

# DOCUMENT RESUME

ED 112 225

CE 005 250

AUTHOR Koeninger, Jimmy G.  
 TITLE You Be the Judge: Newspaper Advertising Layout.  
 INSTITUTION Ohio State Univ., Columbus. Ohio Distributive  
 Education Materials Lab.  
 REPORT NO VT-102-020  
 NOTE 48p.  
 AVAILABLE FROM Ohio Distributive Education Materials Laboratory, The  
 Ohio State University, 1885 Neil Avenue, 115  
 Townshend Hall, Columbus, Ohio 43210 (No price  
 given)

EDRS PRICE MF-\$0.76 HC-\$1.95 Plus Postage  
 DESCRIPTORS \*Case Studies; Instructional Materials; Journalism;  
 \*Layout (Publications); \*Learning Activities;  
 \*Marketing; \*Newspapers; Publicize; Slides

## ABSTRACT

The learning package is designed to provide the marketing educator with a culminating activity for an instructional unit focusing on advertising layout principles and procedures. It is to be used in conjunction with 35mm slides of newspaper advertisements, which the student views and rates in comparison with the ratings of a panel of experts. A motivational device is employed in awarding the students "profile points" based upon their ratings. Each of the 10 case studies includes background information, advertising copy, and copy rating profile. A checklist of advertising layout principles and layout rating sheet are also included.  
 (Author/NJ)

\*\*\*\*\*  
 \* Documents acquired by ERIC include many informal unpublished \*  
 \* materials not available from other sources. ERIC makes every effort \*  
 \* to obtain the best copy available. Nevertheless, items of marginal \*  
 \* reproducibility are often encountered and this affects the quality \*  
 \* of the microfiche and hardcopy reproductions ERIC makes available \*  
 \* via the ERIC Document Reproduction Service (EDRS). EDRS is not \*  
 \* responsible for the quality of the original document. Reproductions \*  
 \* supplied by EDRS are the best that can be made from the original. \*  
 \*\*\*\*\*

ED112225

CE005 250

*You be the Judge!*

# ADVERTISING

U.S. DEPARTMENT OF HEALTH,  
EDUCATION & WELFARE  
NATIONAL INSTITUTE OF  
EDUCATION

THIS DOCUMENT HAS BEEN REPRO-  
DUCED EXACTLY AS RECEIVED FROM  
THE PERSON OR ORGANIZATION ORIGIN-  
ATING IT. POINTS OF VIEW OR OPINIONS  
STATED DO NOT NECESSARILY REPRESENT  
OFFICIAL NATIONAL INSTITUTE OF  
EDUCATION POSITION OR POLICY

9018  
141

CE 005 250

**COUPON**



**VILLAGE INN**  
PIZZA PARLOR

**Bring this coupon — Buy One  
Pizza and Receive One Free!!**

**2 for 1**

**Good Mon.-Tues.-Wed.  
March 26, 27, 28**

**3120 Olentangy River Rd.  
263-0967**



**COUPON**

**"Where Pizza is Always in Good Taste"**

YOU BE THE JUDGE:  
NEWSPAPER ADVERTISING LAYOUT

Developed by  
Jimmy G. Koeninger  
Program Specialist  
Distributive Education  
Department of Vocational Education  
University of Northern Colorado  
Greeley, Colorado

Produced and Distributed by

THE DISTRIBUTIVE EDUCATION  
MATERIALS LABORATORY  
1885 Neil Avenue, 115 Townshend Hall  
Columbus, Ohio 43210

(VT 102 020)

## PREFACE

This package, You Be The Judge: Newspaper Advertising Layout, has been designed to provide the marketing educator with a culminating activity for an instructional unit focusing on advertising layout principles and procedures. The student-trainee will be provided the opportunity to view ten selected advertisements via 35mm slides, rate the advertisements and compare those ratings with the ratings of a panel of experts. A motivational device has been employed in that the student-trainees will receive "profit points" based upon their ratings. The student-trainee who accumulates the greatest number of "profit points" will be declared the winner.

# TABLE OF CONTENTS

	<u>Page</u>
Preface . . . . .	i
Table of Contents . . . . .	ii
Instructional Suggestions . . . . .	1
Ad Layout Rating Sheet . . . . .	5
Ad Layout Rating Profile . . . . .	6
Checklist of Ad Layout Principles . . . . .	7
Case Study: Number One	
Background Information . . . . .	8
Ad Copy . . . . .	9
Ad Layout Rating Profile . . . . .	10
Case Study: Number Two	
Background Information . . . . .	11
Ad Copy . . . . .	12
Ad Layout Rating Profile . . . . .	13
Case Study: Number Three	
Background Information . . . . .	14
Ad Copy . . . . .	15
Ad Layout Rating Profile . . . . .	16
Case Study: Number Four	
Background Information . . . . .	17
Ad Copy . . . . .	18
Ad Layout Rating Profile . . . . .	19
Case Study: Number Five	
Background Information . . . . .	20
Ad Copy . . . . .	21
Ad Layout Rating Profile . . . . .	22
Case Study: Number Six	
Background Information . . . . .	23
Ad Copy . . . . .	24
Ad Layout Rating Profile . . . . .	26

Case Study: Number Seven	27
Background Information . . . . .	28
Ad Copy . . . . .	29
Ad Layout Rating Profile . . . . .	
Case Study: Number Eight	30
Background Information . . . . .	31
Ad Copy . . . . .	32
Ad Layout Rating Profile . . . . .	
Case Study: Number Nine	33
Background Information . . . . .	34
Ad Copy . . . . .	36
Ad Layout Rating Profile . . . . .	
Case Study: Number Ten	37
Background Information . . . . .	38
Ad Copy . . . . .	39
Ad Layout Rating Profile . . . . .	
References . . . . .	40

## INSTRUCTIONAL SUGGESTIONS

### Instructional Goal

The student will be able to identify effective advertising layout practices in actual newspaper advertisements.

### Instructional Activities

In order to accomplish the instructional goal, a number of activities have been identified. Following instruction, the student-trainee will have the opportunity to:

1. Rate selected advertisements using the Ad Layout Rating Sheet,
2. Compare ratings with the experts' composite rating,
3. Compete for "profit points" based upon the composite rating by the "experts" as indicated by each advertiser's Ad Layout Rating Profile.

### Sequence of Activities

#### Activity

<sup>1</sup>Complete the instructional unit

#### Description

It is suggested that the package be employed at the conclusion of the instructional unit as a culminating performance evaluation activity. A number of textbooks and materials have been referenced on page 40 if suggestions are needed for the instructional unit.

**<sup>2</sup>Introduce the activity**

The teacher-coordinator should introduce the activity by discussing the following:

- (a) instructional goal (page 1)
- (b) instructional activities, i.e. view slides, review background information sheets, rate the advertisement, discuss ratings, compare ratings with experts, and receive "profit points" based on the rating.
- (c) Ad Layout Rating Sheet (page 5)
- (d) Checklist of Ad Layout Procedures (page 7)
- (e) Ad Layout Rating Profile (page 6)

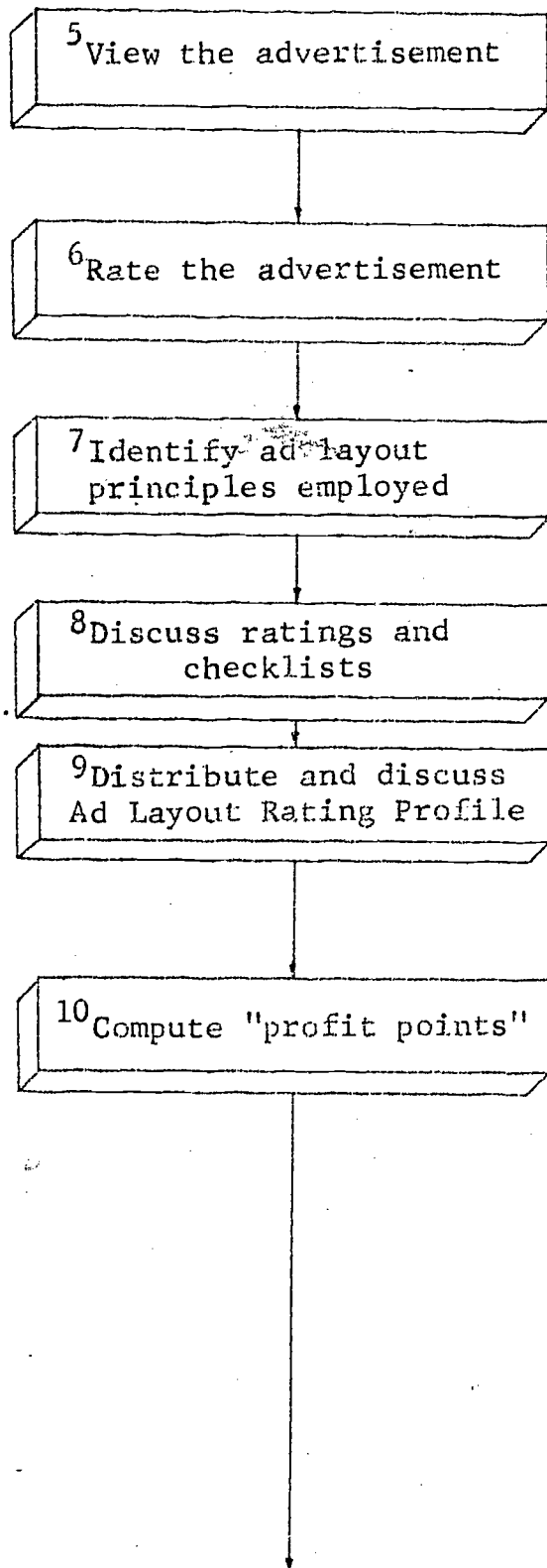
**<sup>3</sup>Distribute Background information for selected advertisement**

The teacher-coordinator should select a case study and distribute the accompanying Background Information sheet, e.g. Case Study: Number One (page 8). The student-trainee should rate the advertisement using the background information as a basis.

**<sup>4</sup>Discuss background information**

Discuss the background information and project the type of advertisement which would be appropriate for the type of retail store described. Perhaps, the student-trainees could actually design a layout rough and compare the rough with the ad to be rated in step five.





The student-trainees should view the advertisement via a 35mm slide. It is suggested that no discussion be allowed until all rating forms have been completed.

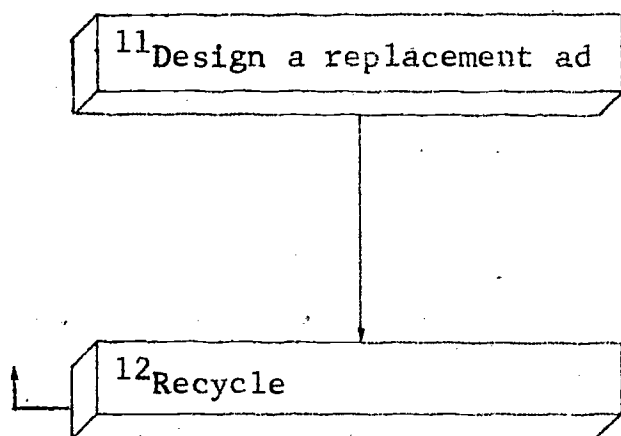
Using the Ad Layout Rating Sheet (page 5), each student trainee should rate the advertisement and generate a composite rating.

Using the Checklist of Ad Layout Principles (page 7), identify the ad layout principles employed.

Discuss ratings and checklist identifications for differences of opinion.

The appropriate Ad Layout Rating Profile, e.g. page 10, should be distributed. Once the student-trainees have examined the experts' composite rating, discussion will follow.

Each student-trainee should refer to the "profit point" section of the Ad Layout Rating Profile and generate his "profit points" based upon his rating of the advertisement. Suggestion: post on a bulletin board the resulting profit points for each student trainee. If you do not wish to have individuals compete, assign student-trainees to a rating team and use accumulated team points to identify the outstanding team.



**OPTIONAL ACTIVITY:** If the ad received a low rating, the teacher-coordinator might direct the student-trainees to draft a replacement ad. The total class would critique and rate the replacement ad using the Ad Layout Rating Sheet.

The teacher-coordinator should select the next advertisement and recycle to step 3.

## AD LAYOUT RATING SHEET

Advertisement \_\_\_\_\_ Rater \_\_\_\_\_

FACTOR	Possible Points	Judged Points
Neatness.....	5	_____
Originality of approach to complete ad..	5	_____
Arrangement of Copy and Artwork.....	10	_____
Idea in Headline.....	20	_____
Exact description of merchandise.....	10	_____
Use of selling points in Copy.....	20	_____
Identification of Item in Artwork.....	5	_____
Signature cut.....	15	_____
Location of store.....	5	_____
Store hours or other information.....	5	_____
TOTAL POINTS	100	_____

Profit Point Computation

Student-Trainees Rating \_\_\_\_\_

Experts' Composite Rating \_\_\_\_\_

Profit Points \_\_\_\_\_

Note: Profit points are assigned on the basis of the student-trainees rating. Refer to the appropriate Ad Layout Rating Profile and identify the interval in which the student-trainee's rating is located. The profit points assigned to that interval are received by the student-trainee.

## AD LAYOUT RATING PROFILE

Advertisement \_\_\_\_\_

FACTOR	Possible Points	5 10 15			
Neatness.....	5				
Originality of approach to complete ad..	5				
Arrangement of Copy and Artwork.....	10				
Idea in Headline.....	20				
Exact description of merchandise.....	10				
Use of selling points in Copy.....	20				
Identification of Item in Artwork.....	5				
Signature cut.....	15				
Location of store.....	5				
Store hours or other information.....	5				
Experts' Composite Rating		_____			

## "Profit Point" Assignment

Points	Low	High
+10	_____	_____
+ 5	_____	_____
- 5	_____	_____
-10	_____	_____

Suggested Use:

Each student could use this form to graphically compare his rating to the expert's rating profile.

## CHECKLIST OF AD LAYOUT PRINCIPLES

Advertisement \_\_\_\_\_ Rater \_\_\_\_\_

Instructions: check whatever principles have been employed in this advertisement.

### Types of advertisements

- ☐ a. institutional
- ☐ b. promotional

### Structural principles

- ☐ a. informal balance
- ☐ b. formal balance
- ☐ c. principle of proportion
- ☐ d. eye direction
- ☐ e. principle of unity
- ☐ f. principle of contrast
- ☐ g. principle of emphasis

### Ad form

- ☐ a. individual ad
- ☐ b. collection of individual ads
- ☐ c. omnibus ad

### Layout format

- ☐ a. Mondrian
- ☐ b. picture-window
- ☐ c. copy-heavy
- ☐ d. frame
- ☐ e. circus
- ☐ f. comic strip
- ☐ g. silhouette
- ☐ h. type-speciman
- ☐ i. rebus
- ☐ j. alphabet-inspired

Ed. Note - Specific details on these principles are discussed in the publication, "Putting It Together", available from the OSU Distributive Education Materials Lab.

## CASE STUDY: NUMBER ONE

### FASHION BAR

#### Background Information

Located in the central shopping district, the Fashion Bar is considered to be a fashion leader in the community. Although the Fashion Bar has been in the softgoods business since 1945, entry into the men's wear field is relatively recent. Future merchandising expansion is forecasted in home furnishings.

The Fashion Bar handles fashion leading brands, i.e. Ratner, Stanley-Blacker, McGregor, Levi, Arrow, etc.

Fashion leadership is the image to be projected in its advertisements.

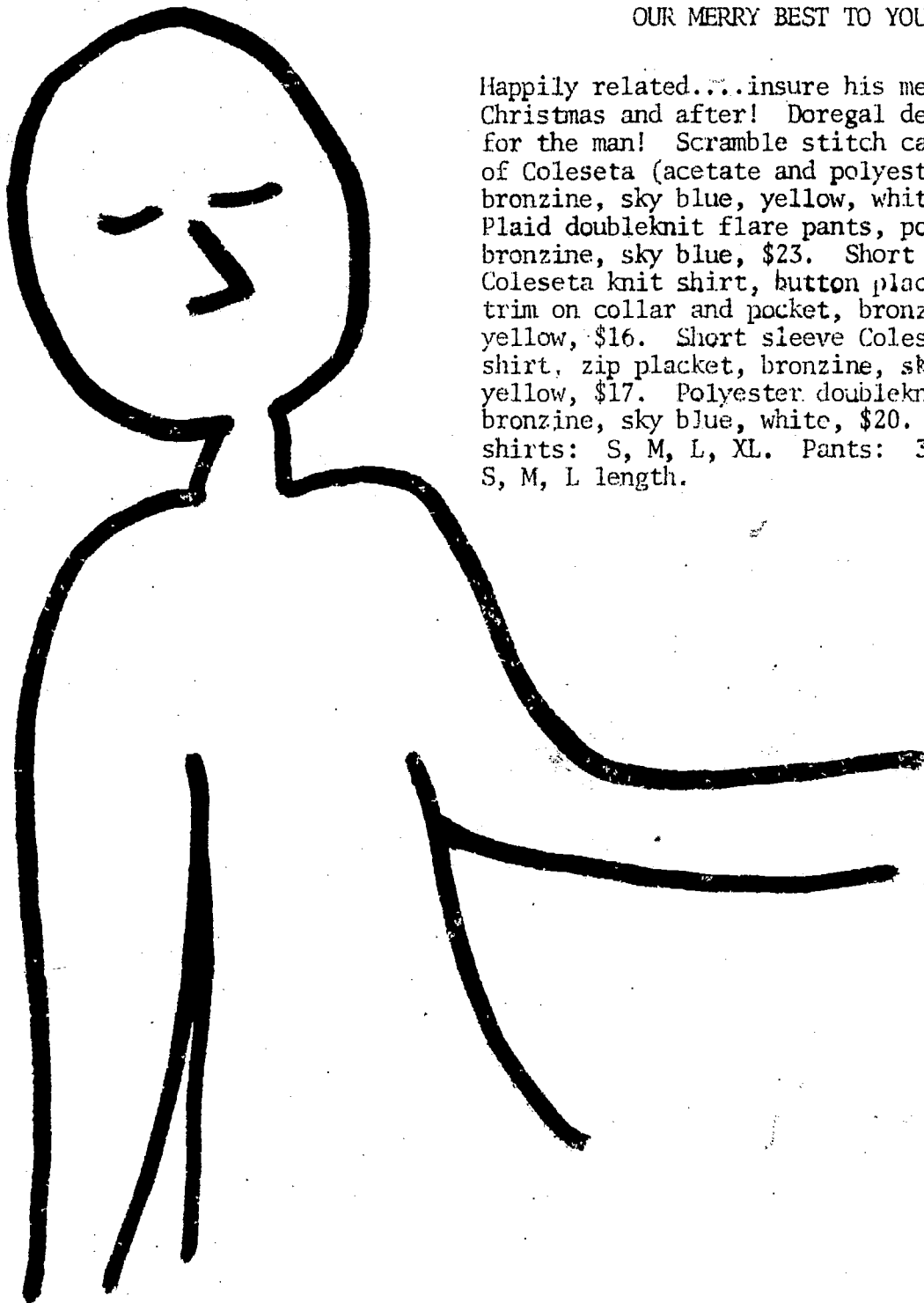
## FASHION BAR

Ad Copy

Slide No. 1:

## OUR MERRY BEST TO YOU

Happily related....insure his merriest Christmas and after! Doregal designs for the man! Scramble stitch cardigan of Coleseta (acetate and polyester) in bronzine, sky blue, yellow, white, \$16. Plaid doubleknit flare pants, polyester, bronzine, sky blue, \$23. Short sleeve Coleseta knit shirt, button placket, trim on collar and pocket, bronzine, yellow, \$16. Short sleeve Coleseta knit shirt, zip placket, bronzine, sky blue, yellow, \$17. Polyester doubleknit pants, bronzine, sky blue, white, \$20. Sweater shirts: S, M, L, XL. Pants: 30-40; S, M, L length.



## AD LAYOUT RATING PROFILE

Advertisement Fashion Bar

FACTOR	Possible Points	5	10	15
Neatness.....	5			
Originality of approach to complete ad..	5			
Arrangement of Copy and Artwork.....	10			
Idea in Headline.....	20			
Exact description of merchandise.....	10			
Use of selling points in Copy.....	20			
Identification of Item in Artwork.....	5			
Signature cut.....	15			
Location of store.....	5			
Store hours or other information.....	5			
Experts' Composite Rating		72		

## "Profit Point" Assignment

Points	Low	High
+10	68	76
+ 5	65-67	77-79
- 5	58-64	80-84
-10	50-57	86-94



## CASE STUDY: NUMBER TWO

### MONTGOMERY WARDS

#### Background Information

Since 1928, the Montgomery Wards Store has been located in the central shopping district. Presently, the store is liquidating its stock and moving to a new location in an enclosed mall shopping center. Historically, Montgomery Wards has considered its major competitors as Sears and Penneys.

Montgomery Wards merchandises with its own private brands, including: Signature (appliances), Hawthorne (sporting goods), Riverside (tires), Brent (ready-to-wear), and Style House (home furnishings).

Value is the key element to be projected in Wards' advertisements. "Satisfaction guaranteed" is still a major component of Wards' advertising for the past one hundred years. Wards is quite proud that this is their "100 Year Anniversary."

## MONTGOMERY WARDS

Ad Copy

Slide No. 2

- top left: SAVE \$10! -- Jiffy Vac with Special Head to Clean Shags. Groomer for "like new" shags. Strong suction gets out dirt! \$19.88. Reg. \$29.95. Shag tool makes your shags like new. Special swivel head. Compact -- 2 speeds. 3 additional tools. Model 71.
- middle left: WARDS 2-Speed -- \$159.95 Washer. Big 18-lb. capacity. Wash 3 loads in 2. \$138.88.
- middle left: WARDS \$119.95 18-lb. Dryer. Gigantic 8 cubic feet drum. Automatic timer. \$88.88.
- bottom left: Zig-Zag Portable or Straight-Stitch Console Sewing Machine. Zig-Zag lets you make button holes, sew-on-buttons tool. Console has built-in light. Your choice \$66.00. Special Buys!
- top center: \$20 Off SIGNATURE 16 Cu. Ft. Deluxe Freezer. Freezer Meals Ease Your Holiday "Time-Crush". \$229.88. Regularly \$249.95. Holds up to 560 lbs. of frozen food. Shelf adjusts -- store big packs easily. 2 juice racks, plenty of door space. Cold control -- interior light. Signal light goes off if power stops. Drain -- Lock -- Color choice.
- bottom center: 5 Cu. Ft. Compact Freezer. \$129.88. Reg. \$139.95. Holds up to 175 lbs. Basket. Wheels. Adjustable cold control.
- bottom center: 5.2 Cu. Ft. Mini-Refrigerator. \$129.88. Reg. \$139.95. Fits small space with ease. 3 handy glide-out shelves. Cold control. Door reverses. Freezing compartment.
- middle right: 5 Cu. Ft. Deluxe Compact Freezer. \$149.88. Reg. \$159.95. Holds up to 175 lbs. food -- stock up. Stainless steel liner -- Big basket. Fast freeze control. Moves on wheels. Foam insulation. Decorator cabinet.
- bottom right: Your Choice Compact Freezers. \$159.88. Reg. \$179.95. 10 cu. ft. upright. Holds up to 350 lbs. -- save at sales. 4 shelves, door space, basket help organize your interior storage. Just 23-1/2" wide -- fits most spaces. Convenient adjustable cold control.
- bottom right: 11.2 Cu. Ft. Chest. Holds up to 392 lbs. of frozen food. Big basket plus convenient divider. Thinwall foam insulation gives you maximum storage space inside. Handy adjustable cold control.

YOU'LL LIKE WARDS, 815 19th Street, OPEN EVERY NIGHT UNTIL 8:30. OPEN SUNDAYS FROM 10 A.M. to 4 P.M.

## AD LAYOUT RATING PROFILE

Advertisement Montgomery Wards

FACTOR	Possible Points	5	10	15
Neatness.....	5	1		
Originality of approach to complete ad..	5			
Arrangement of Copy and Artwork.....	10			
Idea in Headline.....	20			
Exact description of merchandise.....	10			
Use of selling points in Copy.....	20			
Identification of Item in Artwork.....	5			
Signature cut.....	15			
Location of store.....	5			
Store hours or other information.....	5			
Experts' Composite Rating		64		

## "Profit Point" Assignment

Points	Low		High
+10	81	--	67
+ 5	58-60	--	68-70
- 5	52-57	--	71-75
-10	45-51	--	77-83

### CASE STUDY: NUMBER THREE

#### DENVER DRY GOODS

##### Background Information

Located in the central shopping district, Denver Dry Goods is a prestige department store that merchandises nationally advertised brands, including: VanHusen, McGregor, Botany, Prince Gardner, etc.

Denver Dry Goods attempts to project a fashion leadership image. Quality is stressed both in its products and service to the customer.

## DENVER DRY GOODS

Ad Copy

Slide No. 3

SHOP THE DENVER, DOWNTOWN SUNDAY 12 to 6. FREE PARKING courtesy of Downtown Denver, Inc. today and next Sunday. Noon to 6:00 p.m. We suggest these lots nearest our downtown store: 1501 Stout, 1455 Stout, 1536 Stout, and 3499 California. Nine lots in all are open for free parking today and next Sunday.

- top left: THE DENVER'S CAROLERS 5 sing out an Old Fashioned Christmas to you at Tea on Saturday, 3:00 to 4:30 and during Sunday lunch, today, Noon until 2:30. Listen to your favorite Christmas hymns and old English carols sung to accordian accompaniment.
- top center: PLAN A FAMILY LUNCH TODAY in our Tearoom downtown. Lunch any-time from Noon until 2:30. Select from four entrees, prime roast beef, shrimp newburg, Christmas desserts and beverage.
- top right: THE DENVER'S STORY BOOK LADY will hold open house for your youngsters as you shop today. She's at home in the private room off the Tearoom from Noon until 3:30 or later. Your youngsters will enjoy a story or two, watch reels of old movie comedies and Looney Tunes, Lollipops, small prizes and games are on her program too.
- middle left: Chamade Perfume 1/2 oz. \$16.00. Chamade Toilet Water Spray 3 oz. \$9.00. Chamade Cologne Spray 2-1/2 oz. \$6.50.
- middle right: Shalimar Natural Perfume Spray, 1/4 oz. \$8.00. Shalimar Perfume, 1/4 oz. \$8.00. Shalimar Cologne Sorat 2-1/2 oz. \$6.50. Shalimar Cologne 3 oz. \$6.50. Shalimar Cologne 6 oz. \$10.00. Shalimar Body Lotion 3 oz. \$5.00.
- bottom center: SHALIMAR, CHAMADE: THEY'RE FOR TWO VERY DIFFERENT WOMEN, OR TWO SIDES OF ONE. We've been suggesting you give her one Guerlain fragrance or the other. But if you've been having trouble deciding which fits her best....maybe she's too changeable for just one perfume. Maybe she's got quiet Shalimar moods....dazzling Chamade moods. Sounds like her to you? Perhaps you'd better give her both. Beauty World, First Floor, downtown. Also suburbs, Greeley, Boulder, Ft. Collins, and Colorado Springs.

## AD LAYOUT RATING PROFILE

Advertisement The Denver

FACTOR	Possible Points	5 10 15			
Neatness.....	5				
Originality of approach to complete ad..	5				
Arrangement of Copy and Artwork.....	10				
Idea in Headline.....	20				
Exact description of merchandise.....	10				
Use of selling points in Copy.....	20				
Identification of Item in Artwork.....	5				
Signature cut.....	15				
Location of store.....	5				
Store hours or other information.....	5				
Experts' Composite Rating		81			

## "Profit Point" Assignment

Points	Low		High
+10	77	--	85
+ 5	73-76	--	85-89
- 5	65-72	--	90-97
-10	57-64	--	98-100

CASE STUDY: NUMBER FOUR

HIBB'S

Background Information

Located in the central shopping district, Hibb's is a conservative men's wear retail store.

Hibb's merchandises high quality, nationally advertised brands, including: Arrow, VanHusen, McGregor, etc.

Quality merchandising at fair prices is the image stressed by Hibb's. Customer satisfaction is a primary concern.

HIBB's

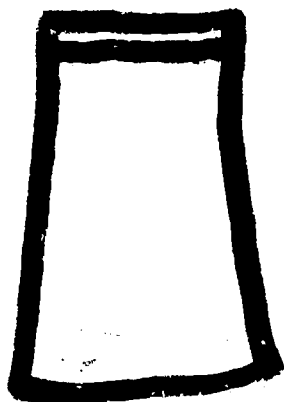
Ad Copy

Slide No. 4

NO-PIC KNIT

## Spyder Mark

- \* Won't Snag.
- \* Won't Run.
- \* Completely Washable.
- \* Every Size Spyder Mark Makes.
- \* Vibrant Green.
- \* Ocean Blue.
- \* Burgundy Rose.
- \* Plomo Gray.



Spyder Mark tested these pants for Hibbs on cowboys -- riding all day in heavy brush and they came through in fine condition! Flattering doubleknit comfort is his in the feathered heathers from Spyder Mark! The Unpickables use an extremely tight, knitted fabric that just won't snag or pick under normal wearing. They wear longer and look better cut and fit is unexcelled. He just has to own a pair to believe it! His Beautiful Spydermarks will be beautifully gift wrapped in the famous Hibbs tradition free. Use Hibbs charge, BankAmericard or Master Charge. Shop Every Night This Week Until 8:30. Closed Sunday.

THE COMFORTABLE STORE, 814-816 Ninth Street.



## AD LAYOUT RATING PROFILE

Advertisement Hibbs

FACTOR	Possible Points	5 10 15			
Neatness.....	5				
Originality of approach to complete ad..	5				
Arrangement of Copy and Artwork.....	10				
Idea in Headline.....	20				
Exact description of merchandise.....	10				
Use of selling points in Copy.....	20				
Identification of Item in Artwork.....	5				
Signature cut.....	15				
Location of store.....	5				
Store hours or other information.....	5				
Experts' Composite Rating		75			

## "Profit Point" Assignment

Points	Low		High
+10	71	--	79
+ 5	67-70	--	80-83
- 5	60-66	--	84-90
-10	52-59	--	91-98

## CASE STUDY: NUMBER FIVE

### K-MART

#### Background Information

K-Mart has been located in a suburban buying district in a single store location since October 1969.

The lines merchandised includes both private and nationally branded items: General Electric, Zenith, RCA, Monsanto, B.F. Goodrich, UniRoyal, and K-Mart's private brand.

Ninety-nine percent of the products advertised are special discounts. The ad format is to stress neatness by segmenting the advertisement into distinct units. Copy is to be short and descriptive and should emphasize customer satisfaction.

## K-MART

Ad Copy

Slide No. 5

K-Mart -- Open Daily 9:30 - 11; Sunday 10 - 6. LAST MINUTE CHRISTMAS DISCOUNTS.

- top left: Judo Robe. One Size Fits All. Reg. \$9.97. 4 Days Only \$6.97. Men enjoy lounging in these Arnel triacetate/nylon velour robes. Blue, gold, beige, navy, garnet, brown with contrast trim.
- bottom left: Gift Poinsettias. 4 Days Only \$1.97. These lovely 6-inch potted plants add a gracious, blooming beauty to Christmas decorations! Foil-wrapped 6-inch pots.
- top center: Focal Color Print Film....66¢.
- middle center: Men's Sweater Special. Your Choice 25% Off Reg. Price. Great gifts for the men on your list. Great savings for you! Fabulous, new acrylics and wools in a wide range of colors. S-XL. Come early! Boys' & Jr. Boys' Sweaters. Also 25% Off. Up to 1/3 Off on Some Items.
- middle center: 4 Lbs. Holiday Chocolates \$2.44. A taste tempting treat that will last all through the holiday season. Help yourself to a selection of light and dark chocolates with a variety of delicious fillings.
- bottom center: Polaroid Type 108. Polaroid Film. Yields sight color prints. Limit 2. \$3.37. Type 88 Square Shooter Film...\$2.83.
- bottom center: Kodak Super 8 Movie Film. \$2.11.
- bottom center: 135 - 20 exposure. Slide Film. \$1.38.
- top right: Men's Dress Shirts. 2 for \$5.00 4 Days Only. Superbly comfortable shirts make great gifts. Solids or in patterns. 14-1/2 - 17. Sleeves 32-35.
- middle right: Men's Orlon Casual Socks. Reg. 68¢ 4 Days 2 for \$1.00. Men's comfortable Orlon crew socks in a large range of colors. One size fits 10-13.
- middle right: Panty Hose. Reg. \$1.26. 88¢. Brown Mist, Suntone, Mist-Tone. Nude heel, seamless stretch nylon hose. S/M, MT/T.
- bottom right: Sleep Snug. Reg. \$3.96. 4 Days 2 for \$4.47. Infant's footed, appliqued acrylic blanket sleeper with non-skid soles. Colors. S, M, L, XL.

K-Mart Items Available in All Store. DENVER--South Federal at West Evans, DENVER--South Monaca at East Evans, DENVER--North Federal at 50th Avenue, ARVADA--9881 at 58th Avenue, LAKEWOOD--7325 West Collas Avenue, FEDERAL HEIGHTS--1001 West 84th Avenue, BOULDER--3325 28th Street, COLORADO SPRINGS--2520 Airport Road, COLORADO SPRINGS--Nevada at Filmore Street, GREELEY--2829 West 10th Street, FT. COLLINS--South College at Drake.

## AD LAYOUT RATING PROFILE

Advertisement K-Mart

FACTOR	Possible Points	5	10	15
Neatness.....	5	•		
Originality of approach to complete ad..	5	•		
Arrangement of Copy and Artwork.....	10	•		
Idea in Headline.....	20		•	
Exact description of merchandise.....	10		•	
Use of selling points in Copy.....	20			•
Identification of Item in Artwork.....	5	•		
Signature cut.....	15			•
Location of store.....	5	•		
Store hours or other information.....	5	•		
Experts' Composite Rating		70		

## "Profit Point" Assignment

Points	Low	High
+10	66	74
+ 5	63-65	75-77
- 5	56-62	78-84
-10	49-55	85-91

CASE STUDY: NUMBER SIX

MERIT DRUGS

Background Information

Four Merit Drug Stores are located throughout the community.

Merit Drug Stores attempt to project an image of quality merchandise at the lowest prices.

## MERIT DRUGS

Ad Copy

Slide No. 6

MERIT DRUGS -- ANNUAL RED TAG SALE -- SAVE UP TO 50%! You're the saver! On cameras, radios, appliances, health and beauty items, notions, sundries, stationery and more! Selection of Sale Merchandise Varies from Store to Store. Just look for the big Red Tag.

left column: Sensodyne - The toothpaste for sensitive teeth. \$1.03 Value  
(from top 2.2 oz. 59¢  
to bottom)

VO-5 Hair Spray - Reg., Hard-to-hold, Spray for gray, Super-hard-to hold. Unscented. \$2.35 Value 16 oz. \$1.29.

Calm II Antiperspirant Spray Powder - Unscented. \$1.19 Value  
5 oz. 59¢.

Command Dry & Natural Hair Control for Men. Stubborn. Reg. &  
Reg. Unscented. \$1.49 Value 7 oz. 79¢.

Vitalis Dry Texture for Men's Hair - \$1.14 Value 3 oz. 59¢.

Wella Kolestral - \$1.00 Value 1-3/4 oz. Tube. 49¢.

Tegrin Shampoo - \$2.19 Value 3.2 oz. tube. \$1.19.

FDS Underarm Anti-Perspirant - Reg. & Unscented. \$1.29 Value  
5 oz. 69¢.

left-of-middle  
column:

(from top  
to bottom)

Bayer Aspirin - "Bayer Works Wonders" - \$2.61 Value 300's. \$1.89.

Sine-Aid - \$2.89 Value 100's. \$1.49.

Wella Balsam Instant Hair Conditioner - Beautifies trouble hair  
in seconds. Reg. or X-Hold. \$1.98 Value 8 oz. 99¢.

FDS Feminine Hygiene Deodorant. Reg. Unscented Powder or Extra  
Strength. \$1.50 Value 3 oz. 79¢.

middle column:  
(from top  
to bottom)

Cope - Unique formula for relief of nervous tension headaches.  
98¢ Value 36's. 66¢.

G.E. Power Spray Steam and Dry Iron - 30 steam vents. Double non-  
stick soleplate. Magnified water window. 2 spray settings.  
\$24.98 Value. Red Tag Sale Price \$16.99.

Just In Time For Figuring Taxes! Royal Office Master Deluxe  
Adding Machine - Totals 11 digits, direct subtraction, repeat key

## Slide No. 6 (continued)

multiplication, single, double and triple zero keys, total, sub-total and credit balance in red. \$109.95 Value. Red Tag Sale Price \$53.88.

Wella Care Herbal Hair Conditioner - \$2.25 Value 8 oz. \$1.09.

Wella Care Do - Reg. Extra hold or Gentle. \$2.00 Value 4-1/2 oz. 99¢.

Wella Care Herbal Shampoo - Cream 4 oz., Liquid 8 oz., Concentrate \$2.00 Value. 99¢.

Stayfree Maxi-Pads 10's. 37¢.

Breck One Dandruff Shampoo - \$1.79 Value 6 oz. 99¢.

Breck Creme Rinse Spray - \$1.89 Value 12 oz. 89¢.

right column:  
(from top  
to bottom)

4-Way Nasal Spray - Menthol or regular. 98¢ Value 1/2 oz. 53¢.

For Your New Year's Party Borden Eggnog - Make instant French Toast. This and other recipes on can. 32 oz. 49¢.

Fruit Cake - Baked by Rainbow. \$1.98 Value 1 lb. 69¢.

Plumrose Bacon - Canned, no refrigeration. 98¢ Value 16 oz. 79¢.

Vaseline Intensive Care Lotion - For Over-Dry Skin. Non-greasy. Softens on contact. \$2.49 Value 24 oz. \$1.39.

Binaca Breath Drops Golden or Mint Drops - 79¢ Value. 49¢.

Breck Basic Texture Shampoo or Texturizing Shampoo - with protein. \$1.98 Value 9 oz. \$1.09.

Breck Basic Conditioner - Reg. or Extra Body. \$2.25 Value 4 oz. \$1.19.

At Your Neighborhood Merit Drug -- Where we believe your friendship Merits close attention. Hurry! Red Tag Sale Ends Sunday!

CAMPUS MERIT PHARMACY 931 East 16th Street

CENTER PLAZA MERIT DRUG 1012 11th Street

GILBERT'S DOWNTOWN MERIT PHARMACY 810 8th Street

GILBERT'S HILLSIDE MERIT PHARMACY 2503 11th Avenue

GILBERT'S WELDORADO MERIT PHARMACY 800 9th Street

GILBERT WESTVIEW MERIT PHARMACY 2434 10th Street

## AD LAYOUT RATING PROFILE

Advertisement Merit Drugs

FACTOR	Possible Points	5	10	15
Neatness.....	5			
Originality of approach to complete ad..	5			
Arrangement of Copy and Artwork.....	10			
Idea in Headline.....	20			
Exact description of merchandise.....	10			
Use of selling points in Copy.....	20			
Identification of Item in Artwork.....	5			
Signature cut.....	15			
Location of store.....	5			
Store hours or other information.....	5			
Experts' Composite Rating		65		

## "Profit Point" Assignment

Points	Low	High
+10	62	68
+ 5	59-61	69-71
- 5	52-58	72-78
-10	45-51	77-85



CASE STUDY: NUMBER SEVEN

WOOLCO

Background Information

Located in a secondary shopping district since 1969, WOOLCO is a leading department store in the community.

Both private and national brands are merchandised, including: General Electric, Whirlpool, Black/Decker, Dan River, etc.

A semi-discount image is sought by the advertiser. Advertisements stress quality merchandise at a lower price.

## WOOLCO

Ad Copy

Slide No. 7

WOOLCO DEPARTMENT STORES - PRESTO IT'S....CHRISTMAS MAGIC With These Gifts From Presto.

- |    |   |              |          |
|----|---|--------------|----------|
| A. | Cm-9 9 Cup Coffee Pot . . . . .   | Reg. \$28.88 | \$ 16.88 |
|    | Cm-12 12 Cup Coffee Pot . . . . .   | Reg. \$32.88 | 19.88    |
| B. | 15" Fry Pan . . . . .   |              | 22.88    |
|    | FP 15AD. Cooks a complete meal for 8. Easy to clean. Control master maintains uniform heat automatically.                   |              |          |
| C. | Deep Fryer - Dutch Oven . . . . .   |              | 27.95    |
|    | Comes complete with control master, vented cover, fry basket, and hard surface teflon.                                      |              |          |
| D. | Automatic Buttering Corn Popper . . . . .   |              | 19.95    |
|    | Makes fluffy buttered popcorn in minutes -- simply add butter to special lid dispenser.                                     |              |          |
| E. | Automatic Fondue . . . . .  |              | 19.95    |
|    | Great for parties and family treats. Easy to make cheese or dessert fondues in minutes.                                     |              |          |
| F. | Automatic Buttering Corn Popper . . . . .   |              | 8.66     |
|    | Special lid dispenser for the butter. Hard surface lining for no sticking or scorching.                                     |              |          |
| G. | Automatic Toaster . . . . .   |              | 10.88    |
|    | Make toast in seconds -- Toast one to four slices just the way you like it....automatically perfect every time.             |              |          |
| H. | Presto Automatic Toaster . . . . .  |              | 15.88    |
|    | No more watching, waiting....no more burned toast! Just set the color selector and lower the handle. Easy.                  |              |          |
| I. | Mist Hair Curler . . . . .  |              | 14.88    |
|    | Conditioning mist prevents dryness, split ends -- Gives a fast, long lasting set.   |              |          |
| J. | Mist Hair Dryer . . . . .   |              | 23.88    |
|    | Largest hood of any dryer, adjusts to desired height. Attractive travel case. Convenient remote control.                    |              |          |
| K. | Mist Hair Styler . . . . .  |              | 12.88    |
|    | Here's a great Hair Styler for the entire family. Professional appearing touchup or daily between hair washing is now easy! |              |          |

CHARGE IT! Woolco makes it easy for you to shop.

Hillside Shopping Mall -- 11th Avenue at 26th Street. Shop Weekdays 9:30 a.m. till 9:30 p.m. Shop Sunday 9:30 a.m. till 6:00 p.m.

## AD LAYOUT RATING PROFILE

Advertisement Woolco

FACTOR	Possible Points	5	10	15
Neatness.....	5			
Originality of approach to complete ad..	5			
Arrangement of Copy and Artwork.....	10			
Idea in Headline.....	20			
Exact description of merchandise.....	10			
Use of selling points in Copy.....	20			
Identification of Item in Artwork.....	5			
Signature cut.....	15			
Location of store.....	5			
Store hours or other information.....	5			
Experts' Composite Rating		62		

## "Profit Point" Assignment

Points	Low	High
+10	59	65
+ 5	56-58	66-68
- 5	50-55	69-74
-10	43-49	75-81

## CASE STUDY: NUMBER EIGHT

### J.C. PENNEY

#### Background Information

Located in the central shopping district, the J.C. Penney store handles primarily soft lines with limited hard lines.

Penney's merchandises with its own brands, i.e. Towncraft, Big Mac, Gay Mode, Carol Evans, Nationwide, and Penncraft.

The primary market target is the middle class. Penney's attempts to project the image of first quality at fair prices. Above all, they do not wish to be classified as a discounter.

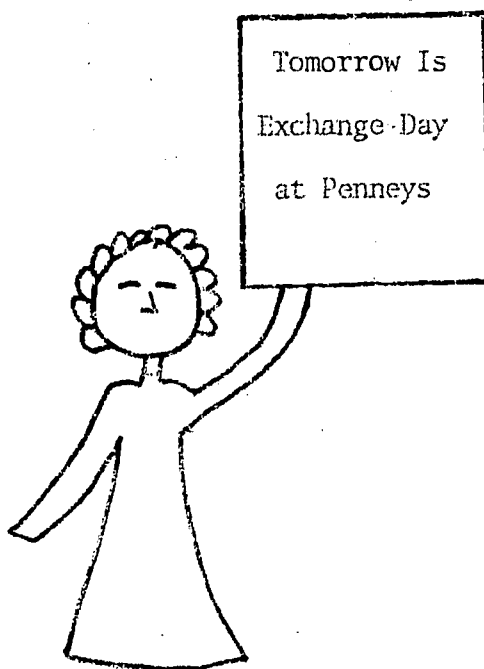
J.C. PENNEY

Ad Copy

Slide No. 8

A M E R I C A

Bring us your  
too big, too small,  
too bright, too dull,  
too green, too blue,  
too wild, too tame,  
two-of-a-kind  
gift from Penneys  
and we will make  
you happy.



J.C. Penney. The Friendly Place. Open Monday thru Thursday till 8:30; Friday till 9:00; Saturday till 6:00.

**38**

## AD LAYOUT RATING PROFILE

Advertisement J.C. Penney

FACTOR	Possible Points	5	10	15
Neatness.....	5			
Originality of approach to complete ad..	5			
Arrangement of Copy and Artwork.....	10			
Idea in Headline.....	20			
Exact description of merchandise.....	10			
Use of selling points in Copy.....	20			
Identification of Item in Artwork.....	5			
Signature cut.....	15			
Location of store.....	5			
Store hours or other information.....	5			
Experts' Composite Rating		83		

## "Profit Point" Assignment

Points	Low	High
+10	79	87
+ 5	75-78	88-91
- 5	66-74	92-99
-10	58-67	100

CASE STUDY: NUMBER NINE

FABRIFIC FABRIC CENTER

Background Information

The Fabrific Fabric Center is located in a secondary shopping center and merchandises a full-line of fabrics and related sewing items.

Although quality is stressed, a discount price appeal is sought by the advertiser.

## FABRIFIC FABRIC CENTER

Ad Copy

Slide No. 9

NEW YEARS DAY FABRIC SALE. Open Sunday & Monday! Open From: Sunday 1 to 5; Monday 9 to 6.

- top left: 100% Polyester Knits. A truly outstanding selection -- prints and solids, novelty prints, checks, stripes in an array of colors. 60" wide and on belts. Machine wash and dry. Made of easy care 100% polyester. 99¢ Yd.
- middle left: Unbleached Muslin. 100% cotton, 45" wide, machine wash and dry. Make the latest fashion, smocks or dresses. 5 Yds. for \$1.00.
- middle left: Brushed Woolens. Plaids and plains. Wide range of colors. 2 to 4 yard lengths, 54 to 60" wide. \$1.99 Yd.
- bottom left: Plush. Select from all the latest colors in this popular fabric. 50% acetate, 50% nylon, 60" wide and on belts. Machine wash and dry. \$2.44 Yd.
- bottom left: Interfacing. Gives body to any fabric and handles beautifully. 100% non-woven fibers. 40" wide. Machine washable. No bias or grain. 29¢ Yd.
- top center: Pin & Wide Wale Corduroy. Very popular pin wale and wide wale corduroy in 100% cotton. 45" wide in designer length. Great selection of colors. 99¢ Yd.
- top center: Flannel. Kiddie and novelty prints in 100% cotton. Machine wash and dry. 45" wide and on belts. Fabulous savings. 39¢ Yd.
- middle center: 100% Polyester Doubleknits. Assorted stitches of perfect polyester at a clearance price. All 100% polyester, 60" wide, and on belts. Come to Fabrific and save on every yard of fabric you buy. \$1.99 Yd.
- bottom center: Bonded Acrylics. Beautiful solids and stripes. 100% orlon acrylic knit face with 100% acetate bond. 60" wide and on belts. 99¢ Yd.
- bottom center: Quilted Jerseys. 100% cottons and 100% acetate face with 100% polyester fill. 45" wide and of course on belts. 88¢ Yd.
- top right: Drapery. Antique satins, dacron sheers and many more. 45" wide. A truly beautiful assortment in drapery lengths. 39¢ Yd.
- top right: Assorted Notions. Low prices on scissors, needles, pin cushions, tracing wheels. Select from over 30 items at a fraction of original price. 19¢ Each.



## Slide No. 9 (continued)

- middle right: Button Assortment. 5¢ Card. Cutting Boards. A big 40" X 72" cutting surface that's ruled in 1" squares. \$1.22 Each.
- middle right: Taffeta. Perfect for formals, linings, pillow cases, and other uses. 100% acetate. 45" wide in gorgeous colors. Belts. 29¢. Laces & Trims. 10 Yds. for \$1.00.
- bottom right: 100% Polyester Doubleknits. Low low clearance price on 100% fancy doubleknits. Jacquards, tone on tones, multi-colors and many more. 60" wide and of course on belts. Machine wash & dry, perma-press & no iron. \$2.99 Yd.

FABRIFIC - Fabric Centers. Hillside Shopping Center, 2529 11th Avenue, 356-3524. Open 9-6 Monday thru Saturday, Open Sunday 1-5.

## AD LAYOUT RATING PROFILE

Advertisement Fabrific

FACTOR	Possible Points	5	10	15
Neatness.....	5			
Originality of approach to complete ad..	5			
Arrangement of Copy and Artwork.....	10			
Idea in Headline.....	20			
Exact description of merchandise.....	10			
Use of selling points in Copy.....	20			
Identification of Item in Artwork.....	5			
Signature cut.....	15			
Location of store.....	5			
Store hours or other information.....	5			
Experts' Composite Rating		55		

## "Profit Point" Assignment

Points	Low		High
+10	52	--	58
+ 5	49-51	--	59-61
- 5	44-48	--	62-66
-10	38-43	--	67-72

CASE STUDY: NUMBER TEN

OTIS BROS.

Background Information

Located on the fringe of the central shopping district, Otis Bros. is a family operated men's wear retailer.

High quality, fashion merchandise is carried by Otis Bros. including brand names such as: McGregor, Arrow, VanHusen, Flor-sheim, etc.

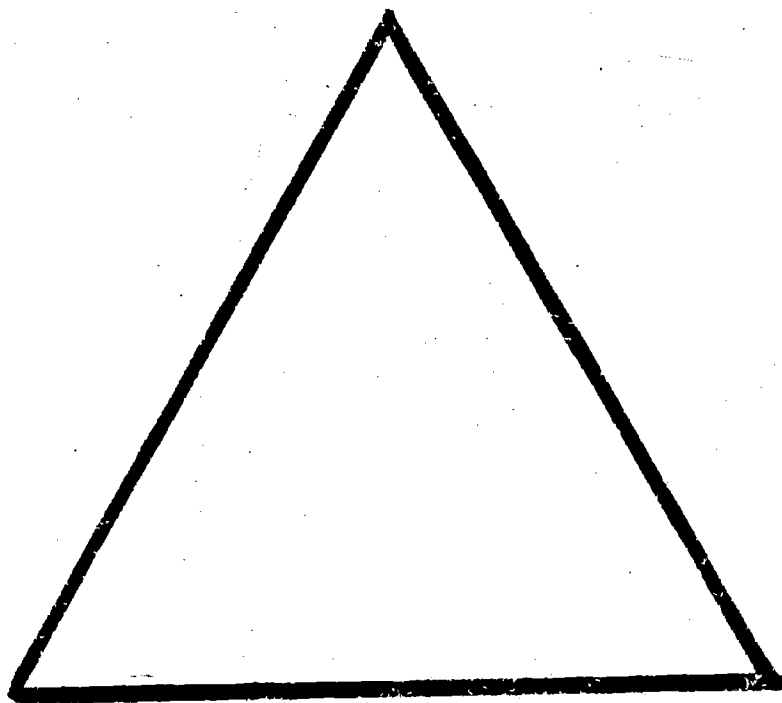
The image stressed by Otis Bros. is one of high quality, fashion conscious, fair price, and a family-oriented appeal.

OTIS BROS.

Ad Copy

Slide No. 10

OTIS BROS.



## LASTING LUGGAGE GIFTS

For people going places....American Tourister Luggage will take the knocks...Otis Bros. is proud to offer this fine luggage to our traveling customer....Great gifts for men (and women too).

Style:	1000	14" Train Case . . . . .	40.00
	1018	18" Fitted Case . . . . .	40.00
	1018M	18" Attache Case . . . . .	38.00
	1021	21" Weekend Case . . . . .	40.00
	1025-2	25" Two Suiter . . . . .	58.00
	1025-3	25" Extra Large 3 Suiter . . . . .	63.00
		Dusk, Walnut, Olive, Scarlet .....	

Gift wrapped, initialed and delivered in the Greeley Area. 7th Street at 8th Avenue. Open Evenings till 8:30.

## AD LAYOUT RATING PROFILE

Advertisement                     Otis Bros.                    

FACTOR	Possible Points	5	10	15
Neatness.....	5			
Originality of approach to complete ad..	5			
Arrangement of Copy and Artwork.....	10			
Idea in Headline.....	20			
Exact description of merchandise.....	10			
Use of selling points in Copy.....	20			
Identification of Item in Artwork.....	5			
Signature cut.....	15			
Location of store.....	5			
Store hours or other information.....	5			
Experts' Composite Rating		54		

## "Profit Point" Assignment

Points	Low		High
+10	51	--	57
+ 5	48-50	--	58-60
- 5	43-47	--	61-65
-10	37-42	--	66-71

## REFERENCES

1. Blair, Ruth Liskai and others, Introduction to Advertising. Columbus, Ohio: Distributive Education Materials Laboratory, 1966.
2. Dirksen, Charles J., and Arthur Kroeger, Advertising Principles and Problems. Homewood, Illinois: Richard D. Irwin, Inc., 1964.
3. Ernest and DuVall, Salesmanship Fundamentals (Third Edition). New York: McGraw-Hill Book Company, 1965.
4. Kleppner, Otto, Advertising Procedure (Fifth Edition). Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1950.
5. Koeninger, Jimmy G. Advertising Layout: Putting It Together. Columbus, Ohio: Distributive Education Materials Laboratory, 1971.
6. Longyear, William, Advertising Layout (Second Edition). New York: The Ronald Press Company, 1954.
7. Nelson, R. P., The Design of Advertising. Iowa: William C. Brown Company Publishers, 1967.
8. Nolan, Carroll A. and Roman F. Warmke, Marketing Sales Promotion and Advertising (Seventh Edition). Cincinnati, Ohio: South-Western Publishing Company, 1965.
9. Ogilvy, David, Confessions of an Advertising Man. New York: Dell Publishing Company, Inc., 1963.
10. Patterson, G. E., Advertising Layout and Copy. Columbus, Ohio: Distributive Education Materials Laboratory, 1967.
11. Price, Matlack, Advertising and Editorial Layout. New York: McGraw-Hill Book Company, Inc., 1949.
12. Rosenblum, M. L., How to Design Effective Store Advertising. New York: National Retail Merchants Association, 1961.

13. Sampson, Harland E., Advertising and Displaying Merchandise. New York: South-Western Publishing Company, 1967.
14. Sandage, C. H., Advertising Theory and Practice (Fourth Edition). Homewood, Illinois: Richard D. Irwin, Inc., 1953.
15. Texas Manual, Sales Promotion. The University of Texas: Division of Extension, Distributive Education Department, no date.
16. Wales, Hugh G. and others, Advertising Copy, Layout and Typography. New York: The Ronald Press Company, 1958.