

**OUR
MASTER'S
VOICE**

ADVERTISING

BY JAMES RORTY

THE JOHN DAY COMPANY

New York

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*Dedicated to the memory of Thorstein Veblen,
and to those technicians of the word whose
"conscientious withdrawal of efficiency" may
yet accomplish that burial of the ad-man's
pseudoculture which this book contemplates
with equanimity.*

ABOUT THE AUTHOR

JAMES RORTY was born March 30, 1890 in Middletown, New York. He was educated in the public schools, served an early journalistic apprenticeship on a daily newspaper in Middletown, and was graduated from Tufts College. Mr. Rorty was a copy-writer for an advertising agency from 1913 to 1917, at which time he enlisted as a stretcher bearer in the United States Army Ambulance Service. He was awarded the Distinguished Service Cross for service in the Argonne offensive.

Since the war Mr. Rorty has worked variously as an advertising copy-writer, publicity man, newspaper and magazine free lance. He is the author of two books of verse, "What Michael Said to the Census Taker" and "Children of the Sun", and has contributed to the *Nation*, *New Republic*, *New Masses*, *Freeman*, *New Freeman*, and *Harpers*.