

And so it was that in an effort to get me around to the "right" people in New York that Mr. Woody introduced me to Vice President Vance Bushnell of the Equitable's New York office. Mr. Bushnell tried to help me meet some advertising people in New York but after we had three or four meetings he talked to me about his own work, sales promotion and advertising of life insurance.

Well, to make a short story shorter, I am now a member of his sales promotional staff and at present I am stationed in the Washington branch office for a training period of from 4 to 5 months. During this time I am supposed to learn all the ins and outs of life insurance and after which I return to the New York office and begin the work I know I am going to like.

Oddly enough this is a job for which I didn't even look..... And on the day that I took this job two others came my way. That I went to work for the Equitable tells you it seemed to be the best job... and it is a good spot for someone like myself..... In brief I shall be writing for their booklets, magazines, and letters; working on sales promotion plans and then going out into the agencies over the country to help put the plans into operation.....

All this good fortune has made me happier than I have been in a long time.... And you have been instrumental in bringing it to me.. I want you to know how grateful I am to you for your help.. Perhaps you will know what I mean when I say:- "You will be my friend -- always".

You may look for later bulletins... I shall let you know how I am getting along...

I hope that K.U.'s athletic fortunes are high this year.... and for many years after.... as long as you have any guiding force in them....

With the kindest personal regards, I am

Sincerely yours,

*Dick K. La Ban*  
Dick K. La Ban