



I like you!

Why isn't advertising always like this? Warm and human... simple and direct... honest.

Most advertising tries to be. Most advertising talks honestly about why you should buy certain products or services, or shop in a certain store. It talks in a competitive way—because advertising is the voice of our free, competitive economic system. But it talks in a nice way—like one good person to another.

Sure, some advertising shouts. Some advertising is loud and vulgar. Some advertising, a very little bit, is deceitful. Like some salesmen you may have met. Or like some politicians.

Still, would you want to eliminate all salesmen? Or give up free political expression?

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