



John Crichton

Crichton Assumes AAAA Job

A University School of Journalism graduate took office May 7 as president of the American Association of Advertising Agencies.

John Crichton, B.J. '40, was selected last fall to serve as president of the organization which represents 340 advertising agencies handling 75 per cent of the national advertising volume. Until joining AAAA, he was editor of *Advertising Age* magazine, a weekly trade publication.

In a profile in the February 10 *Saturday Review*, Crichton was called thoughtful, quiet and an intellectual "in the dictionary sense." He was said to fall "completely outside the stereotype of the advertising man."

Although Crichton has never worked in an advertising agency, his career has been almost entirely in advertising journalism.

He was a unanimous choice for president by the A. A. A. board of directors after a three and one-half year search for a replacement for its retiring president Frederic R. Gamble. Selected October 18 at a Board of Directors meeting in Coronado, Calif., Crichton joined the A.A.A.A. in mid-January and took office this month.

Following Crichton's graduation from the School of Journalism he worked in various positions on newspapers in Colorado and Montana before joining *Advertising Age* in 1941.

He became the magazine's Washington editor in 1943, served as a member of its New York editorial staff from 1946-49, was executive editor from 1949-57 and has been its editor since 1958.

During and after World War II he served in the U. S. Navy as supply officer on a seaplane tender in the Pacific.

He is a member of the American Marketing Association, New York Business Papers Editors and the National Press Club in Washington, D. C.

Born in 1919 in Padroni, Colo., he is married to the former Zulu Miller. They have four children.

Crichton takes over the job of chief executive officer of the largest trade association in advertising at a time when many leaders of advertising agencies have proclaimed their fears of restrictive legislation against advertising and when a clamor on advertising is on the rise.

As chief executant of the policies laid down by A.A.A.A.'s board of directors, he is bound to be an important influence on the public's attitude toward advertising and the advertising man's reaction to it.

The *Saturday Review* further describes Crichton as being rugged in features, tall and careful in expression, and with a "detestation of the cliché and the gimmick."

Crichton is termed a close student of de Tocqueville and particularly his "Democracy In America." According to the *Saturday Review*, Crichton is certain that advertising and the development of a democratic society are interrelated, the former as a stimulant of the latter.

About the basic problem of advertising, Crichton has said, "In my opinion the major problem in the advertising business is what it has always been: to make advertising efficient as a producer of sales and profits. But efficient advertising that produces sales and profits isn't the whole answer. We are supposed to be devoted to maintaining and safeguarding 'honesty, fairness, and good taste' in advertising. We are going to do all in our power to see that advertising is efficient, and that this responsibility is maintained and augmented.

"Ethical reasons are compelling; so is another factor—if advertising were to lose believability, its whole impact would be sharply lessened, and this would amount to an invisible and intangible cost which no thinking advertising man would countenance."

His actions as chief executive officer of the A.A.A.A. will be watched carefully by both advertising people and critics of advertising.