

ADVERTISING AS A VOCATION

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Advertising as a Vocation by Frederick J. Allen

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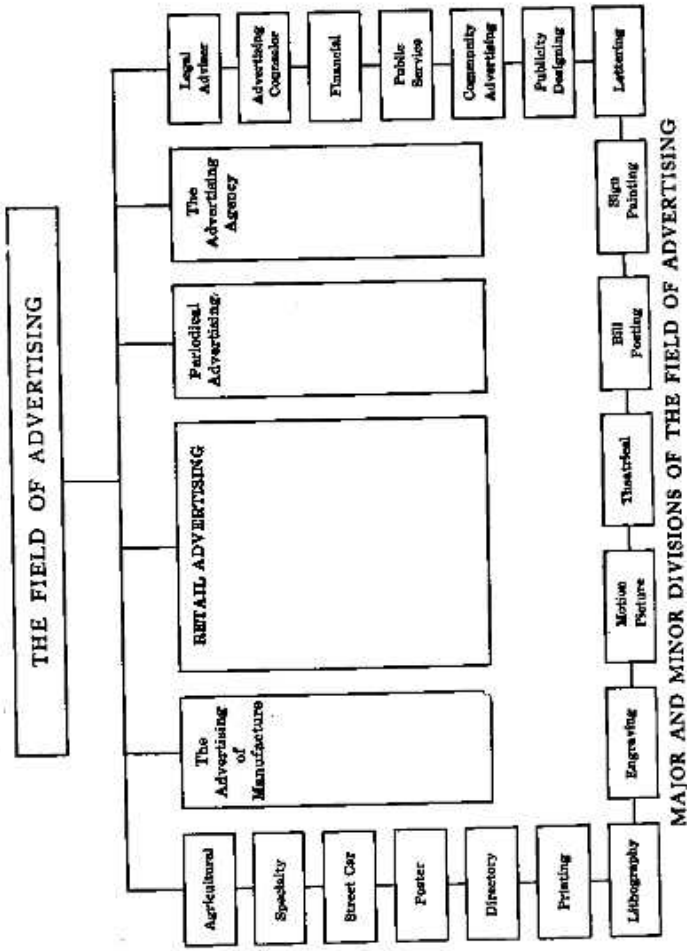
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MAJOR AND MINOR DIVISIONS OF THE FIELD OF ADVERTISING

ADVERTISING AS A VOCATION

BY

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PREFACE

IT is the purpose of this volume to show the nature, the growth, and the probable future of advertising as a department of the business world, the divisions and extent of the field, the many kinds of mediums employed to reach the buying public, and the various opportunities for employment to be found in publicity work, from the highest positions down through the business routines. Especial emphasis is placed upon the demands made upon the individual, the conditions generally recognized as necessary for success, and the rewards that may be found in this vocation,—or the more vital facts that should be known by the vocational counselor, the parent, the young man or young woman, and the boy or girl who wishes to know whether to enter the occupation, or to prepare for it in the school and college courses recently established.

It is, then, our purpose to present clearly the important facts that characterize advertising as a vocation. Many books by advertising men, of the highest authority in divisions of the field or in the general field, have been written on the various phases of advertising, for the conduct of business and for persons already engaged in it. Yet none of these books presents it distinctly as a calling to be desired by some or avoided by others of the young workers of the world.

Advertising is here treated as a business, rather than a profession, in keeping with the generally accepted divisions of the occupations,— manual, mercantile, and professional,— and in conformity also with the classification made by the Federal Government. Accounting in business is clearly a profession; and, aside from the art department, the higher positions in advertising, such as those of manager, director, solicitor, and copy writer, are semi-professional and demand an increasing degree of training and specialization. On the other side the occupation verges upon the trades of the printer and engraver. It is a wide field of greatly varying nature and opportunity.

The plan in preparing this study has been to present the modern conception of advertising as a public service, its development from earlier times down to the present, and the other large natural divisions that mark the occupation, in consecutive chapters, down to the ethical demands now made upon it by the business world.

In books on advertising the usual distinctions are, "sellers of space," "sellers of advertising," and "buyers of advertising," following the divisions of medium, agent, and advertiser. It is not thought best, however, in presenting advertising as a vocation rather than as a business, to follow this classification. Yet the divisions of the field here made are those recognized in the main by advertising authorities. There are manufacturers and dealers who must advertise, and the many managers and workers, including the modern agencies, who must perform this service. There are

the numerous forms and methods of publicity, and the many mediums through which news and announcements about merchandise or various other things must be presented to public attention, for the purpose of increased sales. The division of the periodical mediums, for example, here made is that of Mr. Earnest Elmo Calkins, an eminent authority, in his recent book, "The Business of Advertising," and in part that of the American Newspaper Publishers' Association, the leading organization of its kind.

This book has been written as the result of investigations into the various divisions of the field, in factory offices, store, agency, public service corporation, or sign shop, and interviews with persons in all grades of the work. The material was gathered by the author while serving the Vocation Bureau of Boston, the precursor of the Harvard Bureau of Vocational Guidance. All available authorities and sources have been consulted at every step in the undertaking, and the material has been submitted to advertising managers and others in its preparation and in its final form. So that while the study has been made, from an impartial outside viewpoint, solely to show the occupation as it really is to-day, it nevertheless presents the consensus of opinion of representative advertising and business men.

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