

THE NEW YORK TIMES, MONDAY, JUNE 17, 1968

Advertising: Industry Draws a Bead on Gun Lobby

By PHILIP H. DOUGHERTY

The assassination of Senator Robert F. Kennedy has catapulted the trade paper Advertising Age almost unwillingly into a crusade for stricter gun control.

Although they've never done anything like it before, last week's editorial "Guns Must Go" has brought more reader reaction than any other editorial in memory. It doesn't mention either the Senator or his death but strikes out instead at violence and contempt for law and order.

"All hell broke loose for us," said Jarlath J. Graham, the managing editor from his Chicago office, in speaking about reaction.

Apparently there are other ad people who share the magazine's feelings because in New York a group whose members wish to remain anonymous has formed the N. Y. Advertising Committee for Sane Gun Laws.

It has created a poster and an ad (being sent to Congressmen) that shows the business end of a .32-caliber revolver in a man's fist over the head, "O. K. National Rifle Association, now look at it from our side."

In Chicago, working on their own but with the permission of their management, a creative team at North Advertising has put together print, television and radio campaigns that will be offered to the media in the interest of gun control.

Although they are admittedly not equipped for the job and would rather have some other organization do it, Advertising Age has volunteered to be a clearing house for requests. They will be featuring the campaign (along with an order-blank coupon) in the issue appearing today.

than any law eliminates all violations."

Both the A.A.F. and Ad Age call for the end to mail order sale of guns. But the Direct Mail Advertising Association in its reaction to the editorial adds, "we do not believe the method of ordering guns should be the sole determinant to ban their sale — unless experience proves this discriminatory sales ban is the only way."

The volunteer campaign by the people at North contains some very strong stuff like the head, "More and more people are buying guns to protect themselves from more and more people who are buying guns," or this over the picture of a body, "There is only one thing a gun is built to do . . ." or this over the picture of the back of a man's neck as seen through the crosshairs of a telescopic sight, "Remember when every American mother hoped her son would become President?"

Then there is this line, "Write your senator while you still have a senator."

In all the issue will contain over three and a half pages on the subject. Part of that space will be devoted to reaction to last week's editorial which included a call to industry associations "to get behind a massive effort to reduce the tremendous hazards of a gun-riddled society."

It was obvious from Jack Graham's comments that Ad Age was disappointed by association reaction. The American Advertising Federation, however, did come out strongly on Friday for controls while noting, "a strict gun control law is no panacea and will not completely eliminate murder, other violent crimes or even illegal traffic in guns any more