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Assuming that some of the criticism was justified what have we

done about it at the Commission?

1. First and foremost, the decisional work of the Commission

is ample evidence, I believe, of a return to first principles. The

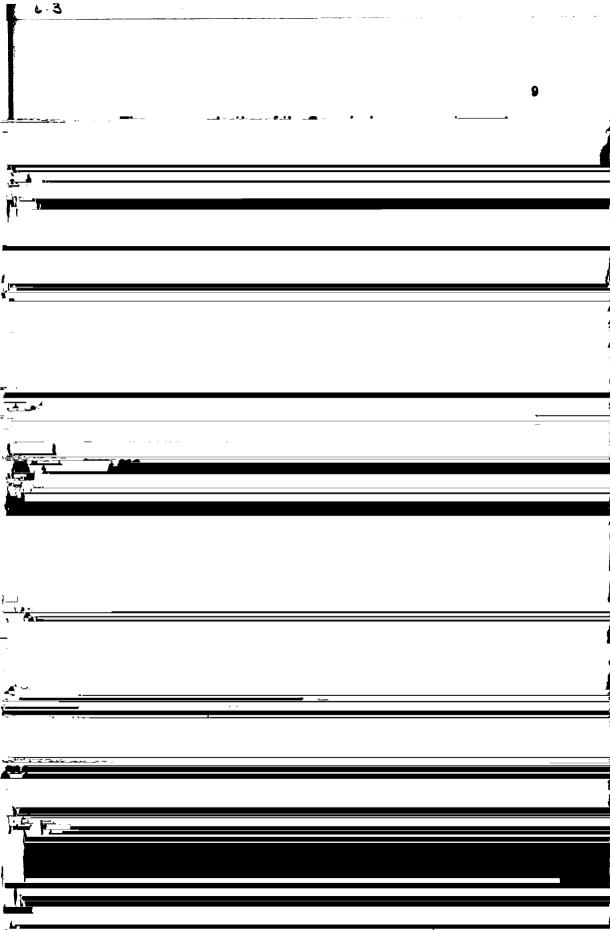
Complaints in the deceptive practice field ran the entire gamut of consumer goods, from food and drugs to clothing and home appliances.

Based on a comparison of fiscal years, I am told that the record of complaints issued during the past fiscal year has not been surpassed — at least in recent years. While I have no intention of running a statistical race against earlier commissions, and did not intend to compile this record until asked to do so a few weeks ago

If a rule of reason annroach is ever to receive general annica-

6 7. In November of 1953, we announced the appointment of mem-

7 On August 3, we appointed a task force to screen current national and regional advertising so as to determine whether advertisers are in compliance with outstanding orders, stipulations and trade prac-



reduced by almost five times the number of cases pending more than 30 days. I am especially proud of this fact.