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# In the world of advertising, he married art and words

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**Dan Goldman died Monday at the age of 86.**



By Philip Walzer  
The Virginian-Pilot  
© July 8, 2009

NORFOLK

Local advertising pioneer Dan Goldman got his start in the business thanks in part to Clark Gable.

In 1947, Goldman saw "The Hucksters," where Gable played a World War II veteran who breaks into advertising. That got Goldman thinking. He, too, had served in Europe, not sure he'd make it out alive, said his oldest son, Dean. Maybe advertising also was Goldman's ticket.

An interview at J. Walter Thompson, the big New York agency, didn't yield a job but further whetted his interest.

Goldman, who died Monday at the age of 86, opened one of the first local advertising firms, Cavalier Advertising Agency, in 1948. After he and his partner split up in 1967, he formed Dan Advertising Agency, which became Goldman & Associates when Dean took it over in 1987.

"He brought his briefcase home every night," Goldman's wife, Marilyn, said Tuesday. "He loved

what he did. He was born into it. He always had that in him, the art and words."

Dan Ballard, who served as CEO of Lawler Ballard Advertising in Norfolk, remembered Goldman as "a very nice, dignified, honorable guy. I never heard anything about him that was not favorable, which is not something you could say about a lot of advertising people, unfortunately."

Dean Goldman said his father's clients included local auto dealers and grocery stores, the city of Norfolk, Schlitz beer and the predecessor of Virginia Natural Gas.

"Dan always had good contacts and steady business," said Ron Primm, chairman of The Primm Co., an advertising and marketing agency in Norfolk. "He was looked on as a pretty savvy businessman. He knew what his niche was, and he pretty much stayed with that."

Not that he wasn't open to innovation. "As things changed," his wife said, "he changed."

Goldman steered a successful campaign in the '60s for a political referendum to allow bars to sell "liquor by the drink," his son Dean said.

He also helped promote the 1974 concert of Crosby, Stills, Nash & Young at Foreman Field. It wasn't that he loved rock, Dean Goldman said. He just saw a fertile business opportunity.

Goldman's funeral will be at 10 a.m. today at Temple Israel, 7255 Granby St., Norfolk.

His civic activities including serving as president of Temple Israel and chairman of the Norfolk Community Services Board. His wife traced his interest in mental health to his undergraduate days at the College of William and Mary, when he volunteered at a psychiatric hospital in Williamsburg.

Goldman's power to persuade also swayed his family. His three sons all ended up in marketing, Dean Goldman said.

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