

# 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 indebted to Messrs. McCurdy & Co., Sydney, N.S., for a batch of fairly good advertisements. The typographical display in all of these advertisements is very bad. But this no doubt is the fault, in part at least, of the printer. The cuts are mostly very poor. It seems to me that a firm of the financial resources of the McCurdys ought not to be satisfied with anything but the best in the way of cuts. It really doesn't cost much, these syndicate days, to get good cuts.

Some of the wording of these McCurdy advertisements is very commonplace. For example:

**McCURDY & CO.** wish to thank their many friends for their liberal patronage during the past year, and trust by strict attention to the needs of their growing business to merit their confidence in 1900. We have still on hand a splendid range of Winter goods which we offer at 10 per cent. off in every line, so as to clear before entering our new store, April 1.

This is a little better:

**JUST** opened up a splendid supply of **FANCY LINENS**, in Table Covers, Piano Scarves, and many other useful articles in this line. Our new supply of Handkerchiefs, in Silk and Linen, convince us we lead in every line.

And this has quite a little "snap" about it:

### Blankets.

Blanket business is booming at our store, more blankets sold this season than ever before. The reason is we sell only the good reliable qualities that carry comfort and satisfaction in every pair. These prices will prove our claim to be Blanket Headquarters in Sydney: Prices, 55c., \$1.35, 1.50, 1.65, 1.90, 2.00 and 3.60.

**McCURDY & CO.**

This "Great Bargain" is really quite good advertising:

## Great Bargains

### IN JACKETS.

We have a lot of last season's Jackets, which we will sell for **HALF PRICE**.

Ladies' Cloth Jackets, former price \$4.00; now \$1.90.

Ladies' Cloth Jackets, former price, \$5.00; now but \$2.50.

Ladies' Cloth Jackets, former price, \$6.00; to clear, \$2.75.

Ladies' Cloth Jackets, former price, \$9.00; closing at \$3.50.



Considerable portions of the McCurdy advertisements are devoted to talk about low prices and reduced figures and all that sort of thing, without any quotations. If prices have been marked down why not say what the old prices were and what the new prices are? "Silks that were \$1.25 at 89c." would be far more effective than to say "Great Reductions in Silk Prices."

McCurdy & Co. also give up too much space for the name of their firm. The name of a firm should always occupy a secondary place in store advertisements. The store is not for sale, and neither is the firm name. What is for sale is goods. Therefore bring out the goods (what you have for sale) prominently. If, instead of wanting to bring out goods prominently, you wish to feature some peculiar attraction possessed by your store bring that out prominently. If the advertisement writer has succeeded in really interesting a person in some goods, or some prices, or in some other attraction, he need not worry about the name of the store and the address not being seen even if they are in very small type. I don't see anything interesting about the words: McCurdy & Co.;