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A SURVIVAL KIT FOR BUSINESS

Statement by Earl W. Kintner of Arent,
Fox, Kintner, Plotkin & Kahn, Washington,
D. C., before the First Annual Conference,
Sixth District, Advertising Federation
of America Indianapolis Indiana

view for some time the cynics have been in full cry. No
lasting improvements or reforms will be made in the
world of advertising, they say. Some of these cynics

is not headline news every day, from my vantage point of the past two years I can assure you that it continues to be strong and deep. A surprising number of people have commented to me about the negative attitude that deceptive or tasteless advertising generates in them. Confronted with an advertisement designed to evoke a favorable attitude toward a product, these people often ~~form a mist. negative not to buy the product because of~~

of his messages to twelve year olds continues to do so at his peril. A brief backward glance is sufficient to highlight the sharply rising level of taste and sophistication of the American audience.

James Webb Young, a great advertising pioneer,

article in the Saturday Review. The ad points out the advantages of Roastur over Brazilian coffee attributing

...that the immediate claims of yesterday would not

among our citizenry you will find the current survey of attitudes toward advertising appearing in Advertising Age to be stimulating -- and shocking -- reading.

II.

This cynical attitude among the public can be abated.

~~Somehow the advertising industry must do as effective~~

a job in explaining the essentiality of advertising in a consumer-oriented economy, its role in the creation of jobs, its role in the establishment of new markets and new products, its role in raising the standard of

living, as the industry, through its Advertising Council

~~has done in promoting Order, the Peace and civilization the~~

One difficulty may be that in attempting to

to refrain from fighting fire with fire in a hot competitive battle. Well, fighting fire with fire may wipe out the temporary gains of an unscrupulous competitor, but bear in mind that the competitive struggle then shifts to a lower plane. And people are watching! Those who already had a low opinion of advertising are presented with new evidence to confirm their opinions. And many new recruits enlist in the ranks of the cynics.

And what of the upright advertiser who adheres to

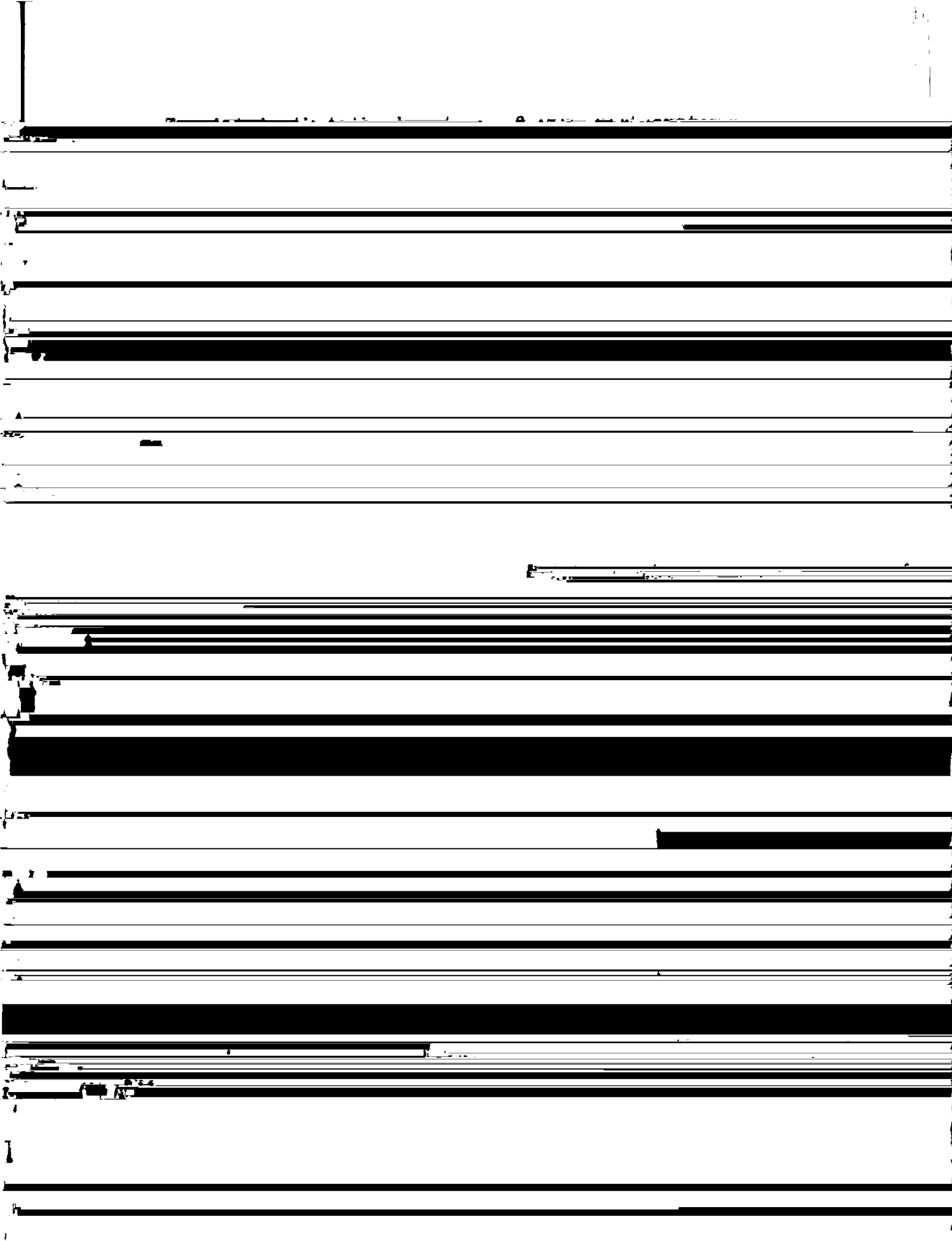
IV.

My interpretation of American economic history is
that many devices for governmental regulation of business
have been developed only after a protracted demonstration

competitive entities to the trusts. Therefore, the

national interest in free enterprise demanded the

The failure of business to discharge its responsibilities is not the sole reason for the rise of Big Government in the 20th century. Doubtless there have been, and now are, many who see absolute values in a statist system. These disguised totalitarians will not wait for a demonstration of irresponsibility by business to press for further governmental controls. At least a part of the rise of Big Government is attributable to them. However, as I attempt to foresee the future of our free economy I do not greatly fear the apostles of statism. The American people are not easily gulled by



consumers. It is also true that some of this sort of
bilking still exists. But in this day of rapid
communication, isolation and ignorance are no longer
the potent allies of predators. Means now exist to
detect the business crook, and laws now exist to punish
him. However, the rapid communication that now helps
to foil the trickster presents dangers to the honest
businessman as well. ~~None is more important than the~~

strictest standards of honesty can imperil a reputation

that are the result of a violation of the laws guarding

in any given year and compare this with your estimate
of the number of advertisements the average person is
exposed to during the same period and then conclude for

Fortunately, ~~many~~ ~~to~~ ~~see~~ the tools of education have

of the Detroit News. These standards are emblematic of a nationwide effort by the media to revise standards in the light of changed conditions. The Detroit News standards combine principles from the latest FTC guides and decisions, the Advertising Truth Book, and the latest studies of the Better Business Bureaus. I am proud that I could furnish a small contribution to this outstanding work.

Marked progress in accomplishing the second task facing honest businessmen -- that of complying with the laws denouncing deceptive practices -- has gone forward with remarkable speed and effect during the past eighteen months. No recount of the massive efforts of the great national associations of your industry -- the four A's, the AFA, the ANA, and the Association of Better Business Bureaus -- is necessary here. Their efforts are comparable to the efforts of the advertising industry

1952 74 seems to me that members of this character

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

be concerned not only with preserving the free enterprise system within our borders, but extending that system

throughout the world. I do not think that we can con-

involvement in any corrective action. With a shrug, we tell ourselves that business since the days of the Phoenicians has never been without its larcenous few and never will be.

To some, this philosophy may be comforting, but not
