

Our Master's Voice: Advertising By James Rorty

By James Rorty

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for extensive play in the company s advertising As James Rorty wrote some seventy years ago, advertising represents Our Master s Voice, that

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AMERICAN ADVERTISING AND SOCIETAL VALUES DURING THE TWENTIETH CENTURY. Richard W. Pollay, Rorty, James. (1934) Our Master's Voice: Advertising. New York: John Day.

James Rorty, Our Master's Voice (New York, 1934), Even James Rorty, a caustic critic of advertising in general and of Bruce Barton in particular,

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JAMES RORTY is well known for his work on advertising (*Our Master's Voice: Advertising*) He has made his living variously as advertising copy writer,

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