

Address by

THE HONORABLE EDWARD F. HOWREY

Chairman, Federal Trade Commission

before the

1954 TRADE ASSOCIATION CONFERENCE

sponsored by the

Trade Association Executives Forum of Chicago

and the

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TRADE COMMISSION

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at the Annual Meeting of the Board of Commissioners

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Now, of course, this alleged conversation with Mr. Mortensen never took place. I use it merely by way of illustrating why I am not going to talk about trade associations. Instead, I am going to talk about the F.T.C., which is my favorite subject these days.

Mr. Booth, on my right, said to me a few minutes ago "You are almost a

Certainly we should not extend the per se philosophy. I cannot get away from my legal terms. Most of you know what that means. That means the philosophy which has grown up in recent years, where certain activities, even some

Then, of course, in the distribution field, small business dominates. The