

**THE DIARY OF AN AD  
MAN; THE WAR  
YEARS JUNE 1,  
1942-DECEMBER 31, 1943**

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649086245

The diary of an ad man; the war years June 1, 1942-December 31, 1943 by James Webb Young

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**JAMES WEBB YOUNG**

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T H E  
*Diary of  
an Ad Man*

THE WAR YEARS  
JUNE 1, 1942 - DECEMBER 31, 1943



James Webb Young

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1944  
ADVERTISING PUBLICATIONS, INC.  
CHICAGO, ILL.

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**ADVERTISING PUBLICATIONS, INC.**  
**CHICAGO**

To  
E. J. Y.  
who  
has lived  
through it





# Foreword

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 man's 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A few weeks later I began a routine of making daily notes for such a book, but found myself handicapped by the lack of historical reference material.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 George's 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.

But some friends saw through this anonymity from the start, in spite of occasional entries deliberately designed to cover my trail, by placing incidents in times and places other than those where they happened.

So-much of the material has seemed to me to be of a topical and ephemeral nature that I have been surprised at the demand for a book to be made of it. But some of you asked for it, so here it is, with my appreciation for yours. I have had a lot of fun doing it, wholly because it discovered for me so many people sympathetic to some of my own ideas about this activity we call advertising. And because it has seemed to demonstrate again my particular belief that words gain wings in proportion as they are allowed to express a personality.

My special thanks are due to my friend Paul Berdanier, who designed the format and typography for this book. Incidentally, it was he who thought the title page should carry my ranch brand, Bar Nuthin'.

J. W. Y.

