

## **“America’s Leadership Role and Magazines’ Responsibility”**

*Speech given by Theodore Repplier at 32<sup>nd</sup> annual mtg of National Association of Magazine Publishers (NAMP) in Poconos, May 28-28, 1951.*

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*Box 1: Advertising Council*

A bit of his own story—first made lots of money for magazines as advertising copy writer.

(5) “By contrast, for the past 10 years of my life have produced nothing for the magazine except ... headaches. [Everyone in publishing] dread the sight of me, for they know I will be asking for some more free space for the Red Cross, the Community Chest, or US Savings Bonds,....”

**The problem for today—we need to convince our allies of our good motives and of the true nature of American capitalism.**

(6) ““What is American capitalism?” In my opinion, if Italy, France, or any of Western Europe slide back into the arms of Moscow—and don’t think that they are solidly anchored in our camp—the chief cause will be our failure to communicate the answer to this question.”

(6) Now why in the name of heaven haven’t we long since convinced the European that the choice isn’t just between communism and Old World Capitalism—that there is a third society—call it incentivism—which can really deliver the things that communism falsely promises? ... We have failed to export this knowledge because it is not yet mass knowledge here...

This is what we have been trying to do on the Advertising Council.. For 2 years we have been carrying on a campaign on the American Economic System, with productivity as our main theme. A couple of million people have written in for a booklet called “The Miracle of America.” It is what we have been trying to do in cooperation with the American Heritage Foundation, first with the Freedom Train... and soon with the 175<sup>th</sup> anniversary of the Declaration of Independence.. We attacked the problem at a roundtable last month with Paul Hoffman.

**“So I shall close by suggesting that you become the social and political philosophers of the 1950s; that you help search out and define the American proposition—Fortune has already made a good start—that you explain it to Americans until their pride in what they have created becomes a quiet fervor. If you do this, we shall launch a new wave of hope throughout the entire free world.”**