

Jerry Della Femina Quotes

*Advertising, Pearls, Trying, Faster, Jobs, Fun, Time, Advertising Business,
Father, Chicago, Sometimes, Cities, Hollywood, Creative, Retirement, Fortune,
Lines, Responsibility, Clothes, Thank You*

Thank you for making me nouveau riche.

~Jerry Della Femina

I'm hard-nosed about luck...If you're persistent in trying and doing and working, you almost always make your own fortune.

~Jerry Della Femina

Nothing kills a bad product faster than good advertising.

~Jerry Della Femina

Sometimes, the advertising is better than the product. Nothing kills a bad product faster than good advertising. Everyone tries the thing and never buys it again.

~Jerry Della Femina

There is a great deal of advertising that is much better than the product. When that happens, all that the good advertising will do is put you out of business faster.

~Jerry Della Femina

From Those Wonderful Folks Who Gave You Pearl Harbor.

~Jerry Della Femina

I honestly believe that advertising is the most fun you can have with your clothes on.

~Jerry Della Femina

Half the money I spend on advertising is wasted; the trouble is I don't know which half. Advertising is the most fun you can have with your clothes on.

~Jerry Della Femina

That's great advertising when you can turn Chicago into a city you'd want to spend more than three hours in.

~Jerry Della Femina

Because I'm in advertising, not electricity!

~Jerry Della Femina

It goes back to all of us wanting to be in Hollywood. We're all dying to win an Oscar.

~Jerry Della Femina

I learned much from my father just by watching his example. If I saw him hold a door open for someone, I learned to do the same. Kids always observe their parents and I always watched my daddy.

~Jerry Della Femina

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