-a-brac, 48.
Bungalow bargain sales, 235.
Butter, 353.

C

Candy, 354, 355.
Catering, 355.
Carpets, 82, 267, 268, 475.
China closets, 317.
Children's day, 62.
— week, 247.
Chocolates, 382.
Christmas, 63, 89, 294.
Cigars, 28, 63, 269, 270, 271, 475.
Circular letter, 96.
— — specimen of, to children, 196.
Clearance sales, 213, 216, 217, 239, 290, 291.
Clothing, boys', 34, 199, 275.
— children's, 304.
— credit, 277.
— men's, 13, 19, 20, 29, 31, 32, 36, 41, 43, 44, 55, 59, 199, 208, 242, 273, 274, 275, 276, 277, 301, 309, 381, 383, 481.
— misses' 282, 296, 297.
— women's, 58, 224, 279, 280, 281, 282, 302, 309, 374, 486.
Coal, 283, 284, 285.
Coats, ladies', 224.
Coats, fur-trimmed, 32.
Coffee, 379.
Collars, 382.

Confectionery, 476.
Corn cure, 51.
Corsets, 304, 308.
Corset covers, 46.
Costume openings, 139.
Copy, 419, 425.
Coupon sale, 240.
— specimen of, 107, 195.
Credit stores, 39, 54, 279, 476.
Curtains, 82, 476.
Cushion covers, 300.
Cut glass, 334.

D

Decoration Day, 62.
Dentists, 55, 477.
Department stores, 65, 67, 213, 216, 217, 235, 244, 245, 246, 247, 248, 250, 251, 252, 253, 254, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311.
Diamonds, 19, 61, 334, 335.
Draperies, 46.
Drawers, 46.
Dresses, 309.
Dress goods, 293, 305, 374.
Drugs, 313, 314, 477.
Dummy, 7, 74, 419, 421, 422, 425, 426, 428.

E

Easter opening, 138.
Easter suggestions (Jewelry), 335.
Election advertising that made good, 387.
Electricity, 478.
Embroideries, 282.
Evaporated cream, 352.

F

Firework, 312.
Fishing tackle, 323.
Fitted bags, 357.
Flour, 380.
Folder, mail order department, 364.
Formal opening, 141.
Fourth of July, 62.
Fruits, 355.
Furnishings (see Haberdashery).
Furniture, 13, 24, 214, 293, 315, 316, 317, 318, 477.

G

Gas, 319, 320, 321, 322, 478.
Gas lamps, 322, 478.

Gas ranges, 299, 319, 320.
 General, 11.
 Gloves, 419.
 Glass, cut, 334, 380.
 Go-carts, 33, 479.
 Golfer jacket (Wos.), 282.
 Groceries, 352, 353, 355.

H

Haberdashery, 24, 31, 36, 38, 39, 295, 324, 325, 326, 327, 328, 329, 479.
 Handbill, 117.
 Happy week, 256.
 Hardware, 323.
 Hats, children's, 332.
 — men's, 13, 21, 22, 28, 40, 48, 49, 62, 199, 328, 330, 331, 332, 385, 480.
 — women's, 341.
 Headlines, specimen of poor, 23.
 — — — illustrated, 25.
 Hosiery, 82, 295, 296, 300.
 Honey, 352.
 Horse show specials, 62.
 Hour sale, 227.
 House furnishings, 248.

Ice cream, 355.
 — — parlor, 355.
 — — soda, 312, 314.
 International money-saving sale, 241.
 Introductions, specimen of poor, 33, 72.
 — how to set, 37.

J

Jell-o, 352.
 Jewelry, 64, 295, 333, 334, 480.

L

Lanterns, 323.
 Laundry, 337, 338, 339, 481.
 Lawn mowers, 324.
 Linens, 300.
 Linens and domestics, 374.
 Letters, circular, 96.

M

Majolica ware, 309.
 Mailing card or folders, a, 364.
 Mail order advertisement, a, 367.
 — — folder, 364.
 — — letters and circulars, 371, 372, 373, 375.
 — — literature, 362.
 — — magazine, advertisement of a, 365.
 — orders solicited, 374.
 Mattress, 383.
 Meats, 28, 354.
 Medical readers, specimens of, 52, 53.
 Merchant tailoring, 45, 481.
 Millinery, 61, 141, 301, 303, 309, 341, 374, 482.
 Mill and factory sale, 243.
 Music cabinets, 316.
 Musical instruments, 482.

N

Nameplates, specimens of, 15, 16, 17, 18, 19.
 Napoleon beds, 50.
 Neckwear, 225.
 Nightgowns, 282.
 Notice of respect, 68.

O

Opening, costume, 141.
 — fall, 135, 281.
 — formal, 139.
 — Easter, 138.
 — millinery, 139.
 — new store, 132.
 — Parisian gowns, 281.
 — spring, 140.
 — specimen of formal invitations for, 132, 135, 137.
 Cutting supplies, 303.
 Overcoats, men's, 273, 274.
 Optical goods, 482.

P

Package insert, specimen of, 110.
 Panama hats, 21.
 Paints, 30, 324, 380, 382, 482.
 Parisian gowns, 281.
 Perfumes, 314.
 Photos, 483.
 Pianos, 48, 64, 342, 343, 344, 345.
 Player-piano, 344.
 Potatoes, 352, 353.
 Pottery, 334.
 Premium, 199.
 Prescriptions, 314.
 Proofreader's marks, 430, 431.
 Proof sheet, 423, 433.
 Pudding dishes, 224.

R

Railroad publicity, good, 392.
 Raincoats, 273, 274.
 Readers, medical, 52, 53.
 — good, 54.
 — local, 54.
 Reading notices, 51.
 Real estate, 346, 347, 483.
 Red letter sale, 236, 300.
 Refrigerator, 301.
 Rings, 334, 335.
 Bugs, 82, 267, 268, 475.
 Rule boxes, specimen of, 412.
 Rules illustrated, sizes of, 431.

S

Sale, announcement, 255.
 — automobile run on seasonable mdse., 245.
 — bungalow bargain, 235.
 — clearance, 213, 217, 235.
 — coupon, 240.
 — department managers, 244.
 — happy week, 256.
 — hour, 227.
 — international money saving, 241.
 — January clearance, 290, 291.
 Sale, July clearance, 216.

Sale, mill and factory, 243.
 — specials, 230.
 — special gift, 242.
 — St. Valentine's Day, 64, 65.
 — — — specials, 246.
 — white, 42, 290, 296, 302.
 — white carnival, 239.
 — workingman's, 252.
 — 100 bargains, 251.
 Savings banks, 22, 261, 262, 263, 264, 265, 267.
 Sewing machines, 297.
 Sheets and pillowcases, 82.
 Shirts, 59, 199, 380.
 Shoes, 9, 13, 23, 24, 26, 27, 28, 29, 34, 35, 43, 44, 48, 49, 50, 57, 60, 63, 86, 293, 328, 348, 349, 350, 351, 382, 383, 483.
 Sideboards, 316.
 Silks, 255, 282.
 Silverware, 334, 335.
 Skirts, 293.
 Soap, 312.
 Stationery, 312, 484.
 Store paper, dummy for a, 73.
 — — effectively arranged title page, 84.
 — — a page from a, 82.
 — — title page of a, 84.
 Store editorials, 484.
 Store locals, 54.
 Straw hats, 13, 40, 331.
 — mattings, 269.
 Suit cases, 356, 357.
 Sweet potatoes, 353.
 Specimens of booklet pages, 91, 92.
 — — borders, 414.
 — — types,
 Abbot old style, 405.
 Caslon old style, 410.
 Central antique, 410.
 Commercial gothic, 407.
 Curtis post, 404.
 Della Robbia, 406.
 Extra condensed, 404, 406.
 Gothic, 408.
 Gothic condensed, 408.
 Jenson condensed, 405.

Specimens of types, Jenson italic, 409.
 Livermore, 407.
 Roycroft, 407.

T

Tables, 317, 318.
 Tailoring, 209, 276.
 Telephone publicity, 390.
 Thanksgiving, 63, 64, 250.
 Things to eat and drink, 352, 354.
 Towel service, 337.
 Toys, 305, 311.
 Trade paper advertising, wasteful, 386.
 Traveling bags, 16, 356.
 Trimmed hats, 293.
 Trousers, 38, 45.
 Trunks, 356, 357, 485.
 Trust company, 22, 263.
 Type faces, specimen of, 404, 405, 406, 407, 408, 409, 410.

U

Umbrellas, 374, 419, 485.
 Umbrella stands, 226.
 Underwear, 82.

V

Vehicles, 62.

W

Waists, women's, 302.
 Wallpaper, 46, 486.
 Wash goods, 58, 59.
 Wasteful trade paper advertising, 386.
 Watches, 24, 333, 480.
 White carnival, 239.
 — sales, 42, 290, 292, 302.
 Window cards, window showing, 119.
 — — specimens of, 123.
 Wood, 283.
 Workingman's sale, 252.
 Worn-out expressions, 73.



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Freeman Church Co., The, 59.
 Freidman & Co., M., 224.
 Freund, Sam, 28.
 Funke's Chocolates, 382.
 Fyfe & Co., R. H., 86.
 Field & Co., Marshall, 62, 136, 296, 309.

G

Gerber, 296.
 Gerretson Silk Co., 58.
 Gibson of Memphis, 214.
 Gilbert & Co., W. F., 285.
 Gilchrist Co., 291.
 Gimbel Brothers, 248, 345.
 Glover, 351.
 Godddard Kelly Shoe Co., 57.
 Goodman Brothers, 64.
 Graham & Co., John W., 356.
 Grand Rapids Savings Bank, 265.
 Graziano, Joseph, 271.

H

Hackett, Carhart & Co., 273.
 Hagan Brother, 183.
 Hahne & Co., 303, 367.
 Halpert & Jacobs, 381.
 Hamner-Ballard Drug Co., 314.
 Harris, Geo. M., 324.
 Harris Emery Co., The, 292.
 Hartford National Bank, 264.
 Hart, Schaffner & Marx, 383.
 Hauger's \$9.99 Suit House, 55.
 Henschel & Co., B. M., 333.
 Hildebrecht Catering Co., 355.
 Holbrooks, 350.
 Hope, 275.
 Howe & Stetson Co., The, 236.
 Hub Clothing Co. (Seattle), 225.
 Hub, The (Hy. C. Lytton), 326.
 Hub, The (J. Weil), 29.
 Hudson's Bay Co., 46.
 Hunter & Hunter, 305.
 Hyatt, Miss B. B., 341.

I

Irving Cigar, 270.
 Ivin, 186.

J

Jaccard Jewelry Co., 48.
 Jacoby Bros., 280.
 Jefferson Laundry, 338.
 Jenny, A. & L., 341.
 John Schroeder Lumber Co., 91, 92.

K

Kashenbach, 316.
 Kaufmann, 227.
 Kearney, P. B., 274.
 Keely Company, 49, 280.
 Kelly & Co., Jas., 271.
 Kelly & Co., P. J., 267.
 Kelly-Keeffe Shoe Co., 63.
 Keith-O'Brien Co., 132.
 Kennedy, 29, 328.
 Kingston, 314.

Kirschbaum & Co., A. B., 381.
 Klingstein & Co., 28.
 Kolb's Bakeries, 193.
 Kramer, 353.

L

Lackawanna Railroad, 392.
 Laidlaw & Son, John, 282, 300.
 Lauter & Co., 344.
 Lawrence Paint Co., 30, 324.
 Leonard Coal Yard, J. H., 284.
 Levy, 21.
 Libby Co., J. R., 42, 287, 357.
 Lincoln Trust Company, 263.
 Little, W. F., 346.
 Loser & Co., Frederick, 267.
 Long's Sons, Simon, 48, 275.
 Los Angeles Trust Co., 263.
 Lostutter, L. L., 177.
 Loveday, 354.
 Lyon-McKinney-Smith Co., 13, 46.

M

Mabley & Carew Co., The, 49.
 Magnifico's (Cigar), 269.
 Malley Co., The Edw., 149.
 Matthaei's Bakery, 189.
 Maddel Brothers, 295.
 Manning's Sons, A. V., 269.
 Manss Urfit Shoes, 348.
 Marshall & Ball, 26.
 Martin & Martin, 344.
 Mason & Risch Piano Co., Ltd., 344.
 May Co., The (Cleveland), 327.
 May Co., The (Denver), 246, 331.
 May Co., The (Cleveland), 63.
 May & Co., 318.
 McKilvey, 216.
 McTighe, Truesdell & Davidge, 270.
 Memphis Steam Laundry, 338.
 Menter & Rosenbloom Co., 277.
 Metropolitan Music Co., 64, 343.
 Millard, 27, 350.
 Miller-Cross Co., 60.
 Mitchell, W. J., 186.
 Mockabee, 234.
 Monarch Laundry, 338.
 Montgomery, Ward & Co., 362.
 Mulford, 334.
 Mullen & Bluett Clothing Co., 44.
 Munger's Laundry, 339.
 Murad Cigarettes, 270.
 Murray City Coal Co., 285.
 Muse, 332.

N

National Bank, The Old, 262.
 National Savings Bank, 263.
 National Lead Company, 380, 382.
 Nebraska, The, 24, 28, 331.
 Neil-White Co., 351.
 Newton, Robertson & Co., 355.
 Nickel Plate, 43.
 North American Savings Co., 263.
 Norwell & Co., H. S., 369.

O

Oak Hall, 19.
Oklahoma Shoe Co., The, 172.
Oviatt Shoe Co., 351.
Owen & Co., 54.
Owl Cut Rate Drug Store, 312, 314.

P

Palace Clothing Co. (Minneapolis), 28.
Palace Clothing Co. (Kansas City), 59, 329.
Paragon Monthly, The, 365.
Parisian Steam Laundry, 337.
Parkersburg Steam Laundry, 338.
Parson's Model Laundry, 338.
Pacquet, Z., 300.
Pauly, J. W., 271.
People's Store Co., The, 230.
Phelps, Jr., Eph., 96.
Pittsburg Bank for Savings, 22, 263.
Planters' National Bank, 261.
Plymouth, The, 28.
Poppenburg, 343.
Porte, Thos. J., 19, 334.
Preston Market, 354.
Prudential Improvement Co., 346.
Pryor Furniture & Carpet House, Frank, 316.
Public Service Corporation of N. J., 321.

Q

Quaker Oats, 379.

R

Reading Coal Pockets, 285.
Red Cross Sanitary Mattress, 383.
Regal Shoe Co., 349, 382.
Reiman, 329.
Revell & Co., 267.
Reynold's Toggery, 327.
Rightway Shoe Co., The, 48.
Risch & McCoy, 341.
Robbins, Pratt & Robbins, 317.
Robinson Company, J. W., 290.
Rogers Coal Co., Ltd., 285.
Rogers, Peet & Co., 13, 20, 324, 357.
Romadka, 356, 357.
Rose, 352.
Rose, Chas. E., 335.
Ross, 334.
Rothschild Bros. Hat Co., 385.
Rude, I., 209.
Russell, Eugene G., 347.

S

Saginaw Milling Co., 380.
Saks & Co., 325, 350.
Samter Bros., 49.
Sanders & Barrows Clothing Co., 45.
Scarbrough & Hicks, 254.
Schaub's Market, 354.
Schipper & Block, 135.
Schoenfeld & Sons, L., 226, 317.
Schrader's Cigar Co., 271.
Scheer & Co., E. J., 61.
Schwab Clothing Co., 274.

Scotch Tailors, 44.
Scotch Woolen Mills Co., 276.
Scott Co., Ltd., The G. D., 326.
Scott Drug Co., 314.
Seesel's Market, Albert, 354.
Shadell & Co., F. M., 61.
Shannon, 323.
Shepard Norwell Co., 217, 424.
Sherbrooke Cigar Co., Ltd., 271.
Sibley, Lindsay & Curr Co., 141.
Siegel, 22.
Siegel Bros., 329.
Siegel, Cooper & Co., 32, 298, 341.
Simpson Co., Ltd., The Robt., 297.
Simpson Crawford Co., 59, 279.
Smith, 354.
Smith & Co., A. B., 225.
Smith & Clime, 41.
Smith, Gray & Co., 274, 326.
Smith-McKinney Co., 271.
Snellenburg & Co., N., 251, 268.
Souter & Co., A. M., 268.
Sovereign Bank of Canada, 263.
Spokane Falls Gas Light Co., 322.
Spokane Gas Co., 320.
Springfield Gas Light Co., 322.
Stanley Mills & Co., Ltd., 310.
Star Steam Laundry, 337.
St. Bernard, 285.
Stern & Co., Ike, 425.
Stevens & Bros., Chas. A., 138, 302.
Stewart Dawson & Co., 24.
Steinicken, L., 341.
Stich, the Hatter, 22.
Stickley-Brandt Furniture Co., 24.
Stix, Baer & Fuller D. G. Co., 304.
Stoll Moore Drug Co., The, 314.
Storm & Co., George L., 270.
Strange & Skinner, 35, 44, 351.
Stuart's Drug Store, 313.
Stumpf & Langhoff Stores, 199, 252.
Swift & Son, 43.
Swift & Son, M. C., 274.
Sykes & Co., H. B., 374.

T

Tade, E. C., 353.
Tapp Co., The James L., 136.
Taylor D. G. Co., John, 280.
Temptation Cigar, 270.
Thompson, P. H., 316.
Tiffany & Co., 335.
Toilet Laundry Co., 337.
Towne, Seecombe & Allison, 51.
Traders' National Bank, 262.
Traders' Union Savings Bank and Trust Co., 263.
Traiser & Co., H., 270.
Tull & Gibbs, 268.
Tyler & Co., Jno. E., 271.

U

Union Bank of Savings, 262.
Union Savings Bank, The, 264.
Utley, 48.

V

Van Slyke & Norton, C. W., 270.
 Vogel & Son, Wm., 273, 325.
 Vorenberg, 242.

W

Wageman, 208.
 Waldorf Astoria Segar Co., 270.
 Walter, 350.
 Walton & Co., Jos., 287.
 Wanamaker, John, 68, 89, 240, 241, 281.
 Wanamaker, William H., 62.
 Weaver, F. L., 364.
 Webster-Tullock Coal Co., 285.
 Weinstock, Lubin & Co., 383.
 Weiss & Segal, 386.
 West River Coal Co., 285.

Whitehead, R. C., 285.

Wiebolts, 230.

Williams Bros. Company, 136, 213.

Williams & McAnulty Stores, The, 318.

Winslow's Cottage Bakery, 353.

Winslow & Ruff Furniture & Carpet Co., 39.

Wisconsin Telephone Co., 390.

Wonder, The, 247.

Wonder Millinery Co., The, 341.

Wood Brothers, 332.

Wood & Co., S. N., 40.

Woolf Brothers, F. G., Co., 331.

Wotkyns & Co., Tom S., 285.

Y

Young, 62.

108 Cigar, 271.



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29*



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