

**FEDERAL TRADE COMMISSION
DECISIONS**

FINDINGS, OPINIONS, AND ORDERS

JANUARY 1, 1977 TO JUNE 30, 1977

PUBLISHED BY THE COMMISSION

VOLUME 89



Compiled by

Rules and Publications Branch
of the
Office of the Secretary

U.S. GOVERNMENT PRINTING OFFICE
WASHINGTON : 1977

For sale by the Superintendent of Documents, U.S. Government Printing Office
Washington, D.C. 20402

Stock No. 018-000-00202-7 / Catalog No. FT 1.11:89

**MEMBERS OF THE FEDERAL TRADE COMMISSION AS OF
JUNE 30, 1977**

MICHAEL PERTSCHUK, *Chairman.*

Took oath of office April 21, 1977.

PAUL RAND DIXON.

Took oath of office March 21, 1961.

ELIZABETH HANFORD DOLE.

Took oath of office December 4, 1973.

CALVIN J. COLLIER.

Took oath of office March 24, 1976.

DAVID A. CLANTON.

Took oath of office August 26, 1976.

JOHN F. DUGAN, *Acting Secretary.*¹

CAROL M. THOMAS, *Secretary.*

Took oath of office June 20, 1977.

¹ From December 6, 1976 to June 19, 1977.

CONTENTS

	Page
Members of the Commission	II
Table of Cases reported	V
Cases in which final orders have been entered	1
Advisory Opinions	651
Table of Commodities	701
Index	703
Listing of Advisory Opinions	715

NOTE: The attention of those interested in following currently the cease and desist orders of the Commission is invited to the advantages offered by the Federal Register, which is published daily by the Division of Federal Register, National Archives, and sets forth, among other things, current orders and regulations of the different Government establishments, which have general applicability and legal effect.

In the cases reported herein where there is an Initial Decision by an Administrative Law Judge and/or an Opinion by the Commission, boldface, bracketed numbers appear. Those numbers refer to the page numbers of the original Commission document.

[The names in **SOLID CAPITALS** refer to cases in which orders to cease and desist have been entered by the Commission, and also to interlocutory proceedings, which are indicated in parentheses. The names in *italics* are cases which the Commission has dismissed.]

Dkt. No.	Name	Page
C-2891	ALBANO ENTERPRISES, INC., ET AL.	523
C-2892	ALEXANDER'S, INC.	531
C-2871	AMERICAN COLLEGE OF RADIOLOGY, THE	144
C-2887	AMERICAN CONSUMER SERVICE, INC., ET AL.	492
8847	AMERICAN GENERAL INSURANCE CO. (Interlocutory order)	545 557
8847	AMERICAN GENERAL INSURANCE CO. (Final order) ...	
9064	AMERICAN MEDICAL ASSOCIATION, ET AL., THE (Interlocutory order)	296
C-2893	ASTOR-SCOTT, INC., ET AL.	
C-2882	ATLANTIC RICHFIELD COMPANY	330
9095	<i>BIC PEN CORPORATION, ET AL.</i> (Dismissal order)	139
8958	BOISE CASCADE CORPORATION, ET AL. (Interlocutory order)	90
8978	BORDEN, INC. (Interlocutory order)	207
C-2862	BREKKE ENTERPRISES	77
C-2874	BRYSON IMPLEMENT COMPANY, INC., ET AL.	176
C-2858	CALIFORNIA AND HAWAIIAN SUGAR COMPANY, ET AL.	15
C-2879	CARTE BLANCHE CORPORATION	305
9088	CENTURY 21 COMMODORE PLAZA, INC., ET AL. (Interlocutory orders)	108, 238
C-2876	CERTIFIED LEASING COMPANY (National Services Industries, Inc. t/a)	222
C-2873	CEZAR, LTD., ET AL.	169
C-2881	CITY STORES COMPANY	322
C-2869	DELUXOL LABORATORIES, INC.	1
C-2884	DINERS' CLUB, INC., ET AL.	282
C-2878	DINERS' CLUB, INC., THE	298

FEDERAL TRADE COMMISSION DECISIONS

VI

C-2865	EVERSEAL WATERPROOFING CORPORATION, ET AL.	110
8934	EXXON CORPORATION, ET AL. (Interlocutory orders)	107, 168
C-2880	FEDERATED DEPARTMENT STORES, INC.	313
C-2890	FIVE COUNTY BUILDERS AND CONTRACTORS ASSOCIATION, INC.	517
C-2889	FLORIDA WEST COAST CHAPTER, NATIONAL ELECTRICAL CONTRACTORS ASSOCIATION, INC. ...	511
9066	FRITO-LAY, INC.	552
C-2867	G. & B. TEXTILES, INC., ET AL.	126
9049	GENERAL ELECTRIC COMPANY	209
9019	GENESCO INCORPORATED (Interlocutory order)	138
9019	GENESCO INCORPORATED	451
C-2883	GLOBE NEWSPAPER CO., INC.	338
C-2888	GULF COAST BUILDERS EXCHANGE, INC.	505
9086	HALLCRAFT JEWELERS, INC., ET AL.	415
C-2860	HUDSON PHARMACEUTICAL CORPORATION	82
9032	IDEA RESEARCH AND DEVELOPMENT, INC., ET AL.	31
C-2864	INTERNATIONAL BUSINESS MACHINES CORPORATION	91
9035	KRAFTCO CORPORATION, ET AL. (Final order)	46
C-2877	LAS ANIMAS RANCH, INC., ET AL.	255
9048	MATSUSHITA ELECTRIC CORPORATION OF AMERICA	157
C-2886	MELVIN S. LANDOW, ET AL.	438
C-2894	MEN'S WEAR INTERNATIONAL, INC., ET AL.	
C-2884	NATIONAL ACCOUNT SYSTEMS, INC., ET AL.	282
9027	NATIONAL MERIDIAN SERVICES, INC., ET AL.	192
9027	NATIONAL MERIDIAN SERVICES, INC., ET AL. (Modifying order)	
C-2876	NATIONAL SERVICE INDUSTRIES, INC. (t/a Certified Leasing Company)	222

TABLE OF CASES

VII

C-2863	PACIFIC INTERNATIONAL, LTD., ET AL. (Paramedical Services, Inc. t/a)	99
C-2863	PARAMEDICAL SERVICES, INC., ET AL. (t/a Pacific International, Ltd.)	99
9063	PROVIDENCE WASHINGTON INSURANCE COMPANY, ET AL.	345
C-2861	RAPPERSWILL CORPORATION, ET AL.	71
9045	RAYMOND LEE ORGANIZATION, INC., ET AL., THE (Interlocutory order)	208
C-2868	REVLON, INC., ET AL.	1
C-2875	RICHARD D. JONES MORTGAGE SERVICES, INC., ET AL.	184
C-2859	SALOMON/NORTH AMERICA, INC.	24
8993	SEARS, ROEBUCK AND CO.	229
C-2885	SEARS, ROEBUCK AND CO.	240
8990	SPIEGEL, INC.	174
C-2872	SWITZER'S, ET AL. (Walter Switzer, Inc. t/a)	163
C-2871	THE AMERICAN COLLEGE OF RADIOLOGY	144
9064	THE AMERICAN MEDICAL ASSOCIATION, ET AL. (Interlocutory order)	296
C-2878	THE DINERS' CLUB, INC.	298
9045	THE RAYMOND LEE ORGANIZATION, INC., ET AL. (Interlocutory order)	208
C-2870	UNCLE BEN'S, INC., ET AL.	131
C-2872	WALTER SWITZER, INC., ET AL. (t/a Switzer's)	163