

'Compliance, Not Punishment' Slogan Is Paying Off at FTC

By Allen Drury
The Government's watchdog over business has a new slogan—"compliance, not punishment"—and so far most observers familiar with its work seem agreed that the policy is meeting with success.

The Federal Trade Commission, created in the Wilson Administration, has passed into the hands of men regarded as considerably more friendly to business than those who controlled it in recent years. But "business raids" on the consumer have not developed yet, and even Democrats within the commission profess to be relatively satisfied with the new management's ideas.

Whether this state of affairs will continue depends, in the opinion of top-level officials of the agency, on how well business keeps its part of the bargain. What business refers to as the "heavy hand of Government" is now considerably less heavy; but the commission says it has no intention of permitting business to profit unduly from the relaxation. The current attitude of those in charge is that there will be no letup in enforcement and no favoritism for the willful violator. But the emphasis, as elsewhere in the Eisenhower administration, is to be on voluntary co-operation rather than big-stick Government.

Lawyer Is Key Man.

Key man in this experiment with human nature is Republican Chairman Edward F. Howrey, 49-year-old Washington lawyer who has spent much of his professional life handling cases before the commission. His announced program includes the creation of a Small Business Division; a Bureau of Consultation to give businessmen full information on the commission's 180 sets of trade practice rules, its 8,400 stipulations and its 4,500 cease and desist orders issued against illegal trade practices; an improved system of checking on compliance with orders; elimination of "surprise and tactical advantages" in administrative hearings; a survey of past antitrust regulations to determine if they are still adequate to meet changed conditions; a review of outstanding cases to clean them off the books; and a policy of giving industry advice on what it may do, as well as on what it may not do.

It is in this last phase of the commission's activity that some critics profess to see a danger of future violations. The open door policy, they say, may mean "Open sesame" in the enormous fields of control granted the FTC under the laws it administers. These are the Clayton Anti-Trust Act; the Robinson-Patman Act which prohibits discriminations in prices which substantially lessen competition or tend to create monopoly; and the McClellan "fair trade" act which requires retailers to abide by manufacturers' price agreements in States which have fair trade laws. In most States these laws require all retailers to abide by the agreements even if no more than one retailer in the State has signed up.

So far, however, only two

Parents and Teachers To Hear Police Captain

Capt. John Ryan, of the Metropolitan Police Juvenile Bureau, will address the Janney Elementary School Parent-Teacher Association at 8 p.m. Tuesday. His topic will be problem behavior.

Rudolph PTA will meet at 8 p.m. Tuesday at the Keene Elementary School. Miss Katherine

Scrivener, director of elementary education in the public schools, will lead a panel discussion on the subject of a school conference.

Woodridge PTA will hold a luncheon Thursday noon at the school in honor of the principal and several teachers.

(written by Democratic member Albert A. Carretta) that "free" might be used in this way in tie-ins providing the advertiser does not "mislead or deceive the public."

Spirit of Fair Play.

In order to accomplish his policy of "compliance, not punishment," Chairman Howrey recently laid down the principle that "the lawyers, economists and accountants representing the commission must approach each case in a spirit of fair play; they must be governed by the

statute and the facts of the particular case, not by preconceived ideologies or theories."

Then he added:

"Representatives of business must approach the problem in the same spirit; they must place public interest ahead of private advantage."

Democrats are watching carefully to see whether this policy leads to greater compliance or greater abuse. For the moment, they have little evidence to justify the fear that it may be the latter.

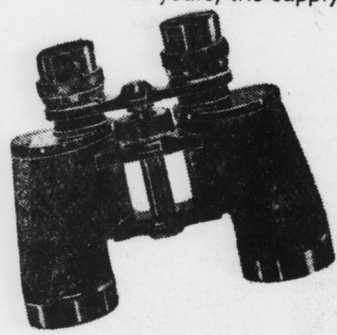
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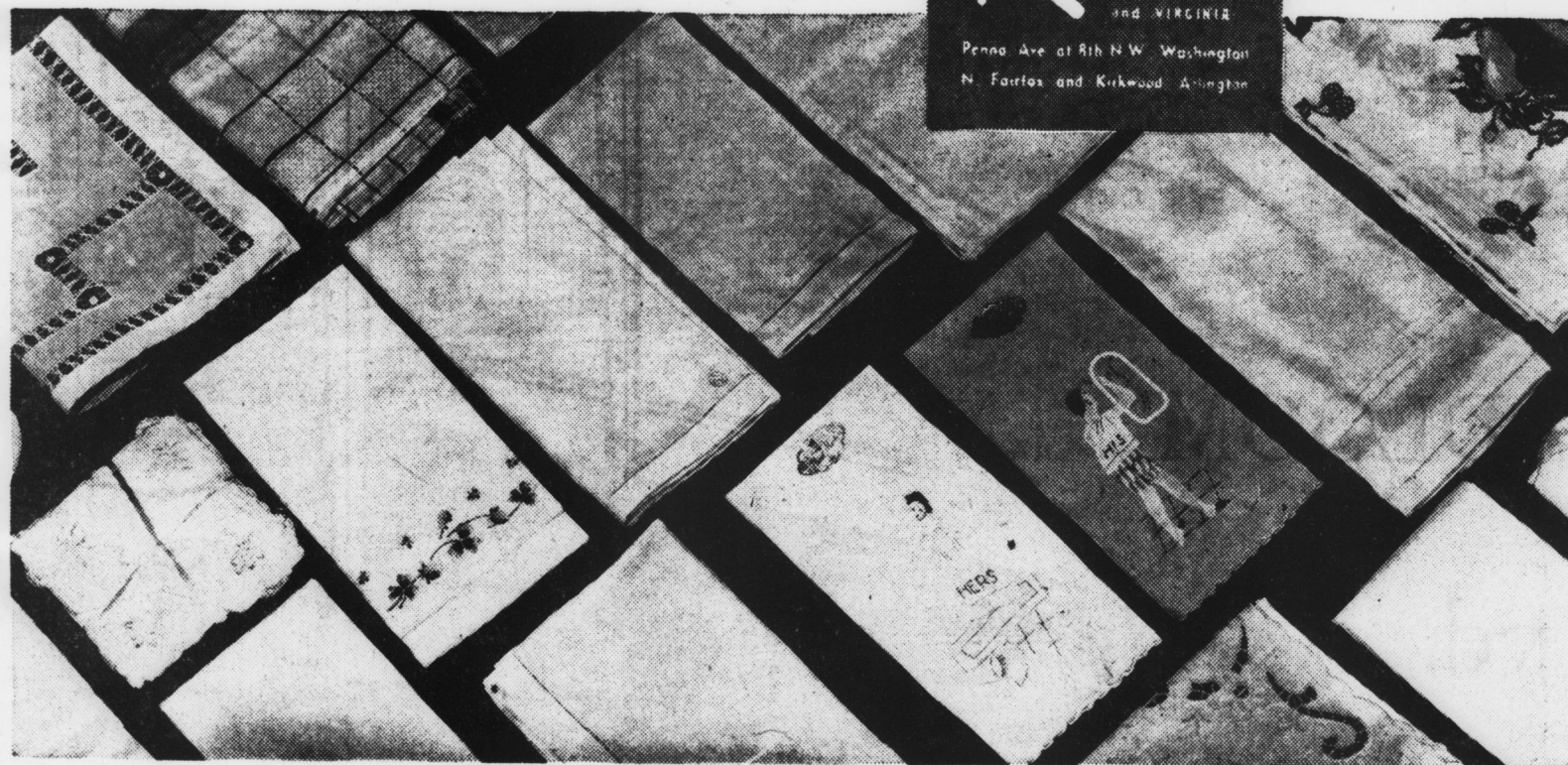
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- \$1.59 Imported Rayon-cotton Damask Cloths, 50x50-in. size... ea. \$1.00
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- Secs. \$1.59 Pacific Contour Crib Sheets, 140 count muslin, standard crib size... ea. \$1.00
- 49c Imported Linen Dish Towels, 16-in. wide, colored borders... 3 for \$1.00

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Piano Teachers to Meet

The District Piano Class Teachers' Association will hold a luncheon meeting at noon Wednesday in the Roma Restaurant, 3419 Connecticut avenue N.W. Dr. Richard Werder, an authority in piano class teaching, will speak on the problems and solutions of handling large piano groups.

Three Rs and Oil

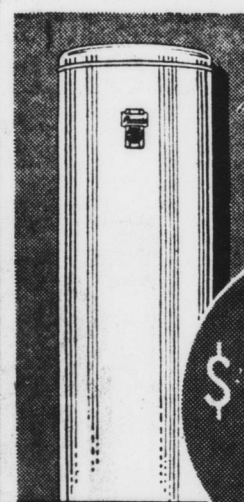
HOBBS, N. Mex. (AP)—Students in schools in this South-eastern New Mexico oil area are going to get information about the oil industry along with the three Rs. The American Petroleum Institute and the Oil Industry Information Committee will hold special sessions to show exhibits of what the petroleum industry means to this area and the Nation.

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\$200.00	\$16.66	\$11.11
\$300.00	\$25.00	\$16.66
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