

Copy

Or,

3. To get on with some large manufacturer in the Advertising Department.

In due time, he should have the opportunity to become Assistant Advertising Manager and, later on perhaps, Advertising Manager.

A man who would do outstanding work in any of these above classifications eventually would become ripened for the Agency business, which is the highest type of work in the Advertising business.

I have illustrated to Mr. La Ban that working-up in the Advertising business is something like the Baseball business;

A man starts playing in a small town with a Minor League as shortstop, first base, etc. He does a good job and graduates to a higher league. Then, on again, into an even higher league. Eventually he lands in the Big League. He may stay there for a while and then go back into the Minor League for more seasoning. But, ultimately, he goes back into the Big League to stay (the Big Leagues, in this instance, being Agencies).

It is a long, hard grind. He should make up his mind that it will take years, anyway from six to ten years, to get into a really worthwhile position which would pay well.

I gave him a number of illustrations on boys out of college and where they started, where they are today, and their future.

I am President of the ALPHA DELTA SIGMA, professional advertising fraternity, and have watched a number of boys in colleges - particularly at the University of Wisconsin where the Chapter is named The YOUNGGREEN Chapter - and have helped a number of them get positions on the same line of thought that I am expressing in this letter. My system has worked.

Just this week, a boy out of the University of Wisconsin, whom I have advised for a number of years went into a real promotion after eight years of hard work. This position will pay