

Reliable

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Released for publication in Monday morning papers,
June 21, 1915.

Advertising affords a field wherein keenness, initiative and enter-
prise command great rewards. In no avenue of business does dishonesty
offend ~~mediocrity~~ ~~and~~ ~~less~~ ~~substantial~~ ~~financial~~ ~~gain~~ It is under such

conditions and in such a field that you have organized these associations,



in the past the principal weapons of and agencies in the producing of mo-
nopoly It is also clothed in certain cases with power to serve as an

that processes of suitable and suitable accommodation should be first on

to our conditions, for the production of such supplies. Such enterprise
has been confronted with the possibility of unfair methods of competition

if determined to be a threat to the health and safety of the community

is assured by reason of the international character of the market and the
contest therefor by European manufacturers. Preservation of regulated

the initiative and the enterprise of the American spirit. Your very as-
sociation here for the purpose of establishing a moral principle as a rule
of practical conduct for business proclaims the capacity of men to con-