## ADVERTISING - SAINT OR SINNER?

ADDRESS BY

## HONORABLE ROBERT E. FREER COMMISSIONER, FEDERAL TRADE COMMISSION

AT THE

42ND ANNUAL CONVENTION

OF THE

ADVERTISING FEDERATION OF AMERICA

AT THE

HOTEL SCHROEDER, MILWAUKEE

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MAY 29, 1946

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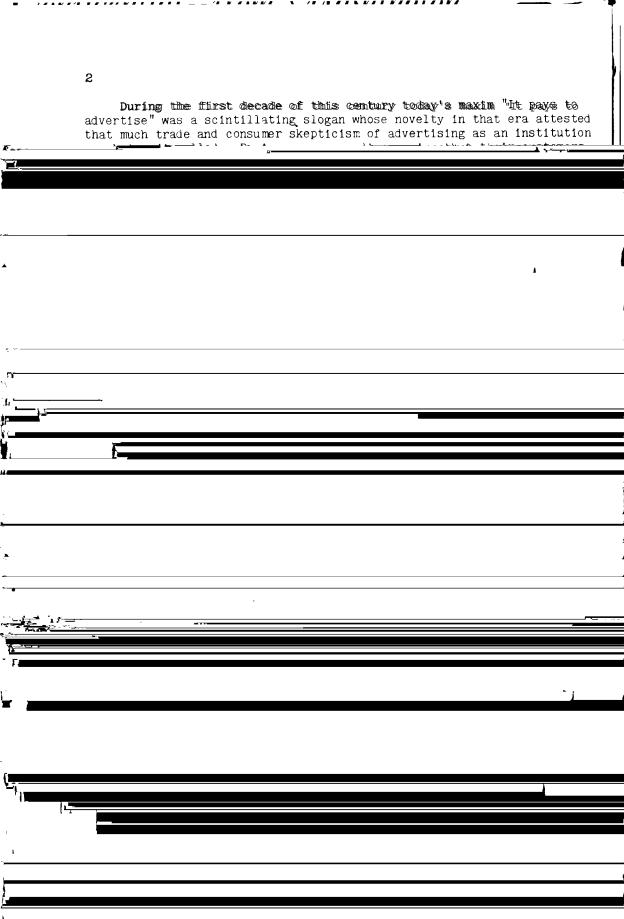
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l	When I first was assigned the topic, "Advertising - Saint or Sin-
I	ner," I regarded it as a very satisfactory subject. I thought that
I	Advertising, as the Patron Saint of Business Prosperity, while perhaps
l	thus in the early 1930's open to suspicion of a sin of omission in re-
I	spect of Prosperity's loitering around the corner, could never be sus-
I	pected of any sins of commission, as surely such were not its sins but
I	those of individual sinners who had strayed from the Federation fold.
ł	I thought, naturally, that at a convention of the Federation I should
ł	be talking to the very hierarchy of the angels and that simply by
I	roundly scoring the conspicuously absent sinners we all should be left
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	The Commission has found the Trade Practice Conference to be an un-	•
	usually fine method of wholesale enforcement of the legal minima in many	
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	established business, those of you who expect to be in the same busi-	
	ness tomorrow, and next generation, and for generations to come. Now	
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