

# An invitation to all bright young men and women to consider Advertising as a career

The only necessary qualifications are intelligence...imagination...the ability to endure hard work plus a positive, personal belief in the free enterprise system.



ILLUSTRATION BY MARVIN FELSMAN

Someone once defined Advertising as *one* business that's essential for the ultimate success of *most* businesses.

He might have added . . . and *most* research, too. For almost everything that's developed to serve mankind—through research in industry . . . science . . . or medicine—eventually must have customers to buy it.

And Advertising helps *find* them.

He might also have added that Advertising helps sustain most forms of *public communication*, too.

The free, self-supporting, privately-owned press and broadcasting facilities of our nation are costly to run—but the advertising *space* and *time* they *sell* not only help pay for their upkeep but their improvement.

And finally, he could have mentioned that Advertising is the business that's the very lifeblood of our *economic system*—stimulating, as it does, a constant flow of goods and cash back and forth through all the financial veins and arteries of the entire free enterprise body.

Obviously, a business so interconnected with the future of *all* business requires the *best brains* in the country to *keep itself* geared to the future.

#### Young brains

Which is where *you* are concerned.

Advertising now needs many bright, young men and women to become part of its dynamic future.

#### What are the requirements?

Your *background* doesn't count as much as your *mind*. A college education is important but not essential. What

is required from you is intelligence . . . enthusiasm . . . common sense . . . and *persuasiveness*. The last is most important, for Advertising is essentially the art of *persuasion*. Add to this the ability to think logically, write clearly. If you have artistic talent, that's fine.

But there's *much more* to Advertising than merely writing slogans or drawing pictures.

#### Many careers

Advertising is a very complex business that offers broad career opportunities in accounting, psychology, marketing, sales promotion, media evaluation, media sales, personnel work, typography, photoengraving, film-making and general business management.

It has been called the most fascinating business in the world. But it's no place for the dilettante, the lazy or the mediocre thinker. Its working pace weeds them out fast.

Yet, while it demands a tremendous amount of time, energy and effort from you, Advertising does reward you commensurately.

It's one business in which you get paid well for what you do well.

#### Is it true what the "critics" say about Advertising?

The biggest objection to Advertising seems to be that it makes people want things they *really don't need*.

These are such things as refrigerator-freezers, air conditioners, movie cameras, sports cars, dishwashing machines, clothes dryers, frozen foods, instant foods, vitamins, new synthetic fibers for lightweight clothing, TV

sets, stereo, hi-fi, *two* automobiles, more leisure time and the equipment to enjoy it: boats, skis, fishing and hunting equipment, fast travel by jet—just to name a few.

Sure . . . we could get along without most of these "unnecessary" adjuncts to modern living—and we *really* wouldn't miss them if we turned back the clock to the days *before you were born*.

For as you may or may not realize, most of these things came into real distribution *only during your young lifetime*.

And Advertising helped make all of them possible.

So, in a broad sense . . . a *good part* of the *good life* you take for granted today has been stimulated by Advertising over the past twenty years.

If you would like to make this good life even better, not only for yourself but for future generations . . . you might become part of the business that helps produce it . . . Advertising.

#### What to do

If you would like more information about a career in Advertising . . . within the Advertising department of a store . . . company . . . newspaper . . . magazine . . . radio or television station . . . or other media . . . with media representatives . . . in an Advertising agency . . . or with a supplier to the Advertising industry . . . write to American Association of Advertising Agencies, Midwest Office, One East Wacker Dr., Chicago, Ill. 60601. You will receive a prompt reply. And we, the people in Advertising, wish you the very best of luck.

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