

THE TEST

June NOVEMBER 2, 1912

This Sweater Ad appears only in the Tribune

We're brand new advertisers in the Tribune. We believe that its readers are of a very high class and that our daily story will be of interest to every one of them because we sell just such clothes as they will appreciate.

This ad today appears only in the Tribune. It is a test ad to see how much interest the Tribune alone can arouse. Every Sweater we sell will be a vote for the Tribune.

And we are giving it a fair show by making the test a rare Bargain Opportunity to you Tribune Readers. We have 600 beautiful, soft, woolly Sweaters of closely and cleverly knit woads. Warm and comfy, and fit snugly like a good shoe—each one fashioned to cling close to the form and to forget to stretch.

There are solid colors, with the favorite Oxford grey in the lead by force of numbers. Also solid colors with trimmings in stripes and bands of harmoniously contrasting shades.

Each Sweater is V neck—Coat Style—Pearl Buttons. The price to you averages about one-half of value \$2.50 to you. Regularly \$4, \$5, and even more.

Smith Gray & Co.
UNDER SAME CONTROL & OWNERSHIP SINCE 1848

Six Hundred V Neck, Coat Sweaters \$2.50 Regularly \$4.00, \$5.00 and even more

BROADWAY AT WARREN ST. - NEW YORK - 57th AV. BET 27th & 28th STS. FULTON ST. AT FLATBUSH AV. - BROOKLYN - BROADWAY AT BEDFORD AV.

To test the pulling power of the New-York Tribune, Smith, Gray & Co., new advertisers in The Tribune, inserted this advertisement on Friday, November first, and Saturday, November second.

This advertisement appeared only in the New-York Tribune

The test was severe and unusual because Friday, November first was a warm, rainy day.

The following letter received from Smith, Gray & Co., under date of November seventh, shows

THE RESULT

NEW YORK STORES
BROADWAY AT WARREN ST.
5TH AVENUE ABOVE 87TH ST.

BROOKLYN STORES
FULTON ST. AT FLATBUSH AVE.
BROADWAY AT BEDFORD AVE.

Smith Gray & Co.
MAKERS OF FINE CLOTHES SINCE 1848
NEW YORK-BROOKLYN

November 7th, 1912.

Advertising Manager,
New York Tribune,
New York, N. Y.

Dear Sir:

We wish to state that our Sweater Advertisement in your paper on November 1st and 2nd brought us satisfactory returns, in spite of the fact that Friday, the first day, was very wet.

Yours very truly,
SMITH GRAY & CO.

RHG

RHL/MCB.

This Proves That The Tribune Will Bring Results For a Reliable House