

Advertising: An Essential Part of Life in America

"People appear to approve of advertising in principle and criticize it in practice."

When asked about their overall attitudes toward advertising, 41 per cent of Americans consider themselves favorable toward it, 14 per cent unfavorable, 34 per cent have mixed opinions, and 8 per cent are indifferent.

Almost all consumers draw clear distinctions between what they like and dislike about advertising. They approve of its role as an economic contribution but they question some of its social impacts.

Contrary to the views of

social critics, few Americans think advertising is in need of immediate change—only 1 per cent of the entire adult American public suggest advertising is in need of more government regulation.

THESE are some of the findings of "Advertising in America: The Consumer View," a book published by Division of Research.

Written by Harvard Business School Professors Raymond A. Bauer and Stephen A. Greyser, the book, for the first time, catalogues in an economic and social context, the opinions of a cross section of American con-

sumers toward advertising as an institution and toward the individual advertisements they see and hear daily. Specifically, the authors note the public's attitude toward what advertising does for the American consumer and what the individual advertisements do to him.

The book notes that while almost all American consumers can readily comment on advertising, the subject does not rank as a burning issue for Americans of the mid-1960s, when compared with other aspects of American life. The authors report that "In addition to being a source of real concern to

some people, advertising—like the weather—is also a convenient topic for ritualized griping."

However, data in the book shows that 78 per cent of American consumers agree that advertising is an essential part of American life. In addition, the book notes that 71 per cent of American consumers agree advertising has helped to raise our standard of living.

SPECIFICALLY, the findings point out the chief reason people like advertising is its informational role; it tells people about products and services and where to get them. Relatively few

people say that they like advertising because it is enjoyable, although when evaluating individual ads people judge as many enjoyable as informative.

The book identifies the intrusiveness and unpleasantness of individual advertisements as the public's main complaint about advertising. Generally, people who dislike advertising feel that it is boring, interruptive of entertainment, and insulting to their intelligence. Advertising that is untruthful or misleading is a less frequent criticism.

Of individual advertisements which made an impression on the public (36

per cent are evaluated as informative, 36 per cent as enjoyable, 23 per cent as annoying and 5 per cent as offensive.

THE AUTHORS note that, "while the individual consumer can be deceived, he is not helpless at the feet of unscrupulous advertisers." They say that the consumer has built-in defense mechanisms against advertising such as boredom, doubt, personal experience and disinterest. In addition, the authors claim, "the consumer is no passive, helpless target of communications. He is an active defender of his time, energy, action and interests."

The book is a result of more than four years of extensive research and interpretation including 1,846 personal interviews conducted among a cross section of adult Americans by the Opinion Research Corp. in 1964 for the American Association of Advertising Agencies Study on the Consumer Judgment of Advertising.

As a further check on the initial study, an update of the attitude section was completed in late 1967. No basic shifts in the attitudes of individual American consumers toward advertising had taken place during the intervening period.

BETTER FOODS MARKETS MORE GOOD FOOD

MORE Exciting Ad Specials! MORE Blue Chip Stamps, too! Get 750 FREE Blue Chip

COUNTRY STYLE SPARERIBS
Lean and Meaty
Finest Eastern Pork
Lb. 59¢

CANNED PICNIC
Farm Best Brand
Fully Cooked,
Boneless
Pork Shoulder
5 -Lb. Cans \$3.29
"Cooks and Tastes Like Ham" No Waste!

Pork Steak
Meaty Eastern Grain-fed Pork
Lb. 69¢

USDA CHOICE

SWISS STEAK
ROUND BONE
U.S.D.A. Choice
Steer Beef Lb. **69¢**

RA CORN BRAND SLICED BACON 1-lb. Pkg. **49¢**
LUER'S QUALITY SLICED BACON 1-lb. Pkg. **65¢**

LUER'S PORK LINKS
Pure Sausage
1/2-lb. Pkg. **3 for \$1**

Barbecue Steak Sale!

CHUCK STEAK
Thrifty Steak
To Tenderize for
Family Barbecue!
Lb. 49¢

MEATY BEEF SHORT RIBS
to Barbecue Lb. **35¢**

BARBECUE STEAK
Lean and Tender
Steer Beef Lb. **\$1.09**

FAMILY STEAK
Tender,
Lean —
Boneless
Steak Lb. **89¢**

YOUR BETTER FOODS Markets Trim Every Steak Waste-Free for You . . . You Get MORE Good-eating Meat for LESS Money! Come

THOMPSON SEEDLESS GRAPES
6 lbs. **\$1**
Extra Fancy Large Sweet Clusters

BARTLETT PEARS
6 lbs. **\$1**
Large First of the Season

NEW CROP/First of the Season APPLES
UTAH TYPE, Large Crisp Stalks

CELERY EXTRA FANCY
EXTRA FANCY, Large, Crisp and Tender

YOUNG CARROTS
1-lb. Cello Pkg. **10¢**

GRAVENSTEINS 6 lbs. **\$1**

SPRINGFIELD or CANADA DRY SODA POP
6 for **49¢**
REGULAR or 10 CAL All Flavors 12 oz. Cans

PINEAPPLE SLICES
Tropic Isle - Big No. 2 1/2 Can
25¢
Save 8¢

Van de Kamp Frozen
ALASKA COD Save 10¢ 8-oz. Pkg. **59¢**
ENCHILADAS 7 1/2-oz. Pkg. **3 for \$1**
BEEF STEAKS Frozen Pkg. of 8 **79¢**
FRUIT DRINKS 6-oz. Cans **10 for \$1**

RC Cola
K&B Radio Feature! SAVE 10¢
6 Big 16-oz. Bottles **59¢**

HUNT'S TOMATO CATSUP
Big Tomato Flavor! Tall 14-ounce Bottle
17¢ SAVE 8¢

RED, RIPE TOMATOES Save 6¢ a can LARGE No. 3 Can **29¢**
1,000 SPRINGS FROZEN BONED TROUT Save 14¢ 8-oz. Pkg. **79¢**
BUTTER-NUT/6-oz. Jar, 89¢
INSTANT COFFEE Jumbo 10-oz. Jar **1.19**

CHOICE OF FLAVORS
VETS' DOG FOOD Toll Cans **10 for \$1**
DRY PET FOOD/SAVE 10¢
VETS' NUGGETS 5 -lb. bag **63¢**

- Maxwell House 2-lb. can 1.37 **1.99**
- COFFEE 3-lb. can
- Reg. or Spearmint, King Size MACLEAN'S TOOTHPASTE . . **85¢**
- VB Fancy/No. 303 Can **23¢**
- APPLE SAUCE
- Banquet Frozen **35¢**
- FRUIT PIES 8-inch Pie
- Pacific Treats **39¢**
- CRACKERS 1-lb. Box
- Nabisco Premium SALTINES 1-lb. Box **37¢**
- Kerr's GRAPE JELLY 12-oz. Glass . . **29¢**
- Anthony's Lge. or Sm. Shell MACARONI 2-lb. Pkg. **49¢**
- Kitchen Charm NAPKINS Pkg. of 60 **2/23¢**
- Chris & Pitts Cucumber Slices PICKLES 15-oz. **35¢**
- Dan the Beachcomber 8-8-O SAUCE 12-oz. Bottle . . **69¢**
- Dan the Beachcomber 8-oz. MARINADA Teri Yaki Sauce . . **49¢**
- Gerber Baby Foods CEREALS 8-oz. Pkg. **23¢**
- Pompeian Imported OLIVE OIL 4-oz. Bottle **29¢**
- Sterno Cubes BOUILLON Pkg. of 25 **39¢**
- Grade AA DAIRY FRESH Brand MEDIUM Size, doz. Ctn. **53¢**
- LARGE Size, doz. Ctn. **55¢**
- EXTRA LARGE doz. Ctn. **59¢**
- BETTER FOODS Own MEDIUM Size, doz. **55¢**
- LARGE Size, doz. **57¢**
- EXTRA LARGE, doz. **61¢**