



TRUTH IN ADVERTISING

Advertising performs an economic function of great magnitude and service. Without it, production would grind to a halt and warehouses would be clogged for failure of distribution.

Advertising is also news in the true sense. It tells about products new or old and tells where they may be had, under what circumstances, and at what price. It saves untold hours of searching for the busy buyer and seller in an atmosphere of understanding. Advertising's function is, therefore, informative as well as economic.

The effectiveness of advertising is dependent greatly on the medium in which it is placed. To protect the public is a primary duty of the medium—and indirectly this also protects the advertiser. When the public places confidence in a certain medium, this confidence embraces the advertising in it. Therefore, it is of the utmost importance that the acceptability standards set forth here be strictly honored.

The Birmingham Eccentric

Announces

An ADVERTISING CODE of ETHICS

IN THE PUBLIC INTEREST, The Birmingham Eccentric recommends the following Code of Ethics for

ADVERTISING - - -

No Person Should Publish or Knowingly Publish—

- Advertising which is untrue, deceptive, or misleading or which may have the capacity or tendency to mislead by implication or omission; or bait advertising, or advertising as part of any other unfair, deceptive, misleading, or fraudulent scheme or practice.
- Advertising which is derogatory of other advertisers.
- Advertising known to be contrary to established laws and legal regulations.
- Advertising of lotteries or of misleading, deceptive contest schemes.
- Advertising of claims or representations which cannot be proven.
- Advertising unfair to the public, injurious to public health or safety, or otherwise not in the public interest.

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Readers of this newspaper are invited to report in writing to us any facts which may indicate non-compliance with this policy so that appropriate investigation may be made.

The Birmingham Eccentric

Birmingham, Michigan

In Cooperation With The Birmingham Chamber of Commerce