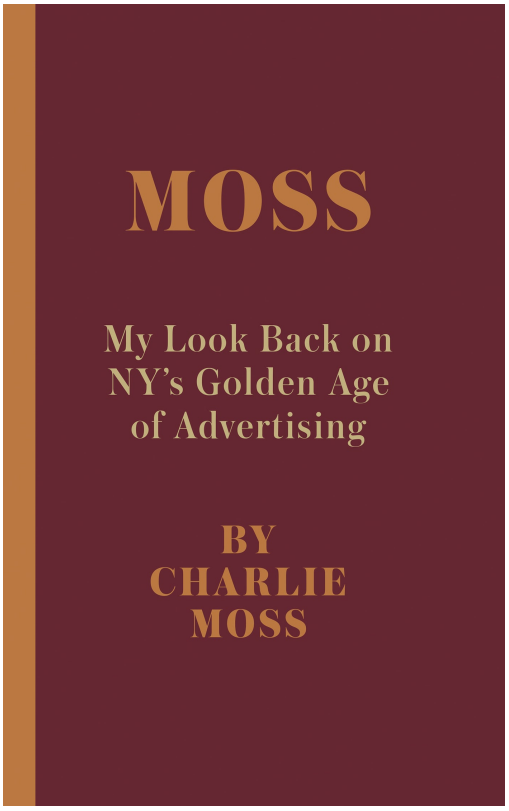
TITLE INFORMATION
Tel: +44 (0) 1394 389950
Email: uksales@accartbooks.com
Web: https://www.accartbooks.com/uk




# Moss

## My Look Back on NY's Golden Age of Advertising

### Charlie Moss

### Susan Calhoun Moss

| | |
|---|---|
| **ISBN** | 9781972474297 |
| **Publisher** | ORO Editions |
| **Binding** | Hardback |
| **Territory** | World excluding USA, Canada, Singapore, Thailand, Vietnam, Cambodia, Indonesia, Brunei, Philippines, Malaysia, and Australasia. India non-exclusive. |
| **Size** | 203 mm x 140 mm |
| **Pages** | 256 Pages |
| **Illustrations** | color |
| **Price** | £46.00 |

- ***Moss*** is a memoir by the visionary advertising executive Charlie Moss— best known for co-creating the"I ♥ NY" campaign. It was published posthumously by his widow, Susan Calhoun Moss
- ***Moss*** is a memoir by a legendary ad man that's bound to inspire everyone from industry giants to those just starting out— while offering an intimate window into the life and times of one of America's most creative minds, during New York's golden age of advertising

Everyone gets to live one life, but somehow Charlie Moss lived many—with stunning success. From his early days as a child actor, starring in the 1953 Oscar-nominated film *Little Fugitive* to his decades-spanning career as the visionary behind many of America's most iconic advertising campaigns, Moss was indefatigable, with a brilliant, creative mind and a cadre of collaborators who, together, created a culture-defining era.

Whether you work in advertising, or just consume it, ***Moss*** is a must-read memoir by an industry pioneer. A heartfelt and lighthearted window into a world before AI-generated slogans and social media feeds. To a time when the Brooklyn-born son of a shyster— with hunger, talent, and humour could become something his dad always wanted to be: a millionaire. But more than that: have fun, and find the love of his life, doing it.

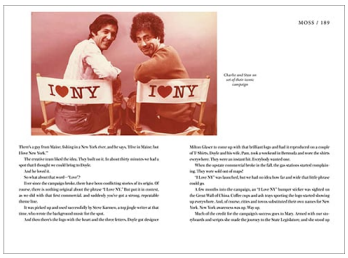
**Charlie Moss** was a visionary advertising executive credited with co-producing the wildly successful "I ♥ NY" tourism campaign in the 1970s. He also conceived Alka-Seltzer's popular "Plop, plop, fizz, fizz" jingle and the "Flick your Bic" slogan for Bic lighters; and helped Braniff International Airways bring about "the end of the plain plane." Born in Brooklyn, as a child he starred in the acclaimed 1953 film *Little Fugitive* and went on to be president of the pioneering advertising firm, Wells Rich Greene. He was a father of three and married the love of his life, Susan Calhoun Moss. **Susan Calhoun Moss** has brought her late-husband's memoir, which he wrote before his death, to life.

Lead Editor: Annie Gwynne-Vaughan. Editor & Producer: Rachel Levin. Designed by: George McCalman // GeorgeMcCalman.Co.










Publish date 8th Feb 2027