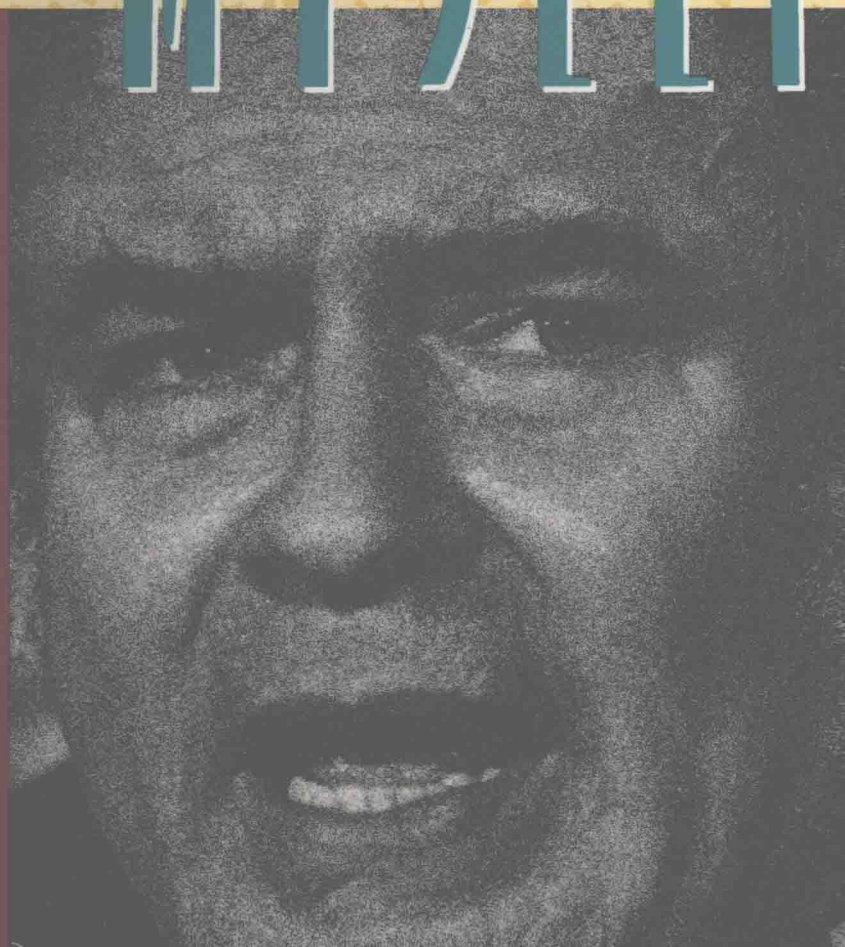


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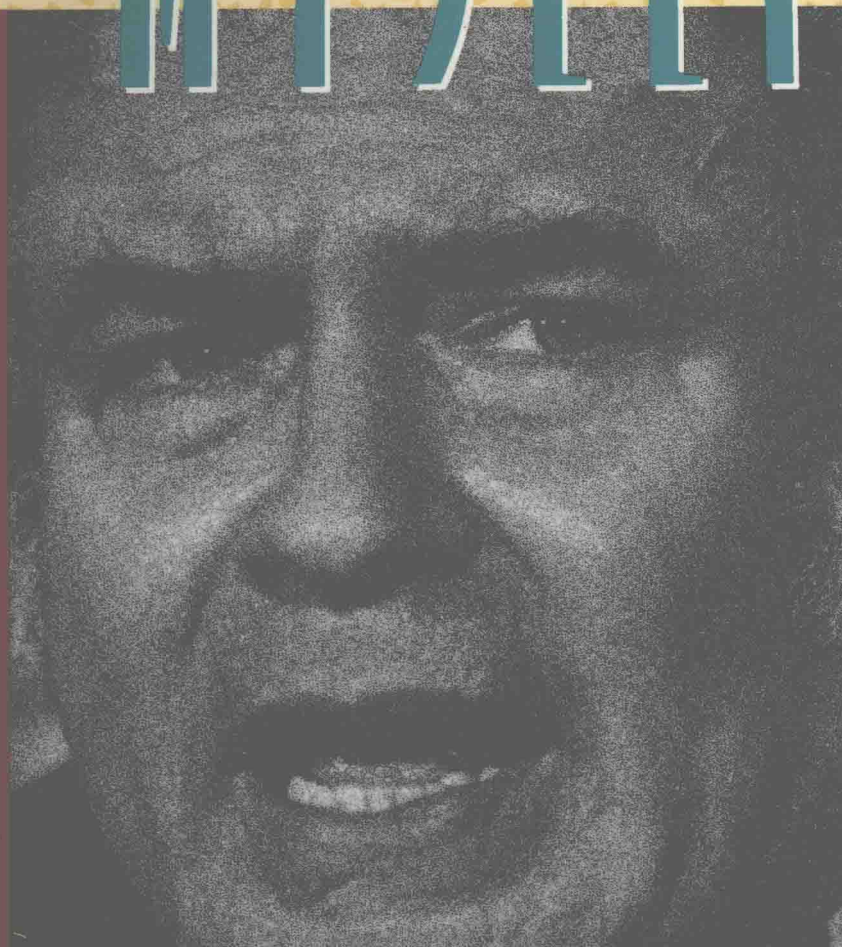
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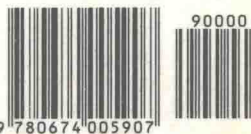
"At the very time that he is perhaps too insistently trying to recall the audience and himself to the importance of the task of the novelist, he is creating another public persona, part clown, part vulgarian, fool and genius, whose arena is not the imagined story, but the imagined life, led first in the pages of newspapers or on television screens, and then (giving us the story behind the spectacle) turned into essays (or are they stories?) whose main character is this endlessly revised 'Norman Mailer'—a kind of expository confessional poetry."

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**NORMAN
MAILER**

**ADVERTISEMENTS
FOR MYSELF**

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I dedicate this book
to the memory of
ANNE MAILER KESSLER (1889–1958)
and to
DAVID KESSLER
and to my father
ISAAC BARNETT (Barney) MAILER

A NOTE TO THE READER

There are two Tables of Contents. The First lists each piece in sequence, and anyone wishing to read my book from beginning to end may be pleased to hear that the order is roughly chronological. The author, taken with an admirable desire to please his readers, has also added a set of advertisements, printed in italics, which surround all of these writings with his present tastes, preferences, apologies, prides, and occasional confessions. Like many another literary fraud, the writer has been known on occasion to read the Preface of a book instead of a book, and bearing this vice in mind, he tried to make the advertisements more readable than the rest of his pages.

Since such a method is discursive, and this is a time in which many hold a fierce grip on their wandering attention, a Second Table of Contents is offered to satisfy the specialist. Here all short stories, short novels, poems, advertisements, articles, essays, journalism, and miscellany are posted in their formal category.

For those who care to skim nothing but the cream of each author, and so miss the pleasure of liking him at his worst, I will take the dangerous step of listing what I believe are the best pieces in this book.

In order of appearance they might be:

The Man Who Studied Yoga

The White Negro

The Time Of Her Time

Dead Ends

Advertisements For Myself On The Way Out

and

some of the writing in italics.

Advertisements For Myself On The Way Out is the title to the Prologue of a long novel. Since one of the purposes of this collection is the intention to clear a ground for that novel, I have taken the opportunity to use a part of the title as a name for this book.

Acknowledgment is made to Cross-Section, Story magazine, The Harvard Advocate, New World Writing, New Short Novels, The Independent, One Magazine, The Village Voice, the N. Y. Post, Modern Writing, The Provincetown Annual, Discovery, Esquire, Partisan Review, Western Review and Dissent, where many of these pieces first appeared. Acknowledgment is also made to Time magazine and Newsweek for permission to quote from their reviews of The Deer Park.

The date which comes at the end of some of these writings refers to the year in which the piece was written. Where a date does not appear, the material is new and was written during 1958 and 1959 for this book.

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