Sunday, April 1, 1962



never have again: A summer job creating advertisements for one of the world's largest advertising agencies. A chance to find outwhile you are still in college - if you can make the grade in the tough and rewarding business of advertising.

Do you have what it takes to succeed as an advertising writer?

The only way to find out is to try it. But if you wait until you graduate, you'll find it almost impossible to land a writing job with a good advertising agency. To get a job, you have to have experience. To get experience, you have to have a job.

You start right out writing.

You don't have to carry mail or sharpen pencils-the usual ways to break into advertising. You do get a chance to think up and write advertisements and commercials for nationally known companies in the food, appliance, soap, gasoline and insurance fields.

You learn, not through lectures or training programs, but by actually working with the most capable professionals in the business.

You earn enough to pay transportation costs from your home, live in New York, and still show a profit

nstinctive understanding of - and respect for - people,

How can you tell if you have the stuff?

Do you love to read? We've yet to meet a good writer' who isn't a reader-hungry for new ideas, excited about new ways of expressing them.

Do you love to write? If you have what it takes, you have probably been writing all your life. Right now, you may be writing articles for your college newspaper; scripts for the radio station; letters that get her to say "yes"; poems, plays, or stories just to please yourself.

'dous "Happy April Fool's Day" from the Intimate Book-*If that dosen't work, take a pencil and write

Now, an easier way to get into advertising.

This summer, one of the largest and most respected advertising agencies is offering jobs as full-fledged advertising copywriters to a few outstanding men who are college juniors.

at the end of the summer (if you're not too big-hearted about snatching all the lunch tabs),

Can you qualify?

Since this is a temporary job, men in their junior year are preferred. If you succeed this summer, you will be offered a permanent job as a copywriter after you graduate.

No, you don't have to be an advertising major. Some of our best writers majored in English, philoso-

If this sounds like you—and you like the sound of working in one of New York's great advertising agencies-write for full details on how to apply. Write a letter that shows how well you can write. Mail it by April 15th.

If you are accepted, you will have a summer you'll remember all your life. And if you succeed, you will find yourself with a full-time job which pays the kind of money it takes to get married and in which there is no such thing as a dull day.

Write: Copy Chief, Box 415, Grand Central Station, New York, New York