

ADVERTISING A DRY GOODS SALE.

THE REVIEW'S young man dropped in to have a chat with Mr. J. P. McConnell, Montreal, manager of the Slater shoe advertising, the other day. Naturally the conversation became deeply indented with advertising phraseology.

"Tell us some of your advertising adventures," said THE REVIEW man.

"I suppose something about a store in your own line would be most interesting," said he of the famous shoe. "Well I can give you something very recent in that line. I refer to Messrs. Ford & Newcombe, in Petrolia. As they are your subscribers you, no doubt, are aware they lately bought out the dry goods store of Webb & Co., in that town. Mr. Ford is a friend of mine and he wrote me in regard to their advertising, asking my advice. They took possession of the store on February 1 and began their opening sale on the following Saturday. This was liberally advertised, accompanied by descriptive price lists showing a comparison of former prices with the sale prices. I believe nine-tenths of the effectiveness of most advertising is lost unless accompanied by prices. The first principle of advertising should be to give information about the goods offered and the basis of information with most folks who read ads. is—price. Without it the point is lost."

"Do you believe in circulars?"

"To a certain extent, if done properly. The circular, like the ad., must be information. It must be attractively worded and nicely printed. It must be mailed as letter postage. I don't believe in throwing advertising literature in at doors, and I haven't much faith in 'hand out' circulars. We used them for this opening sale to good effect. We had envelopes printed specially, the wording on the outside being 'A dollar saved is a dollar made,' set the same as a business man's card would be. The circular was a four-page affair, printed by a local office, and the principal feature was the price list. These were mailed to a carefully selected list. From February 1 to February 8 the store was closed, but the windows were dressed with sale bargains, with prices on tickets. Other tickets announced the day of the opening sale.

"An innovation in connection with this sale was a 'store party.' This was also advertised in connection with the sale. Friday night, the evening before the sale, the store was opened 'for inspection only,' as we advertised it. An orchestra was in attendance, and every effort was made to entertain the visitors, but not a dollar's worth of goods were sold till the next day, the advertised beginning of the sale. The result was that the new firm got acquainted with a large number of Petrolia citizens who were induced to drop into a store where for once they would not have to, in fact, could not, buy goods. This was a great success, and the store was crowded from 7 p.m. till 10 p.m. The occasion was improved upon to show the new spring goods, and many future sales were apparently 'fixed' that night.

"The opening next day was a grand success, and was a record day such as the store had not known for years."

"Why didn't you have the orchestra on sale day?"

Well, I don't believe in mixing music with a dry goods business. I believe beer can be sold to music but not dress goods. A salesman often finds it difficult enough to hold the attention of buyers without the added distraction of music. No, I don't believe in extraneous attraction of any sort during business hours, and that was the reason I advertised the store party. Results have shown the correctness of my contention.

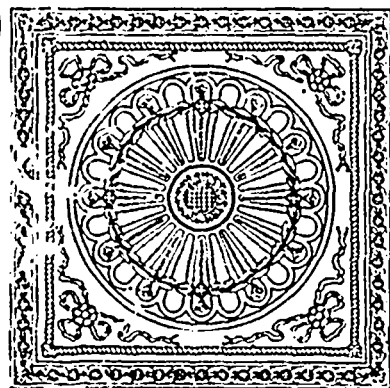
"This sale has been followed up with what I call 'educational' advertising, that is, ads. directed at winning the confidence of the public. I have adopted the phrase 'The store that never disappoints' to follow the firm's name, Ford & Newcombe whenever

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METALLIC ROOFING CO., Limited.

1176 King St. West, TORONTO.

it is used in an advertising way. This is a wide boast, and can only be made good by increasing effort to please. We invite the public to make us prove every assertion we ever put in print. The result has been most gratifying, and I had a letter from Mr. Ford only to-day, in which he tells me the store's sales are now \$600 ahead of all last February, when Webb & Co. had it, and there are yet eight days left of the month.

"The firm is running a 2-column ad. in each of the local papers, and I write introductions for them, based on weekly information. Besides writing the ads, I give directions for the selling and their advertising policy generally. The success which has so far attended our efforts proves that the right advertising principles, properly followed up, can be successfully handled by a party who has never seen the store, or even the town where it is located."

Mr. McConnell gave up journalism to take charge of the Slater Shoe advertising at the beginning of the year.

"Of course you are doing other advertising work besides Slater Shoes and this firm?" Mr. McConnell was asked.

"I have a couple of other large concerns here, but do not seek outside work," he replied. "I am doing Ford & Newcombe's on personal grounds. Later on, when I have increased facilities I may offer my services farther afield, but not at present."

The Buffalo, N.Y., city council have passed a resolution "that the corporation counsel be, and is hereby directed, to prepare and submit to this board at as early a date as possible, an ordinance providing for the licensing of stores commonly known as 'department stores,' said stores to pay a license for every branch of business carried on by them, excepting their one legitimate business."