

GOOD ADVERTISING—Continued.

prices than you can buy them elsewhere. The one thing we emphasize is that when you buy from us your purchase is guaranteed, as we take back or replace anything that is not exactly as we represent it to be. We are here to stay, and we will at all times guard our customers' interests." Of the two advertisements, I notice that one is much more compactly set. As they are both the same size, it suggests the thought that perhaps Murphy & Co. have contracted for a certain space, which they are bound to use. In one of the advertisements,

Our \$1.00 Shirt

Is the best value ever offered in the trade.

Fine colored percales, open front, detachable cuffs, cross stripes, vertical stripes and checks—well made and perfect fitting.

No need to pay \$1.50 when you can get such values as these for \$1.00.

If it comes from Clements—it's correct.

GEO. CLEMENTS,

Men's Furnishings,
Fine Tailoring.

McIntyre Block—Main Street.
Telephone 130.

about 25 per cent. of the space is wasted. I am sure that it scarcely ever pays a store to contract for a certain space in newspapers or any other advertising mediums. No one can tell a week ahead exactly how much space a store will need for its advertising; the unexpected is always happening. To-day, a whole page may be required; to-morrow, 150 lines may be enough, and, next day, a half-page may just fill the bill. Of course, the agreement to use a certain space on certain specified occasions is very comforting to the publisher, and he usually is willing to make some allowance for it, but it is all wrong from the advertiser's standpoint. The way this sort of thing works out is: Sometimes the space is crowded, and, even then, things that ought to have a showing are left out, while, on other occasions, the space has a half-filled and unbusinesslike look. The net result is money lost. The proper way where it is necessary to have a contract is to engage to use a certain number of lines or inches, say, in a year. Use the space as you want it.

F. James Gibson, Toronto

Dear Sir,—By the same mail I am sending you three daily papers containing our advertisements. I wish your opinion of them, as to being such as will draw trade, also any way they could be improved. I would also like you to use fictitious names if you should reproduce any of them in THE DRY GOODS REVIEW

Yours, sincerely,

CONSTANT READER.

Where the use of his name is not permitted by an advertiser requesting criticism of his advertisements, it follows that the advertisement can't be reproduced. When this is the case, it is obvious that the object with which this section of THE REVIEW was established will be to a great extent defeated. In other words, I must insist that when an advertisement is to be criticized it must be reproduced in full.

I have before me two fur advertisements. The Fairweather advertisement takes up almost as much room as the other, which I recently cut out of a whole-page advertisement of John Wanamaker, of Philadelphia, yet it must have been practically useless as a business-bringer. The Wanamaker advertisement, on the other hand, is full of overflowing of good inter-

esting information, such as prices and descriptions. This is the sort of advertising that brings results.

J. W. T. FAIR-
WEATHER &
CO., successors
to J. & J. Lugs-
din, 84 Yonge
St., hatters and
furriers.

What About Furs?

Whether you are a resident of the city or only a visitor here during Fair time, to-day will be a good day for you to visit our fur show-rooms and note the wealth of style, beauty and quality displayed there in our handsome, rich, and costly fur garment stocks for the new season. The assortments are very complete in all the latest ideas, notions, and fancies in practicable and serviceable fur comforts. We make every garment we sell—and we guarantee every garment we make. We never had such a fine range to show you, and every lack of the material and every stitch in the workmanship is put in with the idea of giving the highest quality—and we sell at most moderate prices. See our exhibit on the ground floor in the Main Building at the Exhibition.

J. W. T. Fairweather & Co.
Successors to J. & J. Lugsdin,
84 Yonge St.
Jret Adams Bldg.

Furs

The Opening—you are welcome.
This is the greatest fur season in the history of the store!

The rage began five years ago in Berlin, spread to Paris and St. Petersburg—we expected it here last year; but it only began.

It is here now, in full force, and will doubtless surpass everything we have ever before known.

We are prepared.

Magnificent furs in great variety; and the prices are fair.

A friendly journal, out of the kindness of its heart, is good enough to say the following:

"The greatest fur show in America. Only best and grand furs. While in the store for about 60 days, hundreds of customers, all prices, styles and patterns were sold. Reasonable stock of furs for jackets, for work wear and long and short coats. Not an odd or new year's garment to be seen. Export agent housed in the store."

Isn't that nice!

Persian lamb jacket, 22 inches long; double revers, loose front—box, when the revers are buttoned over; black satin lining, \$120.

Brest schwanitz ("broad tail") jacket with ermine effect, revers and inside of collar of baum marter, \$175.

Main round jacket of Persian lamb, 18 inch back, 14 inch "tail"; front, chinilla collar; blue and white striped taffeta lining, \$125.

Fancy Erson jacket of Persian lamb; inside collar chinilla; lav exuder and white taffeta lining, \$200.

22 inch Persian lamb jacket; dip front, large ripple revers; rare cuffs; inside collar Hudson Bay sable, fancy satin lining, \$225.

Box sealin jackets, double-breasted, with revers; fancy satin lining, \$170.

Sealain coat, imported design. Flare skirt forming cutaway coat, lined with corn-colored faille; revers and inside collar of chinilla, \$500.

Brest schwanitz box coat; loose back and front, 42 inches long, large ripple revers; inside collar of chinilla, \$500.

Cape of very handsome eastern-mink; stripe running round the cape and down the flounce, \$650.

Handsome Hudson Bay Sable cape, 22 inches long, trimmed with Hudson Bay tails and claws alternating, \$750.

I think the regular piano dealers' advertising is about as bad as any kind. Probably, regular piano dealers advertise because they feel that it is a good thing to keep their names, addresses and business before the public and not because they expect any direct returns that they can see. But, when it comes to the department store, now we find a person who advertises pianos because he has pianos for sale and expects to sell some of them directly through his advertisement. He argues that people who want pianos will be interested in facts about pianos. One of the most important of these facts is the price. If the dealers have pianos for sale on the instalment plan, how much by the week or month the buyer has to pay also makes interesting information. So the department store man hastens to furnish these facts. The regular piano dealer, however, seems to scorn such methods. He apparently believes that his name and address, with the added information that he deals in pianos, is all the information the public wants or ought to have, and then he wonders, poor fellow, how it is that the

Gould, Wright & Leeming

188 Yonge St. Toronto

In order to see the advantages of buying pianos at auction, visit the showroom and see

OPEN EVERY NIGHT UNTIL 9.30 O'CLOCK.

"We want you to examine our 'biggest' stock of"

PIANOS, ORGANS, AND MUSIC BOXES...

Gould, Wright & Leeming

188 Yonge St. Toronto