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THE ETHICS OF ADVERTISING

WE ALL KNOW that we judge the product we buy by its manufacturer. It has taken up to a century for some of them to achieve world standard through continued first class workmanship and unremitting vigilance over their product which eventually became known by their country of origin. So on the world's markets we talk about German Kodak, English Worsted, Swiss Watches, Dutch Tulips, N.Z. Butter, Japanese Electronic Equipment, French Wines, etc. And that's how it should be.

Only when you see advertisers using the name of another country for their own product it becomes another matter.

The most glaring example of unfair advertising appeared on our own T.V. some weeks ago. The screen showed the Matterhorn and part of Zermatt, a man in Swiss National Costume with some background jodling — and on the bottom the name of a watch made in Japan! By all means, let them advertise their watches as they have every right to do, but then use their Fujiama and a Geisha girl as their background.

Arnold Biland.
