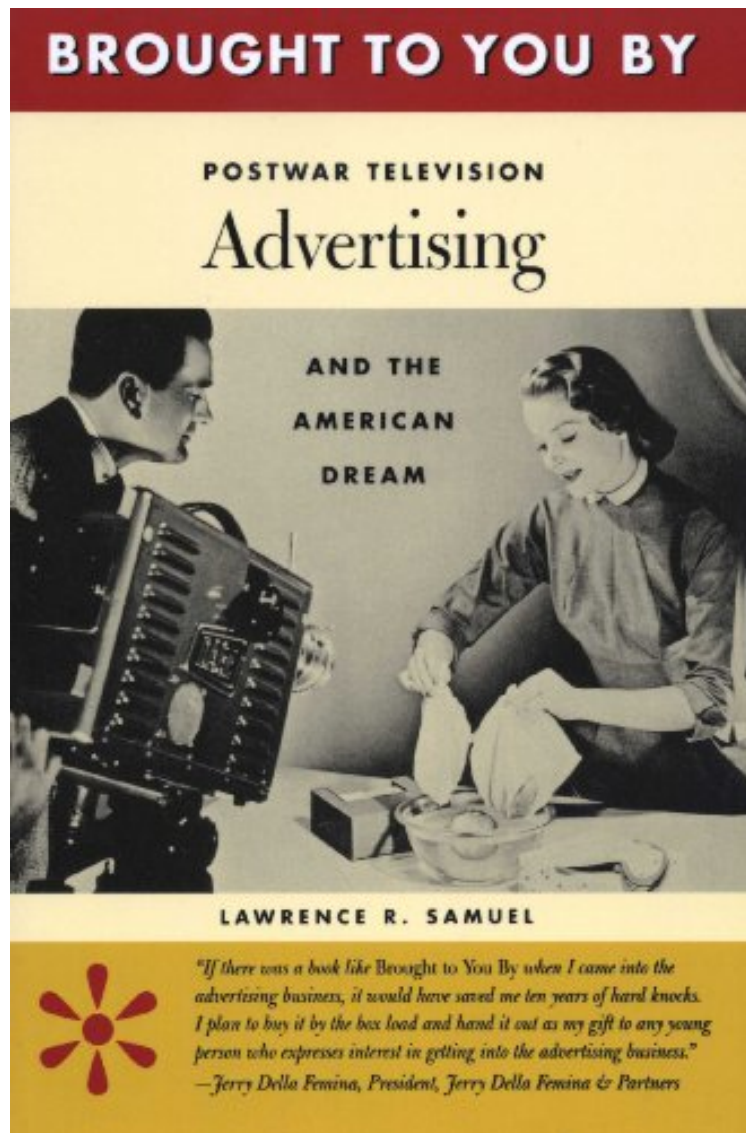


# Brought to You By: Postwar Television Advertising and the American Dream

Lawrence R. Samuel

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This book is a history of how television advertising rose to become a defining force in American culture in the two decades after World War II.