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Address by Edward F. Howrey, Chairman of the Federal Trade Commission, to American Trade Association Executives, at a luncheon meeting November 10, 1954, Statler Hotel, Los Angeles, California.

The post-war sellers' market that could wink at inefficiency and make a fortune on a shoe-string has about come to an end. It is being replaced by an era of vigorous competition that will strengthen the sinews of American business and offer the consumer more for his dollar. It is an era that is certain to challenge the inventiveness, the daring, and the capacity of those who sell goods and services.

With such a speed-up in the competitive game, the rules of fair play become increasingly important. The pressure will be on to cut corners -- to take advantage of every means to cut costs and increase business volume. The temptation will exist to take unfair advantage of competitors, and there always will be a few who will try. Some will be guilty of unintentional abuses; others will know perfectly well they are violating the rules. In either case, honest business and the public need protection.

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responsibility, we can hardly afford to explore too many legalistic back roads in search of fringe violations. Far more can be accomplished by concentrating on those evils which are of wide concern both to business and to the greatest number of consumers. And, of course, the Congressional intent is to accomplish these ends if violations can be avoided in

It should be part of elementary business education to understand why

export price by the Brazilian government, and a restrictive contract on the New York Coffee and Sugar Exchange. On the basis of this report the Com-

mission was able to recommend corrective legislation to the Congress. Incidentally, following the issuance of our 500-page report, the price of coffee has dropped substantially.

Today, another economic report is under way --- an investigation of the recent wave of mergers. In this undertaking the Commission is working in close cooperation with the Department of Justice. The Commission's concern

with the effects of acquisitions on the character of competition, and with the