

Good Advertising

For Wide Awake Retailers

By F. James Gibson.

Our "Good Advertising" department is to help our subscribers to do better advertising. The gentleman whom we have selected as its conductor is well known as one of the foremost advertising specialists of the day. Any of our readers who desire the benefit of Mr. Gibson's criticisms on advertisements or advertising methods, or his advice on any advertising subject, can have it or both entirely free of charge by writing to him in care of this journal.

If correspondents so desire, fictitious names or initials may be used for publication. But all requests should be accompanied by the subscriber's name.

I am in receipt of the following letter from Winnipeg:

WINNIPEG, NOV. 19, 1897.

DEAR SIR,—We herewith enclose a few of our recent ads., which we would like to have you criticize and suggest any improvements. We change twice a week in daily papers. We use two papers and occasionally three, and two weekly papers. We have good spaces in most papers, next to reading matter on local page. Our city has a population of about 45,000. What amount would you think judicious to spend in advertising a stock of \$10,000? Our store is on the best corner in the city: the whole of store is glass on both streets; we keep windows nicely dressed. If you think any of the enclosed ads. worthy your attention use them for publication if you wish. Yours truly,

HOOVER & CO.

I am much pleased with the six ads. sent by Hoover & Co. They show painstaking care and much more than the average advertising ability.

Here are the two best, reduced to single column size:

We can't.
Save you
\$10.00.
On a Good Overcoat.

Now Listen!

You don't care whether a coat is made, made or made to order, if it fits you properly and suits your taste. Now listen. I certainly don't care how many would object under an account of the name. Well we've got coats that you can find no other objection to. Beautiful Blue and Black Beaver Coat, single or double breasted. The lining and trimmings are excellent and the way they fit is truly a marvel. These coats are fully equal to all at you would pay a name \$10.00 to \$15.00. We can show them at from \$10.00 to \$15.00.

Give the ladies the \$10.00 and put another one in the bank.

Certainly we have more for less money. \$10.00, if you want them.

The Commonwealth.

Correct
Clothes.

Hoover & Co.
The No. 100 on Main St.

For my own part I am not much of a believer in using borders in advertisements, no matter how small they are. Newspaper and magazine space is an expensive commodity, and the feeling I have is that a border takes up too much space in proportion to the good obtained from it. As much attention as is required can be secured without the use of a border at all. And, besides, borders tell no story and sell no goods. With an advertising "cut," however, it is different.

A cut can be made to tell a story equally as well, if not better, than mere written words. The "point" in a cartoon is often more forcefully presented than the most eloquent orator could possibly present it. Our ancestors, before they learned the use of written characters, expressed their ideas in the form of more or less rudely drawn pictures. Savage and semi-savage tribes do the same thing at the present time. There always has been and there always will be something peculiarly attractive in a "picture." I have often noticed how a shop window filled with pictures will attract the passers-by.

We also all know how greatly children are attracted by pictures. This shows that the love of a picture is natural. It would appear then that the advertiser who is not satisfied with mere type displays, who is looking for a sure thing as a trade attractor, cannot do better than pin his faith to good illustration. Each of Hoover & Co.'s ads. has a border, and one has a border and a cut. In the latter case I suppose the border is used for the sake of uniformity. It certainly represents so much money thrown away, because the accompanying cut attracts all the attention necessary.

The best clothing advertising I know of is that of Rogers, Peet & Co., of New York. I don't remember ever seeing a border used in their advertising, but they seldom put out an ad. unaccompanied by a cut.

I herewith reproduce a typical Rogers-Peet ad.:

I think that Hoover & Co. ought to change their ads., in daily papers, every day, instead of twice a week. As a rule no clothing ad. should be run oftener than once. There are so many things to be said about clothes and the goods usually sold with them, that there ought to be no difficulty in getting up fresh ads. every day.

Doubtless a position on local page next to reading is best for goods which men buy. For goods which women buy (and women buy most of the goods sold at retail) the best position is on a good "dry goods" advertising page. It is safe to say that the most interesting part of a

\$3.00.

WISDOM PANTS.

It's a good name and the pants it represents are good pants. That's why we talk about them so much in our ads. Listen—here's the secret! We devote great chunks of our time and experience in making this line as near perfect as possible. We crowd all the value into them that the competitive systems will allow—more in fact. We are actually working under the cooperative system by dividing our profits with you and depending on a larger volume of business to make up the difference. Hence you get **Smart Pants** for \$3.00. Should they not be called **Wisdom Pants**?

The Commonwealth.

Correct
Clothes.

Hoover & Co.
The No. 100 on Main St.



A cloth very loud in an ordinary suit, lends just the tone needed to a golf or bicycle suit.

Gives a distinct style that men seek long and pay much for.

Not half our bicycle cloths are loud; some are extremely quiet; many between.

For we cater to all tastes; purses too—suits, \$5 to \$18.

ROGERS, PEET & CO.

Prince and Broadway,
Warren and Broadway
Thirty-second and Broadway