The New York Times

ADVERTISING ACCEPTABILITY STANDARDS

The New York Times endeavors to exclude misleading, inaccurate and fraudulent advertisements and unfair competitive statements in advertising. The chief purpose of this policy of The Times is to protect the reader and to maintain the high standards of decency and dignity in its advertising columns which The Times has developed over the years.

Following is a list of several classes of advertising The Times does not accept.

1. Fraudulent or deceptive advertisements.

2. Offers of something of value for nothing; advertisements that make false, unwarranted or exaggerated claims.

3. Advertisements that are ambiguous in wording and which may mislead.

4. Attacks of a personal character.

5. Advertisements that reflect adversely on other advertisers or their goods.

6. Advertisements holding out the prospect of large guaranteed dividends or excessive profits.

7. Advertisements that are indecent, vulgar, suggestive or otherwise offensive to good taste.

8. Matrimonial offers.

9. Medical advertising of products containing habit-forming or dangerous drugs; offers of free medical treatment; advertising that makes exaggerated remedial, relief or curative claims.

10. Advertisements of fortune telling, dream interpretations, individual horoscopes and nativity writings.

11. Any other advertising that may cause money loss to the reader, or injury in health

or morals, or loss of confidence in reputable advertising and honorable business, or which is regarded by The New York Times as unworthy.

In addition, there are statements in other classes of advertising which The Times does not accept, as, for example, unwarranted promises of employment in school advertising, or the claim that any cosmetic will cure wrinkles or banish freckles.

The Times does not accept any advertising whatsoever of an individual or of a firm which it has reason to believe to be of undesirable character.

The text of every advertisement ordered for insertion in The Times is read first by the Publication Office staff, or in the case of Classified Advertising by the copy passers in that department. In addition, practically every display advertisement is read by the staff of the Advertising Acceptability Department. When statements are discovered which that Department believes ought to be changed or eliminated, the advertiser or its advertising agency is notified.

Investigations are frequently made by the Advertising Acceptability Department to develop further information or to determine the accuracy of statements. The recognized agencies of investigation, such as the National and New York Better Business Bureaus are consulted and frequently are asked to shop an advertisement. Reports of commercial fact-finding agencies are utilized for their background information concern-

ing business firms.

In many classifications advertisers in The Times must fill out questionnaires. These classifications include: Financial, which has one questionnaire for securities dealers and one for advisory services; Book Exchange, Business Opportunities, Camps, Education, Garden, Mail Order, Mortgages and Stamps and Coins.

In the case of financial advertising all announcements are first submitted to a special committee on financial advertising to advise the Advertising Acceptability Department. New financial advertisers must fill out questionnaires and The Times also obtains reports on them from commercial and governmental agencies.

If any advertiser makes inaccurate or misleading statements and refuses to correct them, the advertising is declined. Further, if The Times receives complaints from its readers which, upon investigation, convince the Advertising Acceptability Department that the business practices of the firm are unfair or open to question, The Times declines further announcements of that firm.

Another function of the Advertising Acceptability Department is to pass upon those questions which cannot be set forth in a code of rules but which have to do with advertising which may be offensive to good taste. The Times frequently requires changes in copy and illustrations in advertisements which are distasteful or salacious.

RETAIL ADVERTISING

The following regulations apply to retail advertising:

1. General Statements

Untrue, deceptive or misleading statements or illustrations are not acceptable.

2. Competitive Claims Which Refer to Quality or Price

A. Statements or representations which refer to the goods, price, service or advertising of any competitor are not acceptable.

B. Statements which claim to undersell competitors are not acceptable.

3. Competitive Claims on Policy or Business Methods

A. Statements which make or imply comparisons must confine those comparisons to the individual advertiser's own merchandise, services, prices or business methods.

B. Statements of fact, if generally known, and susceptible of definite proof are acceptable.

4. "Bait" Offers

"Bait" offers of merchandise wherein the customer is denied a fair opportunity to purchase, are not acceptable.

Some examples follow of expressions in advertisements which are not acceptable and the changes required to make them acceptable.

NOT ACCEPTABLE

The lowest price ever offered

The best buy in town

Will surpass anything you could possibly find

Unrivaled in fine quality

Unprecedented value (or quality)

Unheard of prices

The finest coat we have ever seen

We give you the most for your dollar

Superior to any you've seen at this price

The outstanding value in men's footwear

We believe you will find these values greater than elsewhere

MEDICAL ADVERTISING

When advertising of any preparation is offered which advertises medication or treatment, The Times asks the opinion of medical consultants, including those in its own Medical Department and the recognized local and national medical bureaus of information.

These medical authorities do not exercise censorship over The New York Times columns. The Times applies its judgment to the information and makes its own decisions.

The Times does not accept the advertising of any preparation which might lead to

ACCEPTABLE AS REVISED

The lowest price we ever offered

One of the best buys in town

Will surpass anything we could possibly offer

Unexcelled in fine quality

Exceptional value (or quality)

Amazingly low prices

The finest coat we have ever sold

We give you exceptional value for your dollar

Superior to what you'd expect to find at this price

An outstanding value in men's footwear

We believe you will find these values unsurpassed

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self-diagnosis or self-medication of any serious condition or illness.

The advertising, even of acceptable preparations, is carefully scrutinized.

The Times does not accept medical advertising which contains testimonials, questionable "before and after" illustrations, or any copy which goes too far in indicating that doctors "prescribe" or recommend any preparation for a stated illness or condition.

The Times does not accept the advertising of radio programs or broadcasts of non-acceptable medical preparations.

The Times does not accept the advertising of preparations which may be harmless

in themselves but which either in their newspaper advertising copy or on their labels or in their descriptive pamphlets make grossly unwarranted claims.

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As a general policy, The Times does not permit racial or religious discrimination in its advertising columns.

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"All the News That's Fit to Print"

April 1, 1960