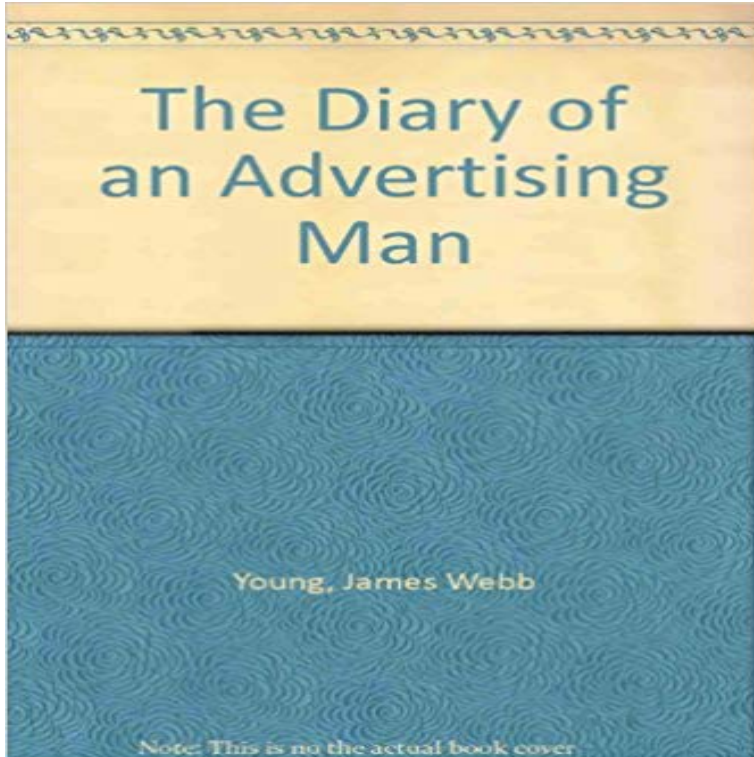


The Diary of an Ad Man: The War Years June 1, 1942-December 31, 1943



Excerpt from The Diary of an Ad Man: The War Years June 1, 1942-December 31, 1943 This book came about more or less by accident. In the spring of 1942, while lunching one day with George Crain in Chicago, I began telling him about a book I wanted to write on a certain period of American business history, as seen from an advertising mans point of view. I was on my way west, to my ranch in New Mexico; and George urged me to get at this writing there, doing it first in weekly installments for Advertising Age, Well knowing the power of closing dates as a taskmaster, I thought this a good idea. A few weeks later I began a routine of making daily notes for such a book, but found myself handicapped by the lack of historical reference material. As a result, these daily notes began to take on, more and more, a current flavor; and this led eventually to the idea of the Diary as a way to appease Georges importunities for the promised material. The Diary ran in Advertising Age anonymously because I felt that would give me more freedom of expression, and involve me in less labor over controversial subjects. Also, because I had a sly notion that this would get it more word-of-mouth advertising from the curious - as it did. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at www.forgottenbooks.com This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the state of such historical works.

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