

Advertising Agency Jobs Offer Little Security for Personnel

Editor's note: This is the third in a series of five articles on men and women in the advertising business.

By JACK V. FOX
United Press Correspondent
New York—Walter A. Lowen has placed 100,000 men and women in advertising jobs since 1920 at salaries ranging from \$25 a week to \$125,000 a year.

He runs a placement agency with a fee of 5 per cent of the first year's salary. Right now he has an order from a big corporation for an account executive, between 30 and 35, with a salary inducement of \$17,500 to \$20,000 annually.

Lowen has the background to take a good look at the concep-

tion of the "Madison Avenue type" as a slogan-parroting extrovert leading existence of brain-storming sessions in deskless suites, three-hour drinking lunches and a schizophrenic life in exurbia far beyond his means.

He doesn't think there is much truth in it.

Valuable Tool
"You can find on Madison Avenue, Wall Street, any phase of human life—medicine, the ministry, law—anything you are looking for," he says. "There are quack doctors and shyster lawyers and, in advertising, there are hucksters."

"On the other hand you can find men with professional attitude toward advertising, real-

izing that it is a tool of selling and distribution, a most valuable tool.

"These people are in a highly competitive business and the top ones are men and women of unusual intelligence and drive, but the great majority lead very normal lives, work long hours, participate in civic affairs, get their recreation in the usual way."

Lowen agrees that the monetary rewards in advertising are greater than in most other businesses, but the top jobs go only to those of proven talent, the comparative few who are really top notch.

Adequate Pay
"The mass of the field is moderately but adequately paid," he

said. Studies by the trade journals indicate that the "average competent agency man" of some executive standing makes around \$12,000 a year. It goes up to \$25,000 for account executives in competitive fields like tobacco and soaps, up to \$250,000 for the heads of big agencies. But many advertising people make far less than \$12,000.

Lowen thinks too much emphasis is placed on social drinking and night clubbing by ad men.

"Any man who finds his drinking is endangering his health or his well being will get into trouble, just as he will in any field," he said. "And

there are clients who are playboys. They come in from out of town and must be entertained, but that is a small part of advertising work."

Lowen does think there is a more marked degree of conformity on Madison Avenue in dress, educational and social backgrounds, their speech and manners. But he finds nothing necessarily wrong in that.

Changes Come Fast
The greatest bugaboo of the ad man is his insecurity. Fabulous jobs jump up one day, the rug is pulled out just as swiftly. By its very nature, the agency business is one of rapid change and inoperability.

When an agency lands a big

new account it may have to hire 80 persons. If the client suddenly decides to switch to another firm, the 80 are in obvious trouble. It leads to attitudes something less than carefree and more cynical. What the man has to sell is a reservoir of experience.

Cmdr. Edward Whitehead of Schweepes says he hasn't found the Madison Avenue people to be the wild exurbanite type.

"They undoubtedly exist," he says, "but I seldom run into them. I like the people in the business. They are imaginative, volatile, alive."

Whitehead has even a sneaking admiration for the trade jargon. With tongue in cheek,

he recently concluded a letter to his London boss with a new idea.

"But, as they say here," he added, "Let's follow it and see what it eats."

Tomorrow, how an ad agency gets results.

Dead line Sunday Classified is at noon Saturday

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3 beautiful patterns to choose from. Limited stock. **4⁹⁹**

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Any platform rocker. Lawn style. Modern style. Swivels, Straight. 53 rockers to choose from.

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3 beautiful colors — Heat resistant plastic top. Regular value \$89.95. **69⁸⁸**

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5 beautiful colors to choose... with 9 x 12 Rug Pad Free. Reg. \$94.95 value. **69⁸⁸**

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Reg. 199.95. Beautiful 3-pc. Bedroom Suite. French Walnut finish — double dresser, bookcase bed with footboard and 4 drawer chest. All this and all hardwood quality for only **169⁸⁸**

Reg. 189.95—Save \$70.00. 3-pc. Bedroom Suite. All hardwood construction. Beautiful grey mist or walnut finish — 2 sets only for only **119⁸⁸**

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39" Roll-A-Way Bed with comfortable inner spring mattress. Plenty of coil springs to make this a very comfortable bed. Easily Stored. **44⁸⁸**

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6 pc. Bedroom Set consisting of Limited Oak Double Dresser, Panel Bed, Comfortable Hotel Special Mattress and Box Springs, 2 Beautiful Boudoir Lamps, 2 Pluffy Bed Pillows and Foam Rubber Mattress Pad. Regular Value \$209.95 **159⁸⁸**

Pluffy Bed Pillows. Plenty of sleeping comfort **99¢ each**

Hotel Special Mattress & Box Spring. 3/3 or 4/6 — Built for long wear. Set only **59⁸⁸**

Hilton Hotels use this set in all hotels. Enjoy the comforts of foam rubber mattress & matching box spring for less than the price of a good innerspring set. 2 pc Set **99⁸⁸**

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Reg. \$239.95. For that rugged use we recommend this Wrought Iron 3-pc. Divan Set — Sleeps up to 3 people by using reclining chair & ottoman for 2nd bed. All 3 pcs. for only **198⁸⁸**

Reg. \$189.95. 2 pc. Davano Set. Consisting of comfortable davano & matching platform rocker. 1 — Floor Sample **129⁸⁸**

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Large Modern Tables with Plastic Tops

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Beautiful selection to choose from.

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6-Year Baby Crib & Inner Spring Crib Mattress. All 2 for **27⁸⁸**

Baby Swing & Stand combination. Can be used as car seat. **7⁹⁵**

40" Square Play Yard. All hardwood, equipped with floor and teething rail. **14⁹⁵**

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Reg. \$12.95 Value. Dacron bed Pillows. Dacron filled with Dacron ticking. All for **6⁹⁵ Pair**

Tuckaway Bed. A comfortable bed at night. Beautiful living room for the day. Heavy chromespun upholstery which is fade resistant. **169⁸⁸**

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