

## Publishers Charged With Anti-Trust Law Violation in U.S. Suit

NEW YORK (UP)—The Department of Justice Thursday filed a civil action in federal district court charging the American Newspaper Publishers' Association and five related groups with violation of the anti-trust laws.

In addition to the ANPA, defendants named in the suit were the American Association of Advertising Agencies, Inc.; the Publishers' Association of New York City; the Associated Business Publications, Inc.; the Periodical Publishers' Association of America, and the Agricultural Publishers Association.

Specifically, the suit attacked the commission system used by the advertising agency group.

The complaint charged that the offenses began in or about the year 1947 and said they had continued up to the present. During that period, the complaint said, each of the defendants with its members combined and conspired in unreasonable restraint of interstate trade and commerce involving national advertising.

**Specific Charges**

The suit said: "The combination and conspiracy among all the defendants has consisted of a continuing agreement and concert of action among them, the substantial terms of which have been and are:

1. "That the defendant media associations adopt substantially uniform standards for recognition of advertising agencies and members of said associations adhere to such standards;

2. "That only advertising agencies granted recognition by defendant media associations be extended credit and allowed agency commissions by members of said associations;

3. "That members of the defendant media associations allow agency commissions only to those advertising agencies which agree to retain, and not rebate to or split with national advertisers any part of agency commissions;

4. "That advertising agencies which rebate any part of agency commissions to, or split them with, national advertisers be denied recognition, or if such recognition has been granted, that it be withdrawn, cancelled, or suspended;

5. "That recognition be denied to those agencies and advertising agencies controlled by, or affiliated with, media or printing or engraving establishments;

6. "That members of the defendant media associations charge gross rates to direct advertisers;

7. "That members of the defendant media associations adhere to their published advertising rates;

8. "That agency commissions be fixed and maintained at 15 per cent of the medium's gross rate for advertising."

In its 16-page complaint, the gov-

ernment identified the "defendant media associations" as all defendants except the American Association of Advertising Agencies.

Uniform Commissions  
Expanding on its charges, the government said the "unlawful combination and conspiracy has been effectuated and carried out by diverse means and methods."

It said that in 1918 a committee of the American Association of Advertising Agencies, referred to in the complaint as "the 4A," met with representatives of magazine publishers for the purpose of obtaining general acceptance by them of an increase in agency commissions for 4A members to 15 per cent. About the same time, it said, another 4A committee sought to gain uniform acceptance by all media of a 15 per cent agency commission for 4A members, as well as a 2 per cent cash discount.

It said also the defendant media associations since 1937 "adopted and promulgated various standards and procedures to strengthen their recognition systems."

Members of the defendant media associations agreed to observe their recognition system, the complaint said, and set up five standards for recognition of advertising agencies.

**Set Up Standards**  
The complaint said these standards require that each advertising agency seeking recognition file written application and furnish information to the effect that:

"A. It is a 'bona fide' advertising agency.  
"B. Its principals are of good reputation and have advertising experience and ability.  
"C. Its financial condition is 'satisfactory'.

"D. Its business methods are 'proper' and its payment prompt.  
"E. It retains all agency commissions and does not rebate to its clients any part thereof."

Atty. Gen. Herbert Brownell Jr. first announced filing of the suit.

**Schaefer's  
Rheumatic  
Remedy**

For the Relief Of  
RHEUMATISM,  
LUMBAGO,  
SCIATICA,  
and GOUT.

Relieving stiffness and swelling in the joints or muscles when of rheumatic or gouty origin.

**SCHAEFER'S  
Drug Store**  
135 N. Commercial  
Open Daily 7:30 A.M. to 8 P.M.  
Sundays 9 A.M. to 4 P.M.

## AT WEISFIELD'S JUST IN TIME FOR GRADUATION THE NEW 23-JEWEL \*PERFEX

\* Exclusive  
At Weisfield's



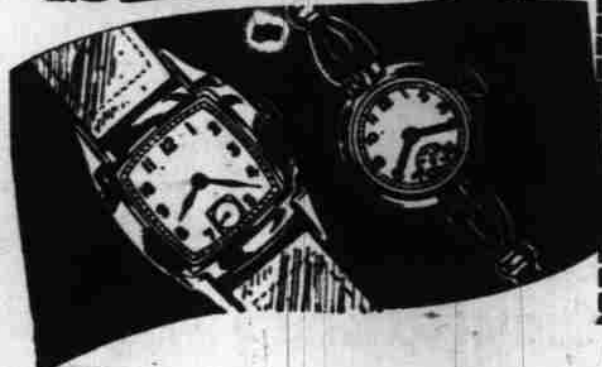
23-J WATCHES  
Men's, Women's Styles  
REG. 49.95

**33<sup>55</sup>**

NO MONEY DOWN  
ONLY 1.00 WEEK

Both men's and women's styles have unbreakable mainspring and are shock resistant. Men's styles are also water resistant.

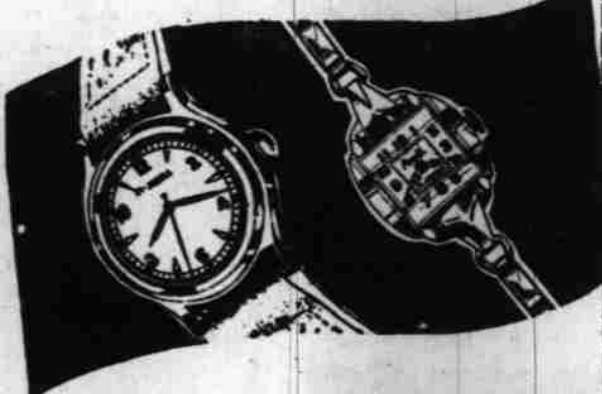
NO MONEY DOWN  
TERMS AS LOW AS  
**50¢ A WEEK**



Reg. 24.95 17-J WATCHES

A large variety of styles for boys and girls in 17-jewel watches. Ideal for a high school graduate.

No Money Down . . . 50c Week



Reg. 39.95 21-J WATCHES

Men's, women's styles. All have unbreakable mainspring. Men's is shock, water resistant and anti-magnetic.

No Money Down . . . 75c Week



STORE HOURS:  
9:30 a. m. to 5:30 p. m.  
Friday, 9:30 a. m. to  
9 p. m.

**WEISFIELD'S**  
THE WEST COAST'S LARGEST  
CREDIT Jewelers

305 N. Liberty Street



**\$75. Slightly  
Used 21" T.V.**

Also New  
Nationally advertised 21" TV sets with VHF and UHF tuning. Special prices in every price range. Dollar Days only! Easy terms. Expert installation and service.

DOWNSTAIRS—MILLER'S

## DOWNTOWN DOLLAR

FRIDAY  
AND  
SATURDAY

9:30 to 9:00 Friday

9:30 to 5:30 Saturday

Shop and Save! Use Our 90 Day Apparel Budget

### WOMEN'S HANDBAGS

Reg. \$2.50!

- Plastic new!
- Pink, navy, ginger
- Lt. blue and red

**\$1<sup>00</sup>**

### MEN'S SPORT SHIRTS

Special Purchase

- Reg. \$3.95!
- Splash patterns
- White, blue, pink
- Grey and maize
- All sizes

**\$2<sup>00</sup>**

### MEN'S NECKTIES

Bows and

- Four-in-hands
- Reg. to \$2.00
- Acetates, rayons, silks
- Dark and lights
- Choose three for...

**\$1<sup>00</sup>**

### TERRY WASH CLOTHS

Irregulars of

- Famous Brand
- Regularly 45c
- White, blue, green
- Grey and gold
- Downstairs. 4 for...

**\$1<sup>00</sup>**

### PERCALE PILLOW CASES

180 Thread Count

- Regularly \$1.79
- Slight imperfections
- Dan River brand
- Downstairs. Pair...

**\$1<sup>00</sup>**

### RUFFLED AND TIER CURTAINS

Reg. to \$2.75 pr.

- Broken lots
- Rayon and chrome-spun
- Rose, green, blue
- Downstairs. Per pair

**\$1<sup>00</sup>**

### Women's Famous Brand GLOVES

Stretchable Nylons

- Reg. \$2.00
- Fits any size hand
- White only. Pair...

**\$1<sup>00</sup>**

### Stamped Linen Guest TOWELS

Reg. 50c

- Pure linen
- Size 12"x20"
- Downstairs. 3 for...

**\$1<sup>00</sup>**

### Combination Bath, Hand BRUSH

Reg. \$1.50

- Detachable handle
- Nylon bristles
- Cosmetics dept.

**\$1<sup>00</sup>**

### WRISLEY'S LANOLIN SOAP

Reg. \$1.50

- Milled, enriched lanolin
- Cosmetics section
- Box of nine bars...

**\$1<sup>00</sup>**

### WOMEN'S EMB. HANKIES

Reg. \$1.50

- Imported from Portugal
- Hand work on linen
- Main floor

**\$1<sup>00</sup>**

### GIRL'S FADED BLUE JEANS

Reg. \$1.79

- Sanforized, colorfast
- Bar-tacked pockets
- Sizes 1, 2, 3 years
- Downstairs

**\$1<sup>00</sup>**

### CHILD'S RAYON PANTIES

- Reg. 30c each
- Novelty with lace
- White, maize, pink
- 2 to 8. Downstairs
- 4 for...

**\$1<sup>00</sup>**

### Childrens Plastic RAINCOATS

- Reg. \$1.98
- With cap. Sm., med.
- Snap fastening
- Downstairs. 2 for...

**\$1<sup>00</sup>**

### RAINBOW AFGHAN KITS

- Reg. \$1.19
- Rainbow Ripple patterns
- 12 colors in ea. kit
- Enough yarn to complete 1 section
- Downstairs Art Nd.

**\$1<sup>00</sup>**

### WOMEN'S PANTIE BRIEFS

- Reg. 50c!
- Sizes 5, 6, 7
- Special purchase
- White rayon, colors
- 2nd floor. 3 for...

**\$1<sup>00</sup>**

### STEEL KITCHEN TOOLS

- Regular \$1.19
- Spatulas, slicers
- Forks, etc.
- Downstairs

**\$1<sup>00</sup>**

### FAMOUS BRAND RAYON FABRICS

- Reg. \$1.65 yard
- Light and dark patterns
- Small motifs
- For dresses, suits

**\$1<sup>00</sup>**

### EVERGLAZE EMBOSSED PRINTS

- Reg. 98c yd.
- Also gingham and prints
- Fine quality cottons
- For frocks, shirts, skirts. 2 yds.

**\$1<sup>00</sup>**

### WOMEN'S ALL-OVER APRONS

- Regular \$1.49
- Many different designs
- Assorted colors
- Notions, main floor

**\$1<sup>00</sup>**

### ALUMINUM CANISTER SETS

- Reg. \$2.98
- Spun aluminum
- 4 pieces
- Plastic knobs
- Kitchenwares,

**\$2<sup>00</sup>**

### STAINLESS STEEL STEAK KNIVES

- Downstairs
- Reg. \$3.95!
- Won't tarnish, rust
- 6-pc. set. Downstairs

**\$2<sup>00</sup>**

### Women's Famous Brand GIRDLES

- Girdles and pantie girdles
- Reg. and strapless bras
- Some long lynes
- Values to \$6.00

**\$3<sup>00</sup>**

### Women's White Stag SHORTS

- Close-outs of Reg. \$4.95
- Sailcloth, orlon, poplin
- White, colors
- 2d floor sports shop

**\$2<sup>00</sup>**

### Dollar Day Sale of Round Bobbin Sewing Machines!

3 only! Famous name round bobbin sewing machine which sews backward as well as forward. Full guarantee with each machine. Tasy terms, small down payment. Portable regular \$99.50, now

**49<sup>00</sup>**

Reg. \$139<sup>50</sup> Console . . . \$69<sup>00</sup>  
Downstairs

*Miller's*

## AT WEISFIELD'S DEMONSTRATION AND SALE

New REMINGTON "60"



De Luxe  
ELECTRIC  
SHAVER

**\$7<sup>50</sup> TRADE-IN  
ALLOWANCE  
FOR YOUR OLD SHAVER**

See It—Try It!  
On Our 14 Day  
Free Home Trial

Bring your old shaver in for a trade-in regardless of age, make or condition and use it as a trade-in on a new Remington. Then try a Remington at home on a free trial. Test the outstanding performance.

REG. 29.50

YOU PAY ONLY

**22<sup>00</sup>**

NO MONEY DOWN  
BALANCE 50¢ WEEKLY

Masterpiece of Shaving Perfection  
New... wonderful... better & King-size Blue Streak cotton, powerful motor, 1-piece, easy-to-use hair pick-up. Stop-start switch. Handsome gift case.

**WEISFIELD'S**  
THE WEST COAST'S LARGEST  
CREDIT Jewelers

305 N. Liberty St.