
ADVERTISING - SAINT OR SINNER?

ADDRESS BY

HONORABLE ROBERT E. FREER
COMMISSIONER, FEDERAL TRADE COMMISSION

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When I first was assigned the topic, "Advertising - Saint or Sinner," I regarded it as a very satisfactory subject. I thought that Advertising, as the Patron Saint of Business Prosperity, while perhaps thus in the early 1930's open to suspicion of a sin of omission in respect of Prosperity's loitering around the corner, could never be suspected of any sins of commission, as surely such were not its sins but those of individual sinners who had strayed from the Federation fold. I thought, naturally, that at a convention of the Federation I should be talking to the very hierarchy of the angels and that simply by roundly scoring the conspicuously absent sinners we all should be left

During the first decade of this century today's maxim "It pays to advertise" was a scintillating slogan whose novelty in that era attested that much trade and consumer skepticism of advertising as an institution

The Commission has found the Trade Practice Conference to be an unusually fine method of wholesale enforcement of the legal minima in many instances, obviating the necessity of countless formal enforcement pro-

and official source of consumer information. The popularity of some of

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established business, those of you who expect to be in the same business tomorrow, and next generation, and for generations to come. Now

~~this process has been completed and it is still in progress with every~~