Lee Clow. Chairman, chief creative officer of TBWA Chiat/Day. Member of the One Show Hall of Fame and the Art Directors Hall of Fame. Responsible for the most famous commercial ever done as well as many historic campaigns. Here, from a recent interview, are the thoughts of Lee Clow, the creative star who's been raising eyebrows -- and the bar -- for 25 years.

On life as a kid:

"Growing up in California is different. As a kid, I liked surfing more than school. I did take a lot of art classes, but after a couple of years at Long Beach State, I set out to get a job in advertising. I figured I could learn more doing it than studying it."

On the second job:

"I was told that unless you went to New York, you would not really be in advertising. But I wanted to stay in California. My first job was with the L.A. office of a big New York agency -- that taught me what I didn't want to do in the advertising business. Then I discovered Jay Chiat and Guy Day. They were doing the kind of work I wanted to do -- right here in California. I came to Chiat/Day. It was the only place I wanted to work -- and I stayed."

On raising the bar:

"I wouldn't have accomplished half of what I've done without Jay Chiat. Jay was never satisfied, never happy, and he was the most uneasy when things were looking great. That's when he would raise the bar and change the landscape. So you couldn't afford to ever be complacent. After 25 years, we're still raising the bar, getting bigger, trying to do better work. Our becoming part of Omnicom and joining with Bill Tragos and TBWA just raised the bar again."

On life after 40:

"There are those who say advertising is only for the young. But that's true only if you let people strip you of your personal integrity until you're tired and worn out. If that happens, it's not a matter of being old and burnt out, but having sold out. Focus on the work. Don't be distracted by stuff that's not about making advertising."

On the workplace:

"It's a rare weekend in this agency when you won't find people at work. Sometimes I'm asked what I say to people to get them to work on Saturday and Sunday. We don't say anything. But our creative people know what we expect from them. They know they'll have a chance in this big sandbox. It's designed to be a stimulating place, a fun place, an interactive place, a social place -- a great place to do good work!"

On print:

"As an art director, I think there's nothing more fun to do than a great print ad. A print ad is yours to handle and to love. You move type and you decide where to put the picture and you do it yourself. With a television commercial, many people are included -- because television is a collaborative act. A television commercial expresses the personality of a brand. But print is a singular medium and it provides the intellect of a brand."

On The Wall Street Journal:

"I know exactly what I'm going to find in The Wall Street Journal and that's the strength of it. The Journal knows what people are interested in. You read about companies you're doing business with, and companies that you are competing with, and stocks you own, and those you don't, and all kinds of people doing all kinds of interesting things. When you spend time in the morning with The Journal, it's a sure way to start your juices flowing. All brands are like people, and I know The Wall Street Journal is a smart person. I like having breakfast with it."