

DEPARTMENT-STORE ADVERTISING

Serial 3367B

(PART 2)

Edition 1

PREPARING THE ADVERTISEMENT

1. Steps to Be Taken.—The merchandising and research connected with department-store promotion have first consideration, as outlined in the previous text, but after these have been undertaken, it remains for the advertising man to lay out a plan of procedure in the advertising office, and to make sure that each assistant understands what he is to do and when he is to do it. System is essential, and a written schedule is advisable. Whatever individual system the advertising manager may develop, the advertising is likely to be handled in successive steps, somewhat as follows: Securing data from buyers; passing judgment on buyers' items, preparing a miniature layout or dummy; writing copy and preparing the final layout in full size; securing the advertising manager's approval; attending to the different matters of production; correcting the proofs.

2. Selection of Merchandise to Be Advertised.—The generally adopted practice in large stores is to have copy writers with specialized knowledge assigned to the major divisions of the store, and to make each copy writer responsible for the selection of the items to be advertised and the preparation of the copy for his or her section. In the stores where such copy writers are located in the departments with which they work, rather than in the central advertising office, a great deal of responsibility rests on the individual, as he has a knowledge of the goods that it would be hard for an all-around copy writer to

