THE REAL McCabe.

Ed McCabe. Outspoken. Caustic. Brilliant. The youngest individual ever elected to the Copywriters' Hall of Fame. A founding father of Scali, McCabe, Sloves, Inc., one of the most talked-about and successful agencies of our time. Here, in his own words, are some of Mr. McCabe's views on subjects of interest to the advertising community.

On standards:

"Our only standard is excellence. In everything we do. And every time we do it. A matchbook cover deserves as much effort, as much work, as a 30-second network television commercial."

On headlines:

"Monosyllables work best. Say it simply. Don't beat around the bush."

On people:

"People who want to work hard, to be excellent in everything they do, who are willing to make that kind of commitment to this business of advertising -- those people are happy at Scali, McCabe, Sloves. For those who don't, it's a miserable place to work."

On working:

"We don't have an agency way of doing things. If an art director and a copywriter can do great work together, that's fine. But if an art director can turn out great advertising locked up in a room by himself, that's fine, too. The only thing that counts is what you put into the space you buy."

On great advertising:

"It's surprising that virtually all of the great advertising is most remembered as it appeared in print. It's tough to play back great television commercials in just a sentence -- and, if you can, the same advertising is probably far more powerful in print."

On rules:

"I have no use for rules. They only rule out the possibility of brilliant exceptions."

On agency growth:

"We're making a product. If that product is good -- consistently good -- more and more people will let us make that product for them. That's what our growth is all about."

On The Wall Street Journal:

"It's a great publication, a highly productive medium. Somehow, our kind of advertising works particularly well in The Journal. I read The Journal myself. I believe Journal readers are people who have the money to buy, and the intelligence to buy on the basis of logical facts. And they read The Journal -- just as I do -- with a real sense of anticipation. That's why it works!"