

# SUCCESS THROUGH GOOD ADVERTISING

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## H. A. Shark Credits "the Magic Art" as Leading Player In Tailoring Growth.

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H. A. Shark, tailor and inventor of "Sharkcraft" clothes, unqualifiedly indorses display advertising as the biggest factor in the remarkable growth of his business and incidentally hands a bouquet to News Tribune advertising as 98 per cent of his copy has been run in the News Tribune exclusively. "Sharkcraft" clothes are to-day and have always been clothes of special merit. The "Sharkcraft" shop, however at 328 West First street was not getting the business a couple of years ago. The firm of Anderson & Shark passed into the sole ownership of H. A. Shark in September, 1912, and immediately began to advertise regularly and consistently in the News Tribune. Almost every new customer who enters the "Sharkcraft" shop mentions Mr. Shark's advertising and naturally, therefore, the credit for the success of the business is placed at the door of publicity. Shark backs up his advertising by continually adding the newest woollens to his stock. He never becomes overstocked with one season's woollens. He concentrates on service by designing every order himself and keep 14 tailors on the job now to handle his attractive business. Shark is not a practical advertising man, yet his copy would easily gain him that distinction from its consistency of purpose in pushing "Sharkcraft," from the clearness and directness of copy and from the regularity with which his medium-sized advertisements appear. He sticks to one style of setup, never repeats an ad, but continually talks "shops" in a newsy, breezy fashion.