

FTC Can't Relax Efforts To Expose Trade Practices Endangering Health

Editor's Note: Following is the second of two dispatches on the Federal Trade Commission.

By JOSEPH L. MYLER
United Press Correspondent
WASHINGTON — (U.P.) — The Federal Trade Commission can never relax its efforts to expose and stop trade practices which endanger the consumer's pocket-book or even his health.

That is because some of the offenses it wars against, if not the offenders, are repeaters.

An example is the bogus correspondence school which promises you a federal job if you will just take its course on how to pass Civil Service examinations.

This apparently is a ripe field for the unscrupulous, a field of countrywide proportions. Every year the commission has to make one or more schools of this kind stop implying it is an agency of the federal government, or stop making other false advertising statements such as: A Civil Service job (obtained through the school) automatically guarantees exemption from the draft.

On the other hand, the FTC hopes it is coming close to stamping out forever some kinds of false fur labeling. Thanks to FTC, it has got so you can hardly find American seal, Baltic leopard, beaver, black lynx, ermine, northern seal, French leopard, or minkoney.

It might be more accurate to say you can find them, all right, but under labels correctly identifying them as what they really are, which is rabbit.

Many FTC actions are studies in black and white: You can't advertise something as free if it isn't; you can't say a shrub is profitable and easy to grow if it isn't; you can't say your insecticide will kill insects if it won't; you mustn't tell your customers your tonic will cure boils and pimples if it has no effect whatever on boils and pimples; and it really isn't cricket to tout as French a perfume made in Newark.

Unfair Criticism
Then there is the knock-the-other-guy technique that the FTC has to watch out for. This is exemplified by the maker of stainless steel cooking utensils

who proclaim that aluminum pots and pans poison the food cooked in them.

Perhaps the most scoundrelly character the FTC comes up against is the let's-make-a-fast-buck type who preys on victims of chronic and incurable diseases. The commission hits hard at arthritis cures which cure nothing at all.

It has little sympathy for makers of flammable clothing. Some kind-hearted ladies of Walla Walla, Wash., recently bought some bedjackets for hospitalized veterans. One veteran thus ben-

efitted happened to spill a bit of hot pipe dottle on his.

If he had been an arm amputee he would be dead. He wasn't, and so was able to wriggle out of the jacket before he was cremated. A subsequent test showed that the burning time for a 3.5-by-5-inch sample of the bed-jacket was 1.5 seconds.

The FTC recently started a new service for the public. Once a month it recapitulates cases of the preceding month under the heading "pitfalls." Consumer pitfalls for August dealt with "summer specials."

It said "more than 30 firms had their knuckles whacked" by the FTC for reaching "too eagerly for the consumer's dollar ninety-eight."

It cited among other things the case of the "sun burned red-head" who got sore at a firm which said it had a sure-fire sun burn protection "for red heads." Despite their preoccupation with such cases, the people around the FTC aren't convinced that the world is made up of crooks on the one hand and suckers on the other. In this technical age it is hardly fair to call a man a sucker because he lacks the laboratory facilities and skills to test what he buys.

On The Side

By E. V. Durling

(Distributed by King Features Syndicate, Inc.)

A major factor in Marciano's success is his continuous punching of the arms of his opponent. This weakens the opponent's punch. Have a strong young friend punch you on the arm a few times and you will see what I mean. Along about the middle of the fight Rocky's opponents don't punch so well. The brutal beating administered by Marciano's powerful blows has taken the zip out of their arms. Then Marciano absorbs their blows with no difficulty and finishes them off with his still powerful punches.

Wedding Rings

A woman wearing a wedding ring on her right hand is not necessarily a divorcee. She may be happily married. As to a woman with two wedding rings on her right hand, she is a widow, originally from some European country, probably Holland. The significance of where wedding rings are worn varies with nationalities. For example, in Holland, when a couple becomes engaged they present each other with a wedding ring. These rings are worn on the left hand. When they are married the wedding rings are switched to the right hand. When a woman becomes a widow she keeps her late husband's wedding ring and wears it next to hers on her right hand.

Sidelights
Sportscribe says Grover Cleveland Alexander had best control of any pitcher in major league history. How about Christy

Mathewson, who once pitched 68 consecutive innings without walking a man? ... Add members My Name Is a Poem Club: Etal McCail, Wayne, Mich. ... Among my favorites I still find too often absent from restaurant menus are Philadelphia pepper pot, apple dumplings and pineapple upside down cake.

Passing By

Mrs. Robert Waterfield, Buxom cinema performer known professionally as Jane Russell. The Waterfields have been happily married for 12 years. I suppose you know what gifts are appropriate for the 12th wedding anniversary. If not, please be informed it is the silk and fine linen anniversary.

Going Strong

How old is that delightful ballad titled "Charmaine?" Off-hand I would say about 25 years. Yet it is still going strong and paying off plenty in royalties. British Bandmaster Annunzio Mantovani, the celebrated "sweet music" specialist, made a recording of "Charmaine" that has sold 1,000,000 copies.

Horses and Women

If your wife has a 28 inch waist she can never win a Mrs. American contest, get a job as a model or be chosen one of the ten best dressed women in the city. She won't be a sensation in beach attire, either. If you want to streamline your spouse a bit buy her a 24 inch tape measure belt. Then tell her when it fits her you will give her a prize.

Sidetrack Sought For Algeria Debate

United Nations, N.Y. — (U.P.) — United Nations diplomats sought yesterday to sidetrack debate on Algeria and bring France back into the world body.

The explosive Algerian problem was assigned to the UN Political committee which held its organizational meeting following the close of policy debate in the General assembly.

France walked out of the United Nations after the General assembly decided by a one-vote margin to debate the Algerian crisis. France objected on the grounds that the North African territory is a part of metropolitan France and therefore not a subject of international consideration.

Twain's Take

Redding, Conn. — (U.P.) — Mark Twain earned \$11,655 last year. An accounting filed with Probate Judge Hjalmar Anderson by trustees of the estate of the writer, who died 45 years ago, revealed the money came from motion picture companies, literary agencies and publishing houses.

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