

GOOD ADVERTISING—Continued.

an advertisement is supposed to be a "directory of bargains," by all means put "bargains" in it and give the prices of them. If the attractions are of another kind, well and good, but don't get things mixed.

In the page Thompson advertisement just referred to, I came across this advertising gem :

Autumn has come,
And now the breezes,
Whistle through the leafless treeses.
Now the boy with ragged trousers
Homeward drives his father's cowses.
Cold his hands and blue his nose is,
And, Bless my soul! how cold his toes is!

If his parents will only bring him to our store we can put him in a position to defy the weather with a Shorey Suit, Ulster, or Reefer.

SHOREY'S CLOTHING is Guaranteed in every stitch.
Made to fit, not to order, which is the reason we keep it.

Of course, I don't know who brought this alleged clothing advertisement into existence. I assume, though, that Shorey, the wholesale clothier, sent it to Thompson with his compliments, and Thompson has thought it good enough to use. It would seem, from reading this production, that some boy, name unknown, and who, by the way, does not appear in the picture, is, or has been, suffering from the Autumn breeze till his hands, and nose, and toes are quite uncomfortably cold. Further on it develops that the remedy for this distressing complaint consists of a suit of Shorey clothing, or an ulster, or a reefer. Now, I have lived most of my time in Canada, and I know something about the climate, and I say, without any desire to libel the climatic peculiarities of the Dominion, that I would hate to have to try to keep warm on a cold Canadian day without anything on my head, and my hands, and my feet. Whoever is responsible for this advertisement ought to try over again.

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I came across this unique advertisement of Mr. E. P. Cuffe's quite recently. After reading it I said to myself: What a pity that a man able to write such correct, vigorous, terse and snappy English should not know more about advertising! The two important things that seem to have escaped Mr. Cuffe's

Common Sense Jackets, Dress Goods, and Millinery.

These are our leading lines. We buy them right, keep them right, sell them right. The public appreciate us, patronize us, talk about us. At present, we cut the prices of many lines of Jackets and Dress Goods much below their regular values.

No trouble to show you goods, and your money will be refunded if you can buy goods cheaper elsewhere, quality considered.

AROADE, E. P. CUFFE NORWOOD.

attention are: first, women don't care nearly so much about common sense jackets, dress goods and millinery, as they do about fashionable jackets, dress goods and millinery, and, secondly, people usually want to know what they are to pay for things they see advertised.

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Now that the Winter goods have gone and the new Spring

merchandise, radiant with newness, style, color and every other possible beauty, have come, let us discuss ways and means of telling the people about them. The element of freshness, newness and novelty—an important advertising element—can be infected into the "store news," and with this the advertising pen takes on new life and the public ear caught with a new note. Millinery, silks, dress goods, women's and children's garments and, in fact, every line of goods that carries style about it can be talked about in a manner that January and February bargain sales are not susceptible to. By making your advertising interesting, Mr. Retailer, you can easily attract the attention of the public.

The best way to start the Spring advertising campaign is to place in your daily paper, if you have one, a general Spring goods advertisement. Follow this next day, or next week, as the case may be, with, say, a millinery opening advertisement. Millinery openings are usually also advertised by cards engraved in delicate script, which should, of course, be sent out several days before the opening. Sometimes it may prove desirable to have a private opening in the millinery department, say one or two days before the regular opening. Special invitations, by letter or otherwise, should be sent to such persons in your locality as you may wish to invite to the private opening. At a private opening there ought not to be much or any effort to sell goods. The women of the locality should be made to feel that it is a privilege to be invited to the private opening. Follow this up with some vigorous newspaper advertising, and you will have no occasion, if your stock of millinery is as good as it ought to be and your prices are reasonable, as they ought to be, to find fault with your millinery trade. What has just been said of millinery can also be said, for the most part, of capes, jackets, wraps and suits, which come every six months to fascinate the feminine population of your locality. Then follow the silks, satins, velvets, dress goods, gingham, challies, and so on. All of these are brimful of suggestions to the advertising man who keeps his eyes open. The practical advertising man, who is in earnest in advertising his wares, can find many a useful suggestion in the pages of the trade journals devoted to his particular kind of merchandise.

MORE SPACE NEEDED.

The W. R. Brock Co., Limited, are making some changes in their Montreal warehouse. These are in the way of enlargement of space due to the demand for increased accommodation which has been growing of late. The first floor has been enlarged for a more extensive linen department. Above the third floor there has been opened out a full new flat, which will be devoted exclusively to the departments of hosiery, smallwares and men's furnishings. The underwear, which forms a very important item in itself, and of which a specialty is made, is shown in the hosiery department, while the linens, sheets, etc., are along with the men's furnishings. Messrs. Cote and Curle, two gentlemen who have been with the firm for a considerable length of time, will have charge of the hosiery and smallwares departments respectively.

Talking of khaki, there are as many ways of pronouncing the word as there are ways of spelling the same. An erroneous opinion exists, however, that khaki is a material, and not a color. Khaki may be cotton or woollen, or anything. Serges, drills, and so forth, are all made in khaki, and may be almost any shade. The khaki refers to a shade, and just as there are many shades of navy blue so there are of khaki.