

owned jointly by H. & E. Balaban Co. and Transcontinental Properties Inc. These interests own radio and tv properties in the midwest and south.

Roach, Guild on carpet for SEC violations

A preliminary injunction enjoining Hal Roach Jr., Guild Films Co. and two California banks from "further violating" the registration provision of the Securities Act of 1933 was signed last Monday (Nov. 23) by Judge Sylvester J. Ryan of the U.S. District Court in New York.

The action resulted from loans made by the two banks—Santa Monica Bank and Southwest Bank of Inglewood, Calif.—to Mr. Roach on collateral of stock. When the banks learned that some of the stock represented shares of the F.L. Jacobs Co., which had been suspended from trading on the New York Stock Exchange following SEC proceedings against the company, they asked Mr. Roach to liquidate the loans. He provided additional collateral to the banks, consisting of 5,000 shares in Guild Films. These shares bore the statement that "these shares have been acquired for investment and may not be sold, transferred, pledged or hypothecated in the absence of an effective registration statement. . . ."

FTC charges Colgate

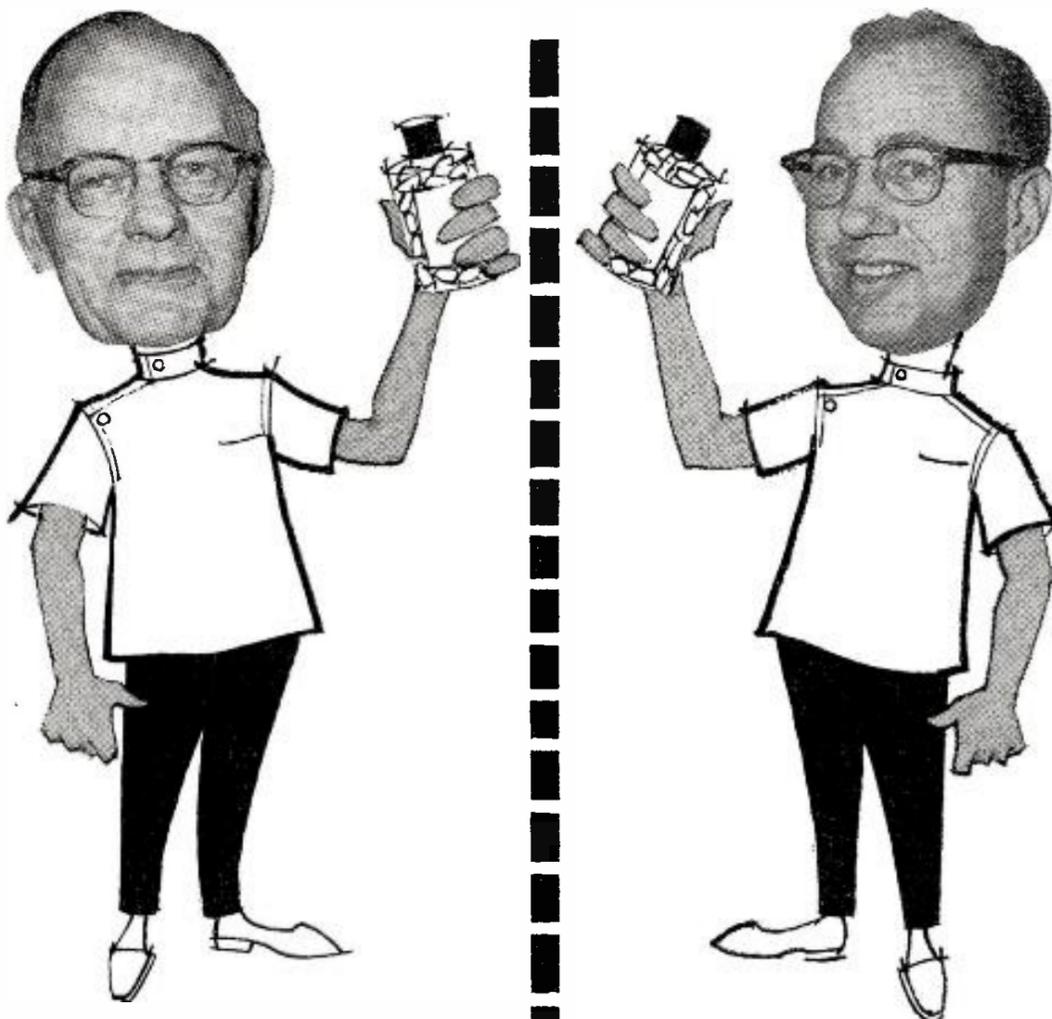
First move in what is presumed to be a far-reaching Federal Trade Commission campaign against misleading toothpaste advertising (BROADCASTING, Nov. 16) took place last week.

A television commercial for Colgate Dental Cream with Gardol which touts a "protective shield" for teeth was tabbed as deceptive by the FTC. FTC issued a complaint against Colgate-Palmolive Co. Nov. 22, charging that the dentifrice does not completely protect the users' teeth against tooth decay or the development of cavities by forming a "protective shield" or otherwise, as claimed in the company's television advertising. The same claims also appeared in print ads and newspaper advertisements.

This campaign, FTC said, has "unfairly" diverted trade from competitors and substantially injured competition in violation of the Federal Trade Commission Act. The company has 30 days to file an answer to this complaint.

The FTC action admittedly stems from the blast by the American Dental Assn. against "reckless claims" by advertisers for dentifrices. The ADA sentiment was seconded by Arthur S. Flemming, secretary of Health, Education & Welfare.

COMPETITORS, YES . . .



ELBERT W. GIBBS
President
Gibbs-Doster Drug Co.

WILLIAM C. WOOD
Partner
Wood-Rexall Drugs

BUT THEY'RE BOTH SOLD ON WAPI RADIO

"WAPI's listeners are the adults who buy drugs. That's why our Tutwiler Drug Company has been a consistent advertiser on WAPI for the past seven years."

"Wood-Rexall's confidence in WAPI's ability to reach and sell our customers is evidenced by the fact that we are now in our sixth consecutive year as a regular advertiser on Dave Campbell's 'People Speak'."

WAPI

50,000 Watts*
BIRMINGHAM, ALABAMA

REPRESENTED NATIONALLY BY HENRY I. CRISTAL CO., INC.

*5,000 Nights