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him \$15,000 a year and will bring national recognition. He is still a young man but, if he keeps on the way he has performed to date, he will be worth twice that in another few years.

I could cite you any number of instances of this kind. Then, too, there are many who get into the business and don't like it or don't get along fast enough and they go into other lines of business.

The great trouble with young college boys today, for the most part, is that they think the Advertising business is a quick money-making business and it most certainly is not that.

I went over my own history with Mr. La Ban, not in a boastful way nor that I am any big success, and told him of the steps I had gone through during the past sixteen years and of the hard-work I put in to finally "arrive" in the Agency business.

I also told Mr. La Ban of the instability of the Advertising Agency business and that there is no assurance in it. By this I mean, there is nothing in the future like some of the big corporations, such as International Harvester, General Motors, etc., can offer their employees as they grow older. However, that is compensated for by the fact that it is a dramatic business! "One lives the full life" in it.

Mr. La Ban seemed pretty much impressed. I have certainly given him a liberal education about the Advertising business.

I frankly told him that I did not know of a position open anywhere; that, this city as well as New York is, unfortunately, filled with good men out of work; that, I would do everything I could for him.

To this end, I gave him 27 dictated letters to the most important men in the Advertising