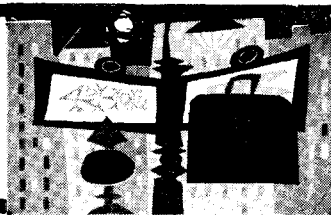


Madison Avenue



Thinking Young

By PETER BART

ALTHOUGH advertising men often complain that their industry is hemmed in by government regulations, the fact remains that a laissez-faire attitude toward Madison Avenue continues to exist in this country. Government regulatory agencies may occasionally take umbrage over a blatantly dishonest claim or a patently misleading sales pitch. But on the whole the advertising industry continues to operate in a cozily *caveat emptor* atmosphere. The government does not try to tell television advertisers that their commercials shouldn't be louder than the regular programs (which they are) or that their ads shouldn't interrupt dramatic programs at the most suspenseful moment (which they do). Nor does the government frown on ads that denigrate rival brands (as does West Germany), or on ads that associate cigarettes with health and virility (as does Britain).

Though advertisers have little to complain about, they are nonetheless a bit uneasy. And perhaps this uneasiness is justified. For there is a growing population in this country that favors a stricter governmental posture toward advertising, and its views are gaining wider attention.

The debate over Government regulation of advertising is taking on new urgency as a result of a rather startling trend on Madison Avenue—a trend arising from the efforts of advertisers to capitalize on the spectacular growth of the teen-age market.

Signs of this trend are already apparent to the ordinary TV viewer or magazine reader. Teen-age faces are suddenly beginning to adorn advertisements for every imaginable sort of product—beer, cigarettes, soft drinks, automobiles, cosmetics, and so forth. A beer commercial shows a group of adolescents happily guzzling away on an outing. A cigarette ad has a youthful couple leaving a dance to step out on the terrace and enjoy a smoke. Lucky Strike has now become “the taste to start with and the taste to stay with.” The Rambler Americans this year are “the young Americans” and the Fords, of course, are “the lively ones.” Pepsi-Cola is the drink for those who think young and Seven-Up apparently is the drink for those who are young.

Why this sudden emphasis on youth?

Madison Avenue, it seems, has been studying the population charts and has come up with some startling statistics. By 1965, it was discovered, half of the people in the United States will be under twenty-five. Between 1960 and 1965 the under-twenty-five population will have grown by some 30 per cent while the population as a whole will expand by only 8 per cent.

Not only are teen-agers proliferating, but they also are doing more and spending more. Although adolescent girls now comprise only 10 per cent of the female population, they account for 25 per cent of all spending on cosmetics (their bill: \$300,000,000 a year). Half of the girls in the United States today marry by the time they are twenty, and 11 per cent are actually going steady by the time they are fourteen.

In analyzing the burgeoning teen-age population, Madison Avenue has decided that it is eminently receptive to the blandishments of advertising. “Teen-agers are a follow-the-leader lot,” says Eugene Gilbert, a market researcher who has closely studied the adolescent trade. “Once you set a fad every teen-ager feels compelled to pick it up.” Fad-setting is made all the easier by virtue of the fact that on any given day some 88.6 per cent of the teen-age population watches television. This is 19 per cent higher than for the adult male population.

There is, of course, nothing wrong *prima facie* with the advertisers' desire to exploit the teen-age market. It is basic to the free enterprise system for entrepreneurs to seek out new markets wherever they can.

The basic question is simply this: Since teen-agers have a special susceptibility to advertising, should they therefore receive special protection from the government? If teen-agers have a follow-the-leader behavior pattern, is it desirable for all the “leaders” to be induced to smoke cigarettes?

Not long ago, Britain decided that it was not desirable—at least as far as

cigarettes were concerned. Britain's commercial television network announced that it would no longer accept cigarette advertising that used prominent athletes or other heroes, appealed to “general manliness,” made use of fashionable social settings, or attempted to link cigarette smoking with romantic situations. Cigarette ads also were barred before 9 p.m.—presumably to eliminate at least part of the youthful audience.

In a recent speech, LeRoy Collins, president of the National Association of Broadcasters, urged American Networks to weigh similar action. Noting that over 20 per cent of all school boys are smoking by the time they reach the ninth grade, Mr. Collins said that broadcasters had a moral responsibility to “limit the promotional impact of advertising designed primarily to influence young people.”

Though more and more people in this country are advocating restraints along these lines, the advertisers dissent. Once cigarette ads are restricted, they argue, where will it stop? Until now, it is pointed out, government regulation of advertising has been based on the idea of protecting consumers from advertisers who misrepresented their products. The British code, however, is based not on the idea of protecting consumer from advertiser, but on the idea of protecting the consumer from himself.

This argument has a degree of validity, no doubt. But at the same time the peculiar vulnerability of the teen-ager would appear to present a special problem. There are any number of precedents for invoking restraints to protect teenagers—e.g., state drinking laws. It is foolish to argue that similar restraints in the field of advertising would bring an end to the free enterprise system.

It would clearly be impossible and impractical to try to cut off teen-agers from all advertising. But action can be taken in certain areas. Cigarette advertising can be modified as it was in Britain. Media appealing to teen-agers should impose a strict code restraining cosmetics companies from using “scare advertising” to peddle their wares. The television networks should not accept beer commercials that make use of models who are barely pubescent.

But perhaps the most important thing is that adults—and even teen-agers—be made aware of what is happening. The upcoming generation already has been called “the television generation,” but a better name might be “the advertising generation.” Advertising forms an integral part of its daily diet. It is to be hoped that this diet will result, not in greater vulnerability, but in greater sophistication, and that Madison Avenue's bombardment will, by its very intensity, be self-defeating.





**What kind of man
handles a business
challenge best?**

A board chairman talks about tomorrow's executives...

The Bell System has always sought men who could keep telephone service constantly improving. Men with exceptional engineering talent, men with equally outstanding managerial potential. Such men are widely sought on college campuses across the United States. And with the future of communications unfolding so rapidly, the search has intensified.

But still there is the old question to be answered, "What kind of man handles a business challenge best?" A midwestern college audience recently heard these comments in a talk by A.T.&T. Board Chairman, Frederick R. Kappel:

"...We took the records of 17,000 college men in the business who could fairly be compared with each other, and, examining their records, sought the answer to the question: 'To what extent does success in college predict success in the Bell System?'..."

"...The results..."

"...The single most reliable predictive indicator of a college graduate's success in the Bell System is his rank in his graduating class."

"A far greater proportion of high-ranking than low-ranking students have qualified for the large responsibil-

ities....While a relationship does exist between college quality and salary, rank in class is more significant..."

"...What about extracurricular achievement?...Men who were campus leaders reached our top salary third in slightly greater proportion than those who were not. But it is only real campus *achievement* that seems to have any significance. Mere participation in extracurricular goings-on does not..."

"...What we have here, as I said before, are some hints—rather strong hints—about where to spend the most time looking for the men we do want, the men with intelligence *plus* those other attributes that give you the feel, the sense, the reasonable confidence that they will make things move and move well....They want to excel and they are determined to work at it..."

"...Business should aspire to greatness, and search diligently for men who will make and keep it great..."

FREDERICK R. KAPPEL, *Chairman of the Board*
American Telephone and Telegraph Company



BELL TELEPHONE SYSTEM

Owned by more than two million Americans

How the British View their Press

By JOHN TEBBEL

AS EVERY visitor from America quickly realizes, the British press is different. Tourists from Boston feel at home when they see advertising displayed on front pages which are often makeup nightmares, but everyone else is astonished by the wild diversity among London's dozen morning and two evening newspapers, and the twelve national Sunday papers. The truest truism about British journalism is that it produces some of the best and some of the worst newspapers in the world.

These extremes result in striking differences between the British and American press. In both countries the general tone of the press is conservative, but there is much more criticism of the Conservative government in Britain among its newspaper supporters than a Republican government would ever have to endure in this country. Left Wing newspapers in Britain are far more vigorous than in America, and in fact the *Daily Herald* and *Daily Mirror*, under the same ownership, give nearly 6,000,000 readers this point of view every morning, dominating the field. By contrast, the entire circulation of the liberal press in America would not come near that figure.

There are more "serious" newspapers in the United Kingdom, in the manner of the *New York Times*. The quality of the daily *London Times*, the *Daily Telegraph*, the *Manchester Guardian*, and the *Financial Times*, and the Sunday edition of the *Telegraph*, along with the *Sunday Times* and the *Observer* (to name some of the best), is matched in America only by the *New York Times*, the *Wall Street Journal*, and the *Christian Science Monitor*. In some respects, notably political analysis and critical writing, these "serious" British papers are in general better than most of ours, and more comprehensive in their coverage than all save the *Gray Lady* of Forty-third Street.

On the other hand, the sex-and-scandal sheets in London are far more extreme than in America, where sensational journalism has been declining steadily since the Twenties. Newspapers considered sensational in this country would scarcely cause a raised eyebrow in London, whose tabloids and pictorials, daily and Sunday, are in the gamey vein of very early Hearst and mid-Twenties New York *Daily News*

newspaper making. The British public in general is more "literary" than ours, it is safe to say, but its mass readership of newspapers is satisfied only with strong stuff.

There are other differences—in methods of news coverage, the use of pictures, the construction and style of news stories—but perhaps most significant is the relationship between press and government in Great Britain. Libel law, for instance, is more restrictive there, in several important respects. However, in the continuing dialogue between press and government on both sides of the water, the prime difference is the inclination of the British government to examine and, if possible, to do something about regulating the press. In America, no Republican administration would contemplate and no Democratic administration would dare to conduct an official investigation of the press. Representative Emanuel Celler's recently launched House committee investigation of monopoly trends in the communications industry may produce some headlines, but it is more likely to be ignored and in any case, it can be confidently predicted, will not result in restrictive legislation by Congress.

IN America the press fiercely resents and fights criticism of it by anyone, much less the Federal Government. In the early Forties, when Henry R. Luce proposed setting up a Commission on Freedom of the Press, he found himself on some editorial pages in the unlikely company of wild-eyed radicals and creeping socialists. When the Commission, composed of thirteen of the nation's most distinguished academic minds and financed by grants from Time Inc. and the Encyclopaedia Brit-

annica, published its report in 1947, it was widely assailed in the press for daring to suggest that the mass communications media had failed in their responsibilities to the public. It is editorial page ritual to speak of press critics as "academic theorists," "socialists," "bureaucrats," or, at the least, "not informed about the newspaper business."

The British press lords don't like criticism either. Some are so powerful they loftily ignore it. Others are so inextricably involved in politics that they simply put it down as part of The Game. A few are honestly fearful that the government may one day do what every free press, with or without reason, fears government will do: Regulate.

IN Britain this autumn these fears were raised again in some quarters by the publication in September of the report of the Royal Commission on the Press. This important 239-page document, the result of two years' intensive investigation by a five-man body under the chairmanship of Sir Hartley Shawcross, was largely ignored in the American press, and when it was not ignored, it was inadequately or erroneously reported. *Time*, for example, gave its readers the entirely misleading impression that the report was mainly about labor abuses in the British printing craft unions. It was, in fact, chiefly about the problem that currently worries the Celler committee and every responsible student of American journalism; namely, the trend to monopoly and the consequent shrinking of the opportunity for variant opinion which is the essence of a free society.

The Commissioners, however, were careful to avoid judgments on the performance of the press or its ethics. These had been the province of an earlier commission, in 1949, whose findings produced a great deal of controversy but few, if any, changes. The Commission of 1961-62 concerned itself with economic factors affecting the press generally.

Much had happened since the 1949 survey, the new commissioners noted in their report. Seventeen daily and Sunday newspapers had disappeared from London and the provinces, and the ownership of those remaining was concentrated in fewer hands. The mortality among local weekly newspapers

