

The Man Everybody Knew: Bruce Barton and the Making of Modern America.

9781566636636. Richard M. Fried. 2005. Ivan R. Dee, 2005. 286 pages

Fried, Richard M. *The Man Everybody Knew: Bruce Barton and the Making of Modern America*. Chicago: Ivan R. Dee, 2005. A full, well-researched biography of Barton. Lippy, Charles H. *Do Real Men Pray? Images of the Christian Man and Male Spirituality in White Protestant America*. Knoxville: University of Tennessee Press, 2005. The author offers a summary of Barton's life and career as an example of one of the themes ("The Efficient Businessman") that he develops in this study. Marchand, Roland. *Advertising the American Dream: Making Way for Modernity, 1920-1940*. Berkeley: University of California One of America's most prominent ad agents, Bruce Barton assiduously crafted kindly images for soulless corporations and dour presidential candidates. He was also a prolific essayist, lay theologian and, briefly, a member of Congress. In a wonderfully written and researched book, Richard M. Fried skillfully describes Barton's many legacies. *The Man Everybody Knew* will be necessary reading for historians of America's political and commercial cultures. - - James L. Baughman, University Of Wisconsin-Madison. Entertaining and succinct introduction. . . . The book was a great biography and I wished there was more of the copy that this man done. I did love the attention to detail and this was a well researched piece of work. Everyone knew him then: Bruce Barton was a cultural icon. Two-thirds of American history textbooks today cite him to illustrate the 1920s adoration of the business mentality that then dominated American culture. He made GM and GE household initials. Barton's religious writings, especially *The Man Nobody Knows*, epitomized modernist religious thought in the twenties-at one point he had two religious books on the best-seller list. As a political spin merchant, he advanced the careers of Calvin Coolidge and Herbert Hoover; his agency scripted later campaigns for Republicans, notably Dwight Eisenhower. The *Man Everybody Knew* will be necessary reading for historians of America's political and commercial cultures. Benefits of donating. When you donate a physical book to the Internet Archive, your book will enjoy: Beautiful high-fidelity digitization. Long-term archival preservation. Free controlled digital library access by the print-disabled and public. Open Library is a project of the Internet Archive, a 501(c)(3) non-profit. Donate Book. We don't have this book yet. Can you donate it to the Lending Library? Learn More. Want to Read. An edition of *The man everybody knew : Bruce Barton and the making of modern America* (2005). *The man everybody knew : Bruce Barton and the making of modern America*. by Richard M. Fried. 0 Ratings. Advertising executives, American Authors, Authors, American, Biography, Legislators, Political consultants, United States, United States. Article contents. Abstract. *The Man Everybody Knew: Bruce Barton and the Making of Modern America*. By Richard M. Fried. Chicago: Ivan R. Dee, 2005. xv + 286 pp. Type. Book Reviews. Information. *Business History Review* , Volume 80 , Issue 3: Fashion and Style , Autumn 2006 , pp. 564 - 566. DOI: <https://doi.org/10.1017/S0007680500035996>[Opens in a new window]. Copyright. Copyright © The President and Fellows of Harvard College 2006. Please also list any non-financial associations or interests (personal, professional, political, institutional, religious or other) that a reasonable reader would want to know about in relation to the submitted work. This pertains to all the authors of the piece, their spouses or partners. Yes No.