

The Editorial Viewpoint

GUNS MUST GO!

Can there be any doubt anywhere that violence and contempt for law and order are doing their rotten best to tear American society apart?

Can there any longer be any doubt that the vast majority of decent, honest, sensible, thoughtful residents of America—black, white, yellow, young, old, rich, poor, conservative, liberal—are almost physically aching for a return to sanity and decency?

Can there be any doubt that we can solve all the problems that plague us in these troubled times more quickly and more satisfactorily if we attack them vigorously and effectively with good will and free and open debate and discussion than if we go on trying to literally wipe them out with violence and hatred which almost inevitably hurt the hater worse than the hated?

We think not.

But we also think that pious declarations of good will, prayers for harmony, and repetition of fine catch phrases, no matter how well conceived and how faithfully believed, have lost their meaning. We are beyond words, beyond declarations of intent, beyond asking this or that group of suffering citizens to be patient. We need action, not words.

We need action on scores of fronts, in many different directions. Some of our problems cannot be quickly solved; they may take years. But all of our problems can be solved more quickly and more effectively if we can return to sanity—if we can reduce violence.

And in one vitally important respect, we can take a mighty step forward RIGHT NOW.

We can sweep aside the tissue of phony arguments and insidious influence by which the National Rifle Assn. and its affiliates have conned us into permitting a completely free and unrestricted traffic in firearms.

We can stop letting anyone con us into thinking that there is a constitutional problem involved in regulating firearms because the Second Amendment says: "A well regulated militia being necessary to the security of a free state, the right of the people to keep and bear arms shall not be infringed." Does that mean that any 17-year-old punk or junkie can't be restrained from buying or owning a gun? Does that mean that anyone can collect an arsenal, without interference of any kind from responsible authorities?

The questions answer themselves. If we can have stringent laws governing the registration and use of automobiles or bicycles, we can certainly have laws governing the registration and use of deadly weapons. If we can have stringent laws governing the sale of hundreds of drugs which "may be dangerous to health," then certainly we can have stringent laws governing the sale of lethal weapons.

Here is one small but vitally important area in which the combined resources of the advertising business and the communications media can be brought to bear with tremendous effectiveness, and in days or weeks, not months or years.

In the strongest possible terms, we urge the Four A's and the Assn. of National Advertisers, the American Advertising Federation, and all the panoply of national and regional associations in the media, advertising,

Advertising Age

The National Newspaper of Marketing

JAMES V. O'GARA, executive editor JARLATH J. GRAHAM, managing editor
DON MORRIS, assistant managing editor

Senior editors: Washington—STANLEY E. COHEN. New York—MAURINE CHRISTOPHER (broadcast), RAMONA BECHTOS (international), FRED DANZIG. Chicago—MERLE KINGMAN (features), EMMETT CURME.

Associates: New York—GEORGE DICKSTEIN, AUDREY ALLEN, DON GRANT, GEORGE PARKER, LARRY FRIEDMAN, JOHN REVETT. Chicago—CHRIS PANCERZ, SALLY STRONG, MYRON DAVIS, KATHRYN SEDERBERG, MARY POPA. Washington—HENRY R. BERNSTEIN. Detroit—HUGH C. QUINN. Los Angeles—HOWARD LUCRAFT.

F. J. FANNING, editorial production. ELIZABETH C. GRAHAM, librarian. JOE FARACI, art director. Correspondents in all principal cities.

GORDEN D. LEWIS, vice-president, sales DAVID J. CLEARY JR., advertising director
BRUCE H. DUTTON, sales manager ROGER BENNETT, director of mktg services
JOHN B. CARLSON, manager sales service TOM DELLAMARIA, production manager
New York—LOUIS DE MARCO, eastern sales manager; WILLIAM R. BRECK JR.,
JOHN N. BURGONE, JOHN P. CANDIA, JOSEPH G. DOHERTY, VERNON L.
LEWIS, LEE D. SLABACH, DON WALSH.

Chicago—ARTHUR E. MERTZ, midwest advertising manager; JEAN BRETT, E. S.
MANSFIELD, RICHARD E. SCHULTZ.

Los Angeles—JAMES S. MILLS, western advertising manager. San Francisco—WM.
BLAIR SMITH, 22 Battery St., YU 1-1299. Portland, Ore.—(Frank J. McHugh Co.,
520 S. W. Sixth Ave., CA 6-2561), FRANK J. McHUGH JR. Seattle—(Frank J.
McHugh Co., 101 Jones Bldg., MA 4-3840).

London—Joshua B. Powers, Gillow House, 5, Winsley St., Oxford St., London W1.
Paris—Gerard Lasfargues, 48, rue Vital, 75-Paris-16, France. Tokyo—International
Media Representatives, 3, Nakanocho, Akasaka, Minato-ku, Tokyo. Mexico—Ralph
Lindley, Atenas 56-B, Mexico 6, D.F.

Advertising Age, with which is incorporated Advertising Agency Magazine, formerly
Advertising & Selling, is published weekly by Advertising Publications Inc. at 740 Rush
St., Chicago 60611 (337-5200). Offices at 630 Third Ave., New York 10017 (YUkon
6-5050); National Press Bldg., Washington, D.C. 20004 (RE 7-7659); 1018 Fisher Bldg.,
Detroit 48202 (TR 2-7211); 6404 Wilshire Blvd., Los Angeles 90048 (OLive 1-3710).
Cable address: ADAGEAPI

G. D. CRAIN JR., chairman S. R. BERNSTEIN, president and publisher
M. A. HARTENFELD, vice-president and business manager. G. D. LEWIS, vice-presi-
dent, sales. J. J. GRAHAM, J. V. O'GARA, S. E. COHEN, D. J. CLEARY JR., vice-
presidents. G. R. CRAIN, secretary and treasurer. J. H. TERRY, assistant secretary
and assistant treasurer.

25 cents a copy, \$6 a year, \$10 two years, \$12 three years in U.S., Canada and Pan
America. Elsewhere \$5 a year extra. WILLIAM STRONG,
circulation director. Four weeks' notice required for change
of address. Address all subscription correspondence to
ELOISA D'OVIDIO, circulation services manager.



What They're (Really) Saying



W. H. Everett

"I don't care what the rumor is. We're not looking for a new agency at this time."

marketing and related fields, to get behind a massive effort to reduce the tremendous hazards of a gun-riddled society, and to get at it right now.

Specifically, we believe a massive promotion effort should be put behind:

First, immediate passage of the gun control bill now before Congress, which prohibits the mail order selling of firearms in interstate commerce.

Second, immediate enactment of an effective registration law for all guns, and state or federal recording of all transactions in guns, as is now the case with automobiles and other vehicles.

Third, the passage of legislation making any crime or misdemeanor carried out with the aid of a deadly weapon a federal offense—as kidnapping now is—subject to stringent mandatory punishment.

GUNS MUST GO.

The slums and ghettos of the country are loaded—and we use the word advisedly—with an unknown quantity of guns, with reliable estimates running up well into the millions. The number of guns being gathered "for defense" by what are usually called "decent citizens" in the suburbs is growing minute by minute. The supply of guns of all kinds is limitless and the traffic in firearms is unrestrained.

The country literally is filled with violence and potential death. It cannot continue on this course.

A million things need doing, and they must be done as quickly as is humanly possible. But first of all, GUNS MUST GO as the unrestrained, unregulated, unrestricted instrument of lethal violence.

In this specific, definite area, the resources of the advertising business can be brought to bear with devastating effect quickly and easily. In the strongest possible terms, we urge them to get at it.

GUNS MUST GO!

Donald Turner Left His Mark

Two years ago Donald Turner sent chills through much of the advertising business by suggesting that the public ought to have sources of information about consumer products other than advertising. Fresh from a teaching post at Harvard Law School, he thought the answer might rest on some kind of government-subsidized "super Consumers Union."

Now he has completed his service as chief of the Justice Department's anti-trust division, and returned to Harvard. If he ever was very serious about that government-subsidized "super Consumers Union," both the advertising business and the regular, free enterprise Consumers Union can relax.

As an economist and lawyer of note, however, Donald Turner did contribute some ideas to the anti-trust literature about the role of advertising and promotional power as barriers to effective competition in highly concentrated consumer goods markets. Some of these same ideas already have been expressed in the Supreme Court decisions preventing Procter & Gamble from retaining Clorox and General Foods from retaining S.O.S., and in the recent Federal Trade Commission guidelines on product extension mergers.

Donald Turner may have failed in his aim to find a substitute for advertising as a source of consumer information. But in the debates ahead over the efforts of conglomerates to diversify into additional consumer goods categories his ideas on the function of advertising and promotional power are likely to leave a lasting impression.

Rough Proofs

Sen. McCarthy's upset victory in Oregon, according to Miles David of the Radio Ad Bureau, "again documents radio's power to influence and motivate voters."

That rushing sound you hear is very likely made by political candidates pulling out of television.

"Oxford University Press has been advertising in *The New Yorker* for 28 years," the publication points out.

That makes the magazine a rather recent addition to this venerable advertiser's media list.

"Copywriter for sale," says a classified advertiser.

Most agencies prefer to rent, rather than buy, their geniuses.

"Somebody has New Orleans by the throat," says *Esquire*.

Unfortunately, this could make it difficult to swallow that delicious shrimp Arnaud.

"Yesterday's radical is today's conservative," says Doyle Dane's Phyllis Robinson.

It's something that has plagued the radical leadership for years.

"Simmon is Acumen In," says *U. S. News & World Report*.

Looks like a long, hot Simmons.

Butler County Mushroom Farm is promoting its fresh moonlight mushrooms using a romantic appeal.

Suzie the sociable secretary wonders if they figure a mushroom is a place for pitching woo.

Oklahoma, in the view of FCC Commissioners Cox and Johnson, is a "typical state."

Naturally—since it has all those cowboys, oil wells and Indians.



The United Auto Workers, reports the world's greatest advertising journal, is trying to organize MacManus, John & Adams.

But the agency just sells cars; it doesn't make 'em.

The University of Illinois admits it inadvertently put the names and addresses of 115,000 purebred cows on its alumni mailing list.

What did they contribute to the alumni fund—milk?

"Youth," says E. M. Halvorson, "is more than a market. It's a state of mind."

In fact it's more than a state of mind: It's a biological condition.

"If you keep your people happy," says Carl Ally, "you lose all the clients. If you keep the clients happy, you lose all your people."

Translation: Let's get some new clients or some new people—or both.

COPY CUB.