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September 8, 1939

Professor L. H. Flint,
Chairman
Department of Journalism
THE UNIVERSITY OF KANSAS
Lawrence, Kansas

Dear Professor Flint:

Mr. Richard K. La Ban called on me a week or so ago and presented a Letter of Introduction from you. He also had a letter from "Phog" Allen, an old and close friend of mine.

Your letter was such a fine endorsement of the young man that I have gone out of my way to do everything I can for him.

I was 'tied-up' the first time he called but we made an appointment for a few days later. At that time I gave him the greater portion of an afternoon. We discussed pro and con the Advertising business, all of its activities and branches.

While his mind was set on the Agency branch of Advertising, I believe I have been able to convince him that the opportunities within this division are scarce and to get one would entail a vast amount of 'leg-work'.

Even if he were successful in getting a position within an Agency, I do not believe that this should be his first step. Rather, he should aspire to the Agency phase of it only after he has had more experience from a broader standpoint.

Realizing that the Advertising Agency business is highly-specialized, it is apparent why a young man should not start his career within an Agency. Too few of them have an opportunity