

Blakely, Tom *Intelligencer* May 4/82

Advertising honor for district man

Intell
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Belleville, Ont. - Intell
A Belleville area man has received Canada's highest advertising honor - the Gold Medal Award of the Association of Canadian Advertisers.

Tom Blakely, of Stirling, received the award for his role in increasing the ethical standards of advertising throughout the western world.

The presentation was made to Blakely, retired president of the association, during the industry's annual conference in Toronto today.

Blakely, who writes occasionally for *The Intelligencer*, received the award for his work in persuading four eminent Canadian theologians to prepare a treatise on Truth in Advertising.

The book has become known as the "mother document" for advertising ethics throughout the world. Guidelines for all advertising in Canada were prepared from this document. Most



TOM BLAKELY

advertisers and media, including this newspaper, follow those guidelines.