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NEWS RELEASE

ADVERTISING FEDERATION OF AMERICA

FOR IMMEDIATE RELEASE

JANUARY 12, 1965

The Advertising Federation of America, through its president, Mark F. Cooper, last night issued a statement concerning the continuing controversy over cigarette advertising which was stirred again yesterday by recommendations of Emerson Foote, former long-time advertising agency executive.

Mr. Cooper's statement reaffirmed the stand taken last year by APA when the controversy first began. At that time, in a letter to Congressman Oren Harris, Mr. Cooper said in part, "We believe it is an infringement of the advertiser's right under the First Amendment to the Constitution for a regulatory agency of the government to promulgate substantive rules having the full force of law, and invoking the penalties." His letter recommended that Congressman Harris' Committee on Interstate and Foreign Commerce "(1) strike from these bills any provisions requiring the advertiser to carry in each advertisement the warnings that 'habitual cigarette smoking is injurious to health' or such information as the regulatory agency might prescribe, and (2) defer final action on these bills until the cigarette industry has had an opportunity to demonstrate the effectiveness of its own self-regulatory advertising code which takes cognizance of the public welfare."

APA's statement last night said:

"Apparently these most recent recommendations voiced by Mr. Foote and others concerning cigarette advertising are being made because latest figures show that smoking of cigarettes is again on the upswing. Certainly it cannot be said that this is because the American public has not been sufficiently warned about the alleged dangers. All

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