

known the world over do not use ornaments of any kind.

Art in advertising.—There should, of course, be order, meaning, and balance between the parts of an advertisement and here, also, the rules of art apply fully as well as to store display. Careful advertising men preserve balance not only among the various forms composing the whole of the advertisement, but also between the shades of gray, resulting from the use of light and heavy type. To one who will shut out from his mind what a good advertisement says to him, the whole presents a symmetrical, well-balanced, beautiful picture of lights and shades, and of small and large groupings. This is the setting that the advertising man seeks to get for what he has to say. This is what helps to give that good first impression to the reader which is so important. From this setting he contrives by choice and placing of words to make ideas “stand out,” as it were, so as to make them inviting and easy to grasp.

Getting the information.—With no intention of presenting directions for the advertisement writer, but rather to give to others who are not so engaged a general idea of how this work is done, we shall follow in outline the making of an advertisement in a large store from the time of its inception to the time when the results are all in.

In the preparation of an advertisement for a certain day, the advertising man, who is usually called the “ad-man,” first confers with the heads of departments to see what goods they wish to advertise. Their offerings may be the results of over-buying, or may consist of “stickers” that are hard to sell, or they may be the latest additions of new stock. The buyer gives to the ad-man a statement concerning the qualities of the goods, and then names a price that he thinks will move them. In some large stores these reports from buyers are made to the ad-man in writing; the reports give the name of the goods, cost, regular selling price, price at which they are to be advertised, and remarks upon selling