

Copy

I gave Mr. La Ban the history of a number of very successful advertising agency men. I told him that he should attempt to make up his mind as to which division of Advertising he wished to enter.

I further told him that his creative ability could be used to a bigger advantage in contact work, which means selling and contacts, and pays the top money, of course. This would probably result in his ultimately going into an Executive position with an agency. Also, that this is a better goal to shoot for than Copy.

There are a few outstanding copy men in the Country who make big money but the ratio is very low. The great majority of copy men reach a certain position and remain there. In this type of work there are a great many men who float from town to town and the mortality in this division of Advertising is very high. There are reasons for this, of course, which I will not attempt to explain in detail in this letter.

So, my advice to Mr. La Ban was as follows:

1. To get on with some newspaper in its Merchandising Department, to study and learn merchandising in all of its phases.

If he clicked, he would be recognized quicker than if he were in an Agency.

The Merchandising Department of a newspaper handles so many accounts, of all kinds, all products, that a man gets a well-rounded experience.

They can hire young men because their work is not so exacting and scientific as Agency work.

Or,

2. To get on with some magazine, selling.

This would give him an opportunity to travel, meet people, and come in contact with many kinds of accounts and to learn a great deal about different types of businesses.