

# The Passion and Death of the Man in Men

Perhaps he was your father. Or your brother. Or the man next door. Perhaps he was just a man you knew. And you saw him wither and die. He died a terrible, senseless death, common in our times. He died mired in his own echo, smothered in his ambition, trapped by dead ideals and dreams. He died of his job. What about you? Right now, what we've been talking about may seem very remote to you. Well chances are, it seemed very remote to him when he was in your position.

Do you really know what you want to do? Have you any idea beyond some "things you've

heard" about what different careers are really like? What kind of people do well in certain businesses, badly in others? Have you taken a single course which has educated you in what it's going to be like to work in the outside world as *it really is*?

*If you want to know more about the inside of the world outside . . . if you think that maybe it would be a good idea to get your information from a source other than recruiters, personnel men, glossy folders and television series . . . read on about the first real guide to career choice that tells it like it is!*

ANNOUNCING

**PEET**

A NEW MAGAZINE ABOUT

# ...you and the life

Most men love to work. They can discharge their strength and their brains and their human aggressiveness in a job. They can create. They can be recognized. They can have fun. They can rub shoulders with other men. They can be men.

But what of the man who is in the wrong job? What of the man who is smart and sensitive and works for a bigoted ruthless boss? What of the lawyer who should be a doctor? What of the advertising man who should be a teacher? What of the teacher who should be a salesman? There are millions of these men trapped in the wrong career. Every day they die by inches (and, of course, their families die with them). Every day they waste the opportunity to enjoy their work and their life.

Why? Most of these men are talented and ambitious. They are as well educated as you and I. Why, then, are they trapped in the wrong careers? There is, of course, no single all-encompassing answer. But for the great majority of these unfortunate men, there is one basic reason for their misfortune: they did not, or could not, make an intelligent choice about their careers.



Can you? Have you? It seems to us that to make such a choice today one needs more than just a feeling or an impression. One needs to understand career fields thoroughly. One needs to understand the possibilities specifically rather than generally. And most important, one must really understand oneself against the backdrop of various careers.

Because there never has been a real guide to help develop such an understanding, we have published *Careers Today*.



## A magazine devoted to the human potential

*Careers Today* deals with work, not just as work, but with work as it really is—a principal part of life. So the articles in the magazine have a wide range. There are features that help you figure the odds by telling it like it is, with dollars and cents and scary statistics. Stories with a bittersweet bite about corporate in-fighting. Interviews that put you inside the heads of all kinds of people you're going to have to cope with in business and life. Recruiters and bankers. Creative men and phony men. Women who work for themselves and women who work their husbands. Here's a sampling of some of the features you get in *Careers Today*:

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# life you'll live

**The truth doesn't hurt—  
it's rather invigorating!**

And the writing is honest. No spiels from personnel men trying to stroke you into submission. No toadying to business or education or anything. Read *Careers Today* and you get the feeling that "one of your own" is talking to you. Someone who has gotten his feet wet. Someone who is smart and hip and not afraid to show it. Many of the contributing editors are 26 and under. That's one of the reasons that when you read their stuff you get the feeling you've had a report from one of US instead of one of THEM. The art direction is exciting and contemporary, too. Just *looking* at *Careers Today* makes you understand that business doesn't have to be a drag any more than life has to be a drag, and that actually this activity we're in to make our daily bread *can* be a gas.



## Use this card today

*Careers Today* is a completely unique magazine. It deals with your world the way it really is. It is devoted to helping you develop your potential and helping you find out where the odds are best. For a limited time, you can still become a Charter Subscriber, which means you get one year of the magazine—11 issues—for just \$5 instead of the regular \$10. Just fill in and return the postpaid card below.

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*The old concepts of work are dead.  
Talent is to be realized.  
Life is to be enjoyed.  
A career should fulfill a person, not wear him out.  
If a person doesn't know what he can do, he should find out.  
If he is doing something he doesn't like, he should bust out.*

# **Announcing Careers Today** **a magazine dedicated to helping** **you realize your potential** **as a human being.**

*If you're about to choose a career, it can almost literally save your life. If you're unhappy with what you're doing, it can change your life. Read about this exciting new magazine inside.*

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