

to get very far. The activities inside an Agency are so well-defined and this is such an aggressive, fast-moving business that a young man could not have much opportunity to learn. The Executives and 'men who count' in an Agency simply cannot take the time necessary to teach. The average young man, therefore, becomes grooved in a department and stays there.

When an Agency does start out a young man, they usually enter the Production Department or the Service Department and, in my opinion, waste considerable time without being recognized.

Within the Agency, young men cannot be used on contact work or even as copywriters. Their youth and lack of experience, judgment and diplomacy stand in the way. We simply cannot afford to take chances with them.

I am speaking of the worthwhile agencies in Chicago and New York, which - after all - are the two big centers of Advertising.

True, some young men "get set" in agencies right at the start, if they control an Account through a Father, Brother, Cousin, or what not. Even then, the row is a hard one to hoe and this kind of a situation arises on rare occasions.

I have advised Mr. La Ban to get onto a newspaper, or onto a magazine, or with some of the radio chains. This would give him experience in meeting people and selling. That type of work would help him to increase his creative capacity and, if he were successful in this kind of a background, would be helpful in eventually getting into the Agency business on the right kind of a basis.

The real money, in the Agency business, is made by the contact men, the mature and experienced copy men, and the merchandising men. All three

Copy