

**FEDERAL TRADE COMMISSION  
DECISIONS**

**FINDINGS, OPINIONS, AND ORDERS**

**JANUARY 1, 1976 TO JUNE 30, 1976**

---

**PUBLISHED BY THE COMMISSION**

---

**VOLUME 87**



*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 - Price \$16  
Stock No. 018-000-00192-6

**MEMBERS OF THE FEDERAL TRADE COMMISSION AS OF  
JANUARY 1, 1976**

CALVIN J. COLLIER, *Chairman.*

Took oath of office March 24, 1976.

PAUL RAND DIXON, *Acting Chairman.*<sup>1</sup>

Took oath of office March 21, 1961.

ELIZABETH HANFORD DOLE.

Took oath of office December 4, 1973.

STEPHEN NYE.<sup>2</sup>

Took oath of office May 29, 1974.

CHARLES A. TOBIN, *Secretary.*

Appointed January 15, 1971.

---

<sup>1</sup> From January 6, 1976 to March 23, 1976.

<sup>2</sup> Resigned May 1, 1976.

## CONTENTS

---

	Page
Members of the Commission .....	II
Table of Cases reported .....	V
Cases in which final orders have been entered .....	1
Advisory Opinions .....	1410
Table of Commodities .....	1471
Index .....	1475
Listing of Advisory Opinions .....	1486

**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.

## TABLE OF CASES

[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.]

Ckt. No.	Name	Page
C-2779	A. SOLOFF & SON, INC., ET AL .....	77
9015	ALL SEASONS AIR CONDITIONING CORP., ET AL .....	1380
C-2803	ALMACENES HERNANDEZ CORPORATION, ET AL .....	400
C-2821	AMERICAN EXPRESS COMPANY .....	1293
8918	AMERICAN HOME PRODUCTS CORPORATION, ET AL (Interlocutory order) .....	1240
C-2787	AMERICAN IMAGE CORPORATION, ET AL .....	174
9018	AMREP CORPORATION (Interlocutory orders) .....	142, 283
8994	ANACONDA COMPANY, THE .....	121
C-2781	ARGONAUT INVESTMENTS, INC., ET AL .....	107
C-2740	BALTIMORE STEREO WHOLESALERS, ETC., ET AL (Stereo Equipment Sales, Inc., t/a) (Modifying order) .....	216
C-2792	BILL J. ROBERTSON, ET AL (t/a Robertson Products) .....	255
C-2805	BIRD & SON, INC. ....	411
9036	BOVERMAN FABRICS, INC., ET AL .....	1255
C-2823	BRIGHAM SPORTSWEAR (Silton Brothers, Inc., t/a) .....	1335
8917	BRISTOL-MYERS COMPANY, ET AL (Interlocutory order) .....	1240
C-2802	BUSCH'S JEWELRY CO., INC., ET AL .....	394
8947	CARPETS "R" US, INC., ET AL (Final order) .....	303
9055	CAVANAGH COMMUNITIES CORPORATION, ET AL (Interlocutory order) .....	143
8995	CHRYSLER CORPORATION (Final order) .....	719
9004	CIRCULATION BUILDERS, INC., ET AL (t/a Publishers Service Company of California) .....	81
C-2795	CLOVER JEWELERS BLVD., INC., ET AL .....	279
C-2808	CONTINENTAL COLLECTION BUREAU OF AMERICA, INC., ET AL .....	557
C-2811	CONTINENTAL COLLECTION SERVICE, ET AL .....	582
C-2783	COPE ENTERPRISES, LTD., ET AL .....	129
C-2801	DABY'S FURNITURE CORP., ET AL .....	389
8830	DURA-HAIR INTERNATIONAL, INC. (Interlocutory order) .....	1279
8973	EMDEKO INTERNATIONAL, INC., ET AL (Interlocutory order) .....	346
8908	ENCYCLOPAEDIA BRITANNICA, INC., ET AL (Interlocutory orders) .....	376, 378
8908	ENCYCLOPAEDIA BRITANNICA, INC., ET AL (Final order) .....	421
8934	<i>EXXON CORPORATION, ET AL (Interlocutory order)</i> .....	215

	Page
9062 FISHER FOODS, INC. (Interlocutory order) .....	590
9001 FORD MOTOR COMPANY (Order of remand) .....	756
C-2793 FOREST CITY ENTERPRISES, INC. (t/a Forest City Materials Company) .....	267
C-2798 FOX & LENKOFKY, INC., ET AL .....	299
C-2782 FRED MEYER, INC. ....	112
8937 FREIGHT LIQUIDATORS, ET AL (Interlocutory order) .....	662
C-2776 G. & A. INDUSTRIES, INC., ET AL .....	47
9016 GIBSON PRODUCTS COMPANY, ETC., ET AL (Herbert R. Gibson, Sr. t/a) .....	1389
8879 GROLIER INCORPORATED, ET AL (Interlocutory order) .....	179
C-2819 HAIR REPLACEMENT CENTERS OF BOSTON, INC., ET AL (t/a Hair Replacement Centers) .....	1260
C-2818 HANG UPS SPORTSWEAR LTD., ET AL .....	1251
9016 HERBERT R. GIBSON, SR., ETC., ET AL (t/a Gibson Products Company) .....	1389
9033 HERTZ CORPORATION (Interlocutory order) .....	1239
9024 HOMEFINDERS OF AMERICA, ETC., ET AL (Rentex, Inc., t/a) .....	1340
C-2800 J & J FURNITURE CORP., ET AL .....	383
C-2822 J. KURTZ & SONS, INC., ET AL .....	1300
9051 J. STRICKLAND AND COMPANY, INC., ET AL .....	1281
C-2788 JOHNSON PRODUCTS COMPANY, INC., ET AL .....	206
C-2590 KIRBY OF NORTH PROVIDENCE, INC., ET AL (Modifying order) .....	591
8888 KOSCOT INTERPLANETARY, INC., ET AL (Clarifying order) ....	419
8888 KOSCOT INTERPLANETARY, INC., ET AL (Modifying order) .....	75
9035 KRAFTCO, INC., ET AL .....	809
9031 LE CONTE COSMETICS, INCORPORATED, ET AL (t/a Many Ways To Beauty Corporation) .....	1348
8938 LIGGETT & MYERS INCORPORATED (Final order) .....	1074
C-2774 LINDAL CEDAR HOMES, INC., ET AL .....	8
C-2784 LUSTRASILK CORPORATION OF AMERICA, INC., ET AL .....	145
C-2789 MAN PRODUCTS, INC., ET AL .....	217
9031 MANY WAYS TO BEAUTY CORPORATION, ET AL (Le Conte Cosmetics, Inc., t/a) .....	1348
C-2791 MARJO SYSTEMS, INC., ET AL (t/a Thermal-Gard) .....	249
C-2796 MAYFAIR SUPER MARKETS, INC. ....	286
C-2676 McCORRY CORPORATION, ET AL (Modifying order) .....	1291
9022 MUTUAL CONSTRUCTION COMPANY, INC., ET AL (Final order) .....	621
C-2813 MUTUAL HOME EQUIPMENT CO., INC., ET AL .....	606
8733 NATIONAL HOUSEWARES, INC., ET AL (Interlocutory order) ...	346
C-2814 NATIONWIDE TRAINING SERVICE, INC., ET AL .....	646
C-2824 NEW PROCESS COMPANY, INC., ET AL .....	1359
C-2809 NORTH AMERICAN COLLECTIONS, INC., ET AL .....	566

	Page
C-2815 PACIFIC HOMES MORTGAGE AND INVESTMENT CO., ET AL (t/a Pacific Plan of California) .....	663
C-2778 PARKER ADVERTISING, INC. ....	68
C-2820 PAY LESS DRUG STORES NORTHWEST, INC. ....	1271
C-2780 PAY 'N PAK STORES, INC. ....	99
8976 PEACOCK BUICK, INC., ET AL (Interlocutory order) .....	379
C-2773 PEOPLES DRUG STORES, INC. ....	1
C-2785 PERMA-STRATE COMPANY, THE, ET AL .....	155
C-2810 POWER'S SERVICE, INC., ET AL .....	574
C-2799 PUBCO CORPORATION, ETC., ET AL .....	348
9004 PUBLISHERS SERVICE COMPANY OF CALIFORNIA, ET AL (Circulation Builders, Inc., t/a) .....	81
9024 RENTEX, INC., ET AL (t/a Homefinders of America, etc.) .....	1340
C-2825 RICH'S, INC. ....	1372
C-2792 ROBERTSON PRODUCTS, ET AL (Bill J. Robertson, t/a) .....	255
8959 RSR CORPORATION (Interlocutory order) .....	1400
8939 RUBBERMAID INCORPORATED (Final order) .....	676
C-2790 SHAKLEE CORPORATION .....	239
C-2823 SILTON BROTHERS, INC., ET AL (t/a Brigham Sportswear and Brigham Sportswear Corporation) .....	1335
8996 SIMEON MANAGEMENT CORPORATION, ET AL (Final or- der) .....	1184
C-2786 SOFT SHEEN COMPANY, INC., ET AL .....	164
C-2817 SOUND ALIKE MUSIC CORPORATION, ET AL .....	1242
8998 SOUNDTRACK CHEVELL INDUSTRIES, INC., ET AL (Inter- locutory order) .....	1249
C-2740 STEREO EQUIPMENT SALES, INC., ET AL (t/a Baltimore Stereo Wholesalers, etc.) (Modifying order) .....	216
8919 STERLING DRUG INC., ET AL (Interlocutory order) .....	1240
9021 STEWART FROST, INC., ET AL .....	366
C-2777 STP CORPORATION, ET AL .....	56
C-2812 STRAWBRIDGE & CLOTHIER .....	593
C-2797 TARRA HALL CLOTHES, INC., ET AL .....	294
C-2794 TEXORA INTERNATIONAL CORP., ET AL .....	273
8994 THE ANACONDA COMPANY .....	121
8866 THE GREAT ATLANTIC & PACIFIC TEA COMPANY, INC., ET AL (Final order) .....	962
C-2785 THE PERMA-STRATE COMPANY, ET AL .....	155
C-2791 THERMAL-GARD, ET AL (Marjo Systems, Inc., t/a) .....	249
C-2816 THRIFTY DRUG STORES CO., INC. ....	800
C-2807 TRANS NATIONAL CREDIT CORPORATION, ET AL .....	549
C-2806 UNITED COMPUCRED COLLECTIONS, INC., ET AL .....	542
9007 VIRGINIA MORTGAGE EXCHANGE, INC., ET AL (Final or- der) .....	182
8979 VITAMIN EDUCATION INSTITUTE, ET AL .....	357
C-2775 WALKER-THOMAS FURNITURE CO., INC., ET AL .....	26
8957 WALTER KIDDE & COMPANY, INC. ....	1401
8891 WARNER-LAMBERT COMPANY (Interlocutory order) .....	619

	Page
8850 WARNER-LAMBERT COMPANY (Findings of Fact) .....	812
C-2638 WEAVER AIRLINE PERSONNEL SCHOOL, INC., ET AL (Interlocutory order) .....	1288
C-2804 WEIL & CO., INC. ....	406