David Ogilvy has been described as the Father of Advertising.  He was born in West Horsley, England on June 23, 1911.  He was educated at Feltes College in Edinburgh and Christ Church, Oxford though he did not graduate.  After Oxford he traveled to Paris and worked in a kitchen at the Hotel Majestic.  Through this he learned discipline and management.  When he moved back to England he started working for Aga Cookers selling ovens door to door.  His career at Aga was very impressive.  In 1935 he wrote a manual about sales with Aga.  Fortune described this as one of the best sales manuals written.  In 1938 he immigrated to the United States.  He worked for Audience Research Institute in New Jersey.  Ogilvy has cited Gallup, who ran the institute, as a major influence in his thinking and work.    
  
During World War II he worked at the British Embassy in Washington.  He started writing enormously during this time.  He used his knowledge of human behavior from consumerism to nationalism in a report which suggested "applying the Gallup technique to secret intelligence."  He made recommendations on diplomacy and security.  His report was picked up by Eisenhower's Psychological Warfare Board and successfully put Ogilvy's suggestions to work in Europe during the last year of the war.  After the war Ogilvy bought a farm in Lancaster County, Pennsylvania and lived among the Amish.  
  
Ogilvy had never written an ad before in his life.  Luckily for him and the ad world an English agency gave him a shot.  In 1948 he opened his own agency and merged it with his old company to make an international company.  The first 20 years of his agency he won assignments from Lever Brothers, General Foods, and American Express.  
  
Some of his most notable accounts were Rolls-Royce, Shell North American, KLM, American Express, International Paper, Hathaway Shirts, IBM, and Schewppes tonic.  He is also known for pioneering a fee system versus commissions which were the standard.

His signature was clean, powerful ads marked by graceful, sensible copy and a palpable respect for the consumer’s intelligence. He utilized long ad copy to advanced Albert Lasker’s salesmanship-in-print philosophy. Ogilvy was a self-described advertising classicist. During the creative revolution in 1961 the Copywriter’s Hall of Fame selected him as one of its first inductees. He is also noted as one of the few who changed the industry in a significant way since 1920. He died July 21, 1999.