

# DEPARTMENT-STORE ADVERTISING

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## INTRODUCTION

1. Department-store advertising differs from other retail advertising more in *degree* or volume than in *kind*. It is, in its present highly perfected system, retail advertising carried to its highest power. Most of the underlying principles of successful publicity work are the same for the small haberdasher and the huge retail establishment covering many acres. But the adaptation of these principles to their greater scope develops many new problems, of which it is the purpose of this lesson to treat.

The difference between the work of advertising a specialty retail store and that of a department-store advertising manager may be illustrated by comparing the work of a single musician—a violinist, for example—with that of an orchestra leader. It is obvious that both the violinist and the leader are governed by the same musical laws. The general principles underlying their work are the same for each. But where the violinist has only to watch and play his individual score, the leader must understand, follow, direct, and bring into harmony a dozen or more such scores. The leader must be thoroughly familiar with the difficulties, advantages, and characteristics of many different instruments; he must know when and how to bring out the best that is in each and how to make one support another when necessary. Above all, he must learn how to bring the whole into perfect coordina-

