

business

# Senate tells FTC to drop children's advertising issue

United Press International  
WASHINGTON — The Senate has told the Federal Trade Commission to drop the issue that has gotten the agency into perhaps the deepest political trouble in its history — children's TV advertising.

In addition, in completing action on a two-year authorization for the agency, the Senate Thursday ordered the FTC:

- To keep its hands off the insurance industry, with both investigations and regulations.
- Not to interfere with the way private industry sets voluntary standards for the safety and performance of its products.
- To cut by from 1,900 to 2,100 the number of small businesses that must file quarterly reports with the FTC on their business operations.

The legislation passed the Senate, 77-13, and was sent to a conference committee to iron out differences with legislation already approved by the House. The biggest difference between the two bills is the House wants a provision allowing either house of Congress to be able to veto any FTC trade regulation rule if there is silent acquiescence from the other chamber.

The Senate opted for a softer legislative review process that would require approval of the president before any FTC rule could actually be vetoed. And President Carter Thursday reiterated his disapproval of the House approach, warning he would veto any legislation that attempted to tear the agency apart.

In a speech to the Consumer Federation of America, Carter called

the FTC "one of the greatest weapons the American public has to guarantee truth and integrity and competition in the marketplace. I will not let it be picked to pieces."

In addition, the House legislation would tell the FTC to drop its proposed regulation of undertakers, something the Senate did not get into but it might accept in conference negotiations.

The Senate voted, 67-30, to order the FTC to scrap its project involving children's TV advertising. The bill provides the agency can write rules governing only false or deceptive advertising, not "unfair" advertising.

The FTC project, still at the staff level but already the subject of extensive hearings, was based on the concept advertising pitched at children could be "unfair" and therefore

deceptive.

The FTC could still revive the project under other provisions of the law but the time and effort required to retrace the steps would make that unlikely. The House is likely to go along with the Senate action.

## Use of credit increases slightly during season

United Press International  
WASHINGTON — The use of credit by inflation-pressed Americans rose at the slowest level in almost four years during the 1979 Christmas season, the Federal Reserve Board says.

The central bank said Thursday new borrowings in December dropped to an 11-month low of \$25.81 billion, while repayment of old debts grew to \$24.26 billion.

The resulting \$1.55 billion credit

gap was the smallest since the last low of \$1.48 billion in March 1976.

In curbing their use of credit, consumers have been reacting to interest rates which have shot up to record levels in the past four months.

Outstanding installment credit rose 13 percent for the year by \$35.7 billion. But last year's growth was considerably below the 19 percent increase of 1978 and was the smallest since 1976.

## Trucks still bring profit

United Press International  
DETROIT — The boom is off the light truck market after a decade of explosive growth, but U.S. automakers already are talking recovery.

At the least, they expect to hold profitable gains made during the 1970s, when cargo-haulers and four-wheel drive vehicles became rugged, civilized or luxurious status symbols.

"You can recall just a few years back when a truck was a truck and you never saw them parked at the country club," said Donald A. Bouchard, truck sales manager for Chevrolet.

Bouchard and other truck executives are bullish on the future for sales of vans, pickup trucks, four-wheel drive vehicles and others.

"We don't expect the light truck market to continue to grow at the rate it did in the 1970s; that was an expansionary period that moved light trucks into new markets," said Bennett E. Bidwell, vice president of the car and truck group at Ford Motor Co. "We do, however, expect light trucks to continue to outperform the car market."

After averaging growth of about 9

percent a year through most of the past decade, sales of vans dropped 28.1 percent in 1979 from the previous year and pickup truck sales were off 19.9 percent.


Responding to that dropoff, which was attributed largely to the spring gasoline crunch and climbing fuel prices, the four major U.S. automakers have been cutting back heavily on light truck production. In January, assemblies were off 52.2 percent, far greater than car assembly curtailments.

Most automakers believe 1979,

with its large increases in gasoline prices and consequent rush on small cars, transformed the industry permanently and gave automakers more incentive to push for fuel economy.

In the next few years, he said, trucks will be offered with new engines, particularly fuel-saving diesels, and some body configurations will change. But they will not lose their appeal, he said.

He predicted Chevrolet will be selling 1.7 million trucks a year by mid-1985.



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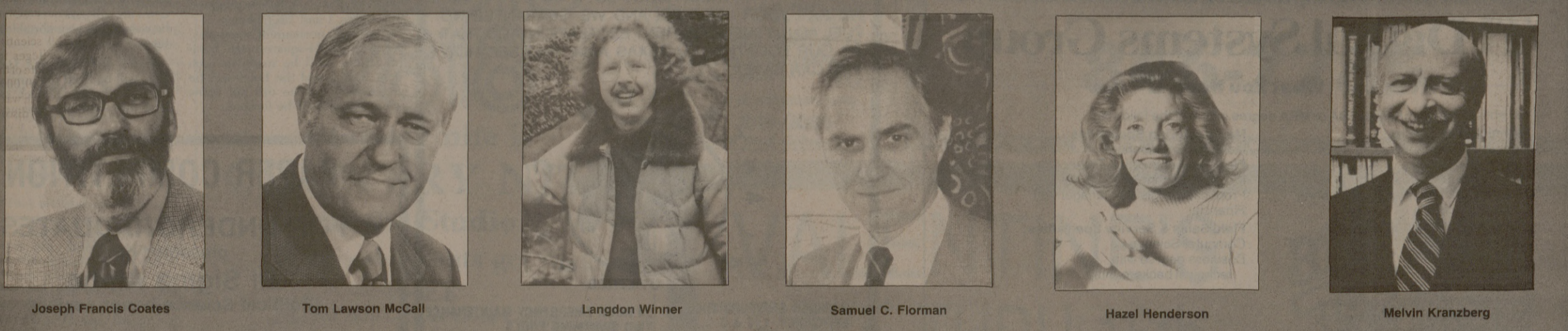
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<p><b>Wednesday, February 13</b> 2:45 p.m.</p> <p><b>"Technology: It's Past and Future"</b> <b>JOSEPH F. COATES</b> former Senior Associate of the Congressional Office of Technology Assessment</p>	<p><b>Thursday, February 14</b> 10:00 a.m. &amp; 2:00 a.m.</p> <p><b>"The Effects of Technology on the Environment"</b> <b>TOM LAWSON McCALL</b> former Governor of Oregon &amp; Environmentalist of the Year, 1974</p> <p><b>"Implications of Technology for the Individual"</b> <b>LANGDON WINNER</b> Associate Professor at MIT • Contributing Editor to Rolling Stone</p>	<p><b>Friday, February 15</b> 10:00 a.m.</p> <p><b>"The Appropriate Technology Debate"</b> <b>SAMUEL C. FLORMAN</b> author of "In Praise of Technology" and <b>HAZEL HENDERSON</b> author of creating alternative futures and formerly on the Advisory Council of the Office of Technology Assessment</p>	<p><b>Saturday, February 16</b> 11:00 a.m.</p> <p><b>"Technology is the Answer But That's Not the Question"</b> <b>MELVIN KRANZBERG</b> editor of the journal Technology and Culture</p>
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