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Address

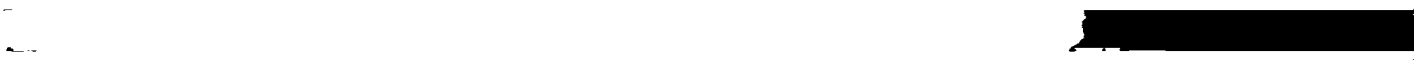
on

FEDERAL TRADE COMMISSION ACTIVITIES

Before the Business-Consumer Relations  
Conference on Advertising and Selling  
Practices of the National Association  
of Better Business Bureaus, Inc.

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By



100 of old to the consumer. Avoiding as much as possi ble the

An additional important method of protecting the public is provided, in that the Commission may, in proper cases, apply to a District Court of the United States for a preliminary restraining

[REDACTED]

is about to engage in the false advertising of food, drugs, devices

and cosmetics. Thus, when the Commission discovers an advertisement for one of these products which may be fraudulent, or which may fail to reveal dangers of indiscriminate use by consumers, it need no longer wait until formal complaint, hearings, final argument, order to cease and desist, and court review are completed before insuring protection to the public. This restraining order prevents use of the false advertisement during the pendency of the Commission's

docketed against 50 respondents, and reopened against one other. Also 61 cease and desist orders were issued in these months.

Complaints charging combinations to fix prices or to restrain trade were issued against parties marketing Chilean nitrate here

Another respondent was ordered to discontinue use of the term

as well as the unqualified terms "satin" or "taffeta" to describe rayon.

Two concerns were directed to discontinue using the word "free"

drawing instruments: surgical supplies: flour: luck charms: food

The rules promulgated after a trade practice conference are divided into two groups. One group sets forth the meaning of the law as applied to conditions in a particular industry, specifying as unfair those practices which fall within the scope of statutory inhibitions. The second expresses further standards of business conduct which are proposed by the industry and accepted by the Commission as desirable. Concerns engaged in unfair practices in violation of rules in the first group are subject to formal pro-

The use of the trade practice conference to protect the consumer against misrepresentation by silence is illustrated by the

Group II rules of the trade practice conference are being received which propose to develop information for the consumer greater than that which is clearly required by law. Thus, the rules for the travel industry approve the practice of disclosing