

revealed that the "free" lectures were simply an introduction to a \$25 course on diet and food preparation, while in other markets these lectures were advertised primarily to sell a set of cookware at \$200 or more. Another ad that caused difficulty was: "Men, Women, Wanted to Grow Mushrooms." Investigation revealed that the proprietor of this company had been found guilty of mail fraud in 1940, had resumed activity in 1946, had been re-arrested in 1947, and in 1956 had been found guilty of violating the Pure Food and Drug Act, as a result of which he served eighteen months in prison.

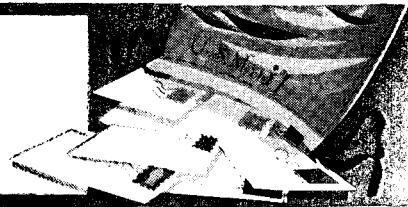
STANDARDS for advertising submitted to the *Detroit News* describe the following types of material as unacceptable: "advertising in bad taste or offensive to any group on moral, religious, or discriminatory grounds"; advertising in which "copy, headline or illustration . . . states or implies conduct which by normal standards is considered morally or socially unacceptable"; advertisements proposing marriage or seeking introductions to members of the opposite sex; medical advertisements of products containing dangerous or habit-forming drugs, or using offensive or unpleasant language; mail order medical advertising; advertisements that offer homework for pay; advertisements for fortune tellers and similar practitioners; help-wanted advertisements that make extravagant or misleading offers of salary or reward. In addition, the *News* reminds advertising staff members: "It is illegal for an advertiser offering employment to advertise his own race, color, creed, or nationality, or to indicate any such preference in his prospective employee. Employer requests for job applicants to send photographs are a violation of the Michigan Fair Employment Practice Commission's regulations."

The American Newspaper Publishers Association reports that every one of its more than 870 member papers has by now set up its own standards of advertising ethics and acceptability. Since ANPA members account for 90 per cent of all newspaper advertising in the United States (as well as 90 per cent of daily circulation), the value of these standards is crystal-clear.

Any reader wishing a fuller report on the subject of self-regulation in advertising can get it by writing the U.S. Government Printing Office in Washington. The 105-page report costs 60 cents and is well worth one's time, particularly if one feels, as we do, that the public is entitled to the fullest possible protection from dangerous and improper marketing in a country where more than \$13,000,000,000 is spent each year on advertising alone.

—R.L.T.

Letters to the Communications Editor



Days of the "Extra!"

IN THE EDITORIAL on the Ayer Cup competition, "Trends in Typography" [SR, June 13], you commendably deplore the "jarring tendency toward flamboyance, perhaps for street sale reasons, [that] appears to be damaging many fine metropolitan front pages." Prior to the advent of radio, television, and "instant news," that sort of thing was noticeable chiefly in the "extra" editions peddled by vendors whose jargon and manner of vocal delivery usually succeeded—as intended—in mystifying rather than enlightening the man in the street. In our own day, the battle for added circulation shows little evidence that it is slackening. Nevertheless, certain publications, notably the *Washington Evening Star*, the *Philadelphia Inquirer*, and the *New York Times*, are managing to hold their own in the competition for readers in spite of (or perhaps because of) their adherence to what I'd call the time-honored rules of makeup decorum. . . .

Much is heard about America's growing sophistication—a natural by-product of educational opportunities available to the many, rather than, as formerly, to the few. Is it not somewhat paradoxical that a more subtle approach currently remains the exception rather than the rule when it comes to devising the over-all effect of front pages? Surely it's about time these "windows on the world" ceased to be fashioned solely with the thought that "he who reads may run." Harried and surrounded by personal and business problems we may well be. Even so, we can't subsist and be well informed if dependence is placed upon the often oversimplified generalities imparted by headlines. The bare bones of any news development having already been divulged by means of radio and television, editors

The Cigarette Warning

The Federal Trade Commission has announced that cigarette manufacturers will be required to carry a warning on their package labels, beginning January 1, to the effect that cigarette smoking is dangerous to health and "may cause death from cancer and other diseases." This would be self-regulation of advertising at its finest—but also, in the opinion of most Madison Avenueurs, a hopeless and unenforceable procedure. A government agency can warn people that a product is dangerous to health, but it is unlikely that any government agency will ever be able to force a manufacturer to spend good money on his packaging or in his advertising to condemn the very thing he has to sell. Most agencies on Madison Avenue believe the FTC cannot make the regulation stick, splendid as its motives may be, and that other means will have to be found to warn smokers of their peril. —R.L.T.

would do both themselves and us a service were they to concentrate on fleshing out those ethereal skeletons.

THOMAS G. MORGANSEN.

Jackson Heights, N.Y.

Funds for Friends

THE ARTICLE "The High Cost of Writing," by James F. Fixx [SR, June 13], is of special interest to us here at the *Friends Journal*. We always seem to be faced with the need for articles, but with no way to pay for having them written. Some of our problems might be eased if we could develop a "Friends Fund" to be used in the manner of the Beinecke and Stern funds. Could I have permission to reproduce fifty copies of this article to send to our Board of Managers and members of Friends Publishing Corporation?

BUSH CLINTON,
Business Manager,
Friends Journal.

Philadelphia, Pa.

EDITOR'S NOTE: *All requests for permission to reprint articles or parts of articles from SR should be addressed to the magazine, attention Mrs. Ivy Dodd.*

Addresses for Advertisers?

IN THE SPIRIT OF American industry, why should your advertisers keep their addresses a secret? It is a disservice to their customers and to themselves. How can a customer respond to an ad to tell the company his opinions, his criticisms, his desires and/or needs regarding the advertised products? It seems to me that by barring this communication, American manufacturers are not permitting their funds spent on both advertising and product development for market acceptance to approach maximum acceptance. And I feel your editorial policy should be to campaign to get advertisers to give the company address in their ads.

RICHARD M. DAY.

Los Angeles, Calif.

Bright Spot

WE NOTED IN THE Letters to the Communications Editor [SR, June 13] a letter from a Los Angeles lady lauding Vin Scully as a radio broadcaster for making one see so well with one's ears. We have in our locality two announcers over WGN, Chicago, who broadcast the Cubs games—Jack Quinlan and Lou Boudreau. When a home run sails out of Wrigley Field, Jack Quinlan makes us hear the plop in Lake Michigan or the crack in a windshield of a car in the parking lot. It is always gay listening, win or lose. Long may they hold their position so we can have a little fun along the way. Incidentally, your magazine is a very bright spot in our mailbox. When we finish with it, it is sent to another, even though you lose a subscription thereby!

MRS. ARTHUR N. DENSEM.

Grand Rapids, Mich.

THE HARD SELL IN WASHINGTON

By JOHN TEBBEL

WASHINGTON.

ONE morning last month some 10,000,000 Republicans, Democrats, and Undecideds picked up the illustrated shopping guides that pass for Sunday newspapers in America and found tucked away in their endless folds a twenty-four-page supplement calculated to draw blood.

It was a supplement produced by a public relations firm at an estimated cost of \$350,000. It ran as paid advertising in fourteen major newspapers and depicted in living color, as well as conventional black-and-white, the multiple activities of the President of the United States. Although it was the most obvious kind of campaign publicity, the creators of this supplement had the cool courage to label it as "not a political document," in spite of the unconcealed fact that the money for it came from an organization called the President's Club, set up by President Kennedy as a personal political fund-raising device and continued as such by President Johnson.

While there was nothing illegal in this exercise, it raised anew, in conjunction with other recent Washington developments, some serious questions concerning the always delicate relationship between the Presidency and the press.

The fact is that something new has been added to that relationship in the past thirty-five years, and that something is public relations, with its formidable battery of persuasion techniques that are so important a part of American business life. We accept their use in business because it would be impossible to do otherwise, even if we wished. Public relations is itself an industry, with its own trade association (in effect) which uses PR techniques on its own behalf.

But when it comes to government, there is an uneasy feeling, at least in some quarters, that different standards ought to prevail. Sometimes this feeling emerges in outraged cries of partisan frustration. Naturally, at the moment, it is the Republicans who cry havoc, but the same weapons are equally available to the Messrs. Goldwater, Scranton, *et al.*, and none but the hopelessly naïve doubt that a Republican administration would use them, given the opportunity provided by a party in power.

Whether they would use them as adroitly is another matter. Beginning with President Kennedy and continuing

with Mr. Johnson, the Democrats in the past four years have put on a display of public relations in action that no private business could hope to match. The attractiveness of the Kennedy family to all the media, print and electronic, was extraordinary, and no effort would have been needed to guarantee maximum exposure. The tragic circumstances under which President Johnson came to power were sufficient in themselves to give him a sendoff far above the usual.

Yet both Presidents have been past masters in the use of public relations techniques, and a good deal of the controversy that has surrounded them stems from that fact. Manipulation of the news, so called, is merely the exercise of a method that is commonplace in the public relations activities of private business. The constant struggle in Washington over "freedom of information," in the ringing phrase of the times, only reproduces on a grander, more dramatic scale the effort to find out what is going on in the private sector—a pursuit far less keen because politics are not involved.

When business is attacked, it protects its interests with every skilful ploy in the public relations bag of tricks. When government is attacked, it uses the prestige of the Presidency, the sacred cow of national security, and the naked power inherent in all governments, all of which enables it to put the best face on what-

ever it may be doing, or to sell its policies to the electorate.

Just as private-sector public relations carefully plants favorable information or self-serving points of view in all the media, so does a President permit himself to be interviewed and photographed by carefully selected newspapers, national magazines, and television programs. The flow of information from government to public is manipulated and controlled by every administration these days, whether that information comes from the White House or from a government agency.

The press is fond of portraying itself in this situation as a band of dedicated zealots hot after the truth, striving against enormous odds to provide the public with information that the government is presumably trying to conceal or distort.

If this is indeed the case, it is hard to explain the eagerness to be raped that appears when a particular reporter is invited to the White House for a private conversation (or even more intimately, according to one correspondent, to go skinnydipping with the President in the White House pool), or when a particular magazine is promised an exclusive story by a government agency that helps develop the piece by making available information denied to the remainder of the

(Continued on page 61)

The Beagles, the President, and the Public: A Case History

April 28—In the White House rose garden, President Johnson playfully lifts his beagles, Him and Her, off their forefeet by their ears, eliciting brief yelps. The incident is recorded by an Associated Press photographer and every reporter present.

April 29—Dog lovers and Republicans unite in protest. President says ear-lifting was done at the request of photographers, denies it hurt the dogs, and accuses the reporters of making him sound inhumane.

April 30—The Administration totters as Arthur Krock devotes his column in the *New York Times* to a description of Mr. Johnson's embarrassment and annoyance. Nothing is heard from the beagles.

May 2—Dog fanciers appear ready to forgive the President, but the Republicans are more reluctant.

May 3—While touring the White House grounds with the press, Mr. Johnson devotes some time to playing with the beagles, demonstrating his devotion to dogs in general and beagles in particular.

May 5—President again lifts Him and Her by the ears in full view of press to prove that the dogs do not object. They do not.

May 7—In the course of a full-scale regular press conference, Mr. Johnson discloses that he has accepted life membership in the Vanderburgh Humane Society of Evansville, Indiana. End of episode.