

A STATEMENT OF ADVERTISING PRINCIPLES

1. **Good Advertising**—aims to inform the consumer and help him to buy more intelligently.
2. **Good Advertising**—tells the truth, avoiding misstatement of facts as well as possible deception through implication or omission. It makes no claims which cannot be met in full and without further qualification. It uses only testimonials of competent witnesses.
3. **Good Advertising**—conforms to the generally accepted standards of good taste. It seeks public acceptance on the basis of the merits of the product or service advertised rather than by the disparagement of competing goods. It tries to avoid practices that are offensive or annoying.
4. **Good Advertising**—recognizes both its economic responsibility to help reduce distribution costs and its social responsibility in serving the public interest.

Advertising Federation of America

(Your Directory publishers fully subscribe to the
principles set forth in this statement)