

# FEDERAL TRADE COMMISSION DECISIONS



## FINDINGS, ORDERS, AND STIPULATIONS

JULY 1, 1953, TO JUNE 30, 1954

---

PUBLISHED BY THE COMMISSION

---

## VOLUME 50



UNITED STATES  
GOVERNMENT PRINTING OFFICE  
WASHINGTON : 1957

MEMBERS OF THE FEDERAL TRADE COMMISSION AS OF  
JUNE 30, 1954

EDWARD F. HOWREY, *Chairman.*

Took oath of office April 1, 1952

LOWELL B. MASON.

Took oath of office October 15, 1945, and October 19, 1949.<sup>1</sup>

JAMES M. MEAD.

Took oath of office November 10, 1949

## ACKNOWLEDGMENT

---

This volume has been prepared and edited by **Richard S. Ely and Harriette H. Esch**, of the Commission's staff.

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 the Federal Register, National Archives, and sets forth, among other things, current orders

of the different Government establishments which have general

**CONTENTS**

---

	Page
Members of the Commission.....	ii
Table of cases reported.....	vii
Table of stipulations reported.....	xiii
Table of commodities:	
Desist orders.....	1167
Stipulations .....	1175
Index :	
Desist decisions and orders.....	1179
Stipulations .....	1202

## TABLE OF CASES

[The names in ALL CAPITALS refer to cases in which orders to cease and desist have been entered by the Commission, and which are reported in full in this volume, together with interlocutory proceedings before the Commission, which are distinguished by such indication in parentheses. The names in *italics* refer to cases in which the Commission has entered orders of discontinuance or dismissal, orders closing cases, or vacating and reopening orders.]

Name

Page

A. ELGART & SONS, INC., ET AL.....	922
AERATION PROCESSES, INC. (Instantwhip, etc.).....	994
ALASKA SALMON INDUSTRY, INC., ET AL.....	863
ALBEMARLE PAPER MANUFACTURING CO. ET AL.....	364
A. LEVETON CO. ET AL.....	379
<i>American Bakeries Co., Inc., et al.</i> .....	347

Name	Page
BERNSTEIN CHARLES SAMUEL (doing business as American Labor	

Digest) -----	354
<del>B. F. GOODRICH CO. THE</del>	<del>128</del>

<i>B. F. Goodrich Co., The</i> -----	622
BILTRITE RUBBER CO., INC., AMERICAN -----	133
<i>Black, Inc., Walter J. (trading as The Classics Club and Detective Book Club)</i> -----	225
BLACKSTONE COLLEGE OF LAW, INC. ET AL. -----	1070

BLATT, MAURICE (doing business as Washington Weekly Gazette) ----	18
BLIND, INC., RUGS OF THE, ET AL. -----	117

<del>BY AT THE FIVE SEVENTH COLLECTION SYSTEM AT</del>	<del>221</del>
--	----------------

Name	Page
ELECTRONIC DISTRIBUTORS ASSOCIATION, INC., NATIONAL, ET AL.....	406
ELGART & SONS, INC., A., ET AL.....	922
EMPIRE PRESS, INC., ET AL.....	816
EMERY AUTOMATIC PRODUCTS, INC. ET AL.....	400

FEDER, PAUL E. (doing business as Sigma Sewing Machine Co.).....	907
FIELD & SON, J. C., ET AL.....	662
FISCHER, CHARLES J., ET AL.....	1103
FISHER, ELLIOTT MELVIN, ET AL. (doing business as Philmor Co.)..	489
FLORIDA CITRUS MUTUAL ET AL. (Interlocutory).....	959
FLORIDA PLANTERS, INC.....	349
FOYER, ARTHUR, ET AL. (doing business as Sewing Machine Factors)..	707
FRANK M. BUCKLEY CO. ET AL.....	617

FRIED WOOLEN CORP., JOE, ET AL.....	657
FRUITVALE CANNING CO. (Interlocutory).....	177
GARDEN RESEARCH LABORATORIES ET AL.....	424



X FEDERAL TRADE COMMISSION DECISIONS

Name	Page
HYPNOLOGY, INSTITUTE OF APPLIED, ET AL. (Clark R. Bellows, Jr., trading as)-----	715
ILLINOIS SEWING MACHINE DISTRIBUTORS (Rodney Distributors, Inc., doing business as) ET AL-----	11
<i>Industrial Engineering Associates</i> (Charles F. Harad et al. trading as)---	300
INFRA INSULATION, INC., ET AL-----	156
INSTANTWHIP-BRIDGEPORT, INC., ETC. (Aeration Processes, Inc., et al.)-----	994
<del>INSTITUTE OF APPLIED HYPNOLOGY, ET AL (Clark R. Bellows, Jr.</del>	
<hr/>	
INTERNATIONAL YOGURT CO. (Yami Yogurt Products, Inc., et al., also doing business as)-----	616
J. C. FIELD & SON ET AL-----	662
<i>J. M. Moore Import-Export Co.</i> (Joseph M. Moore trading as)-----	824
JOE FRIED WOOLEN CORP. ET AL-----	657
JOSEPH PARKER & SON CO. ET AL-----	364
KANIGER, INC., COHEN, ET AL-----	1097
KASHER, CHARLES D., ET AL-----	543
KASTOR & SONS ADVERTISING CO., INC. H W (Interlocutory)	1024
<hr/>	
KEN WHITMORE, INC., ET AL-----	1
<hr/>	
<del>K KAPLAN SONS AND CO ET AL.</del>	<del>270</del>
<hr/>	
<i>Kroger Co., The</i> -----	213
LACY'S, INC., ET AL-----	730
<del>LAGOMARCINO GRUPE CO OF IOWA ET AL.</del>	<del>242</del>
<hr/>	
LAMARR PORTRAIT CO-----	1020
LASALLE EXTENSION UNIVERSITY-----	1083
<del>Lodges Corp. The et al.</del>	<del>1000</del>

~~VITAMIN D DEFICIENCY DISTRIBUTORS ASSN. INC. ET AL. 400~~

NATURAL FOODS INSTITUTE (William G. Barnard, Sr., et al. trading as)----- 434  
 NIKOLOK CO. THE ET AL.----- 1012

O'SULLIVAN RUBBER CORP----- 149  
 PAGE DAIRY CO----- 395  
 PAMCO INC. ET AL----- 707

PAPER MANUFACTURERS ASSN., THE BLOTTING, ET AL----- 364  
 PARKER & SON CO., JOSEPH, ET AL----- 364  
 PAUL R. DOOLEY, INC., ET AL----- 754  
 PERRY SALES CO. (Perry Halseth trading as)----- 242  
 PERSONAL DRUG CO. ET AL. (Doris Savitch trading as)----- 828  
 PFEIL, ALFRED S., ET AL----- 424  
 Philip Morris & Co., Ltd., Inc----- 979  
 PHILMOR CO. (Elliott Melvin Fisher et al. doing business as)----- 489  
 PHILO BURT MANUFACTURING CO----- 838  
 PICKOW DISTRIBUTING CORP----- 783  
 PILLSBURY MILLS. INC. (Interlocutory)----- 555. 1110  
 PIONEER TAILORING CO. ET AL----- 662  
 PLASTERER, RAY W. AND VIRGINIA E. (Hair & Scalp Clinic, Inc.)-- 721  
 POSNER SHOE CO., INC., DR----- 1006  
 PRICE VACUUM STORES, INC., ET AL----- 980  
 PRIMA PRODUCTS, INC., ET AL. (Aguella Products, Inc., and)----- 949  
 PRINCE TEXTILES, INC., H. M., ET AL----- 164

Name	Page
S. S. SAWYER, INC.-----	333
STANDARD MOTOR PRODUCTS, INC. (Interlocutory)-----	624
STANDARD PAPER MANUFACTURING CO. ET AL-----	364
<i>Stamwich Mills Co. et al</i> -----	100

STRAIGHT WHISKEY DISTILLING CO. OF AMERICA (THE) ET AL----- 747

<i>Strauss, John L.</i> (doing business as American Extension School of Law)-----	1093
SUNSET APPLIANCE STORES, INC., ET AL-----	418
SVIRSKY CLOTHING CO., INC., ET AL-----	912
T. A. A., INC., ET AL-----	543
TACKANAIL CO. (Anna Weinberg et al. trading as) ET AL-----	202
TARMY, NATHAN, ET AL-----	164
TELERON CO. (Melvin Marcus doing business as) ET AL-----	625

TENEN QUILT CO. (Paul Tennenbaum trading as)-----	976
THREE FEATHERS DISTRIBUTORS, INC., ET AL-----	747
TILLE, RICHARD (doing business as International Yogurt Co.)-----	616
TRACTOR TRAINING SERVICE, INC., ET AL-----	762
TRAVIS PAUL ET AL-----	800

Name	Page
Alrake Woolens Corp. et al.....	1145
Alton Products Co., Inc., et al.....	1154
American Dietaids Co., Inc.....	1162
Audiovox, Inc.....	1151
Autrey Bros., Inc. (Sleep E-Z Mattress Co.).....	1161
Balin Export Co., Inc., et al.....	1135
Barcalo Manufacturing Co.....	1150
Betz, Luis Jorge, et al. (D'Franssia Laboratories).....	1166
Bostwick Laboratories, Inc.....	1140
Bridgeport Brass Co.....	1139
Caldwell, Rogers, et al. (Miller's Medicine Co.).....	1137
California Bronzecraft Division, Euclid Metalizing Co. et al.....	1157
California Spray-Chemical Corp.....	1140
Carwan Woolen Corp. et al.....	1145
Concord Syndicate, The, et al.....	1142
Consolidated Royal Chemical Corp. et al.....	1136
Curtiss Candy Co.....	1145
Dell Publishing Co., Inc.....	1143
Denny's Products, Mrs. (Real Bronze Co.).....	1148
Detectron Co., The.....	1141
D'Franssia Laboratories et al.....	1166
Donahue and Coe, Inc., et al.....	1149
Dosalac Chemical Co., Inc., et al.....	1153
Eagle Button Co. et al.....	1162
Economy Plumber Co., The.....	1131
Filschutz Murray et al. (Franco Metal Products Co.).....	1168

Elite Sewing Machine Corp. et al.....	1135
Ellmore Silver Co. (Frank M. Whiting & Co. Division).....	1152
Emerald Textiles, Inc., et al.....	1147
Empco Metal Products Co. et al.....	1163
Euclid Metalizing Co. (California Bronzecraft Division) et al.....	1157
Everlast Pen Corp.....	1154
Filbert, Inc., J. H.....	1152

Name	Page
Harri Hoffmann Co.....	1145
Hercules Chemical Co., Inc., et al.....	1131
Hilton Lite Corp. et al.....	1158
Hirschberg T R Jr et al (Paymaster Corp).....	1135

Hoffmann Co., Harri.....	1145
Hudnut Sales Co., Inc.....	1144

Invisible Lens Service.....	1152
International Salt Co.....	1153
Jarra Gem Corp. et al.....	1165
J. H. Filbert, Inc.....	1152

Johnson's Fair.....	1143
Kayton, Alvin J., et al. (Jarra Gem Corp.).....	1165
Keller, William, et al. (Lykens Hosiery Mills, Inc.).....	1164

TABLE OF STIPULATIONS

Name	Page
Smith, C. W., et al. (Emerald Textiles, Inc.)-----	1147
<del>Smith, Inc. et al. (Dosalac Chemical Co.)</del> -----	<del>1152</del>

Stamp and Album Co. of America, Inc.-----	1137
Stern's Nurseries, Inc., et al.-----	1159
Swartz, William M. (Mark Williams Chemical Co.)-----	1166
Sykes, Fred (North Star Woolen Mill Co.)-----	1155
Treasure Bronze Co. et al.-----	1157
Tynberg, David, et al. (Galen Laboratories)-----	1144
Wagner, George G. (Hilton Lite Corp.)-----	1158
Wallace & Sons Manufacturing Co., R.-----	1155
Wander, Samuel A., et al. (The Economy Plumber Co.)-----	1131

Whetzel, Frank A. (Lan-Lay Co.)-----	1160
Whiting & Co. Division, Frank M. (Ellmore Silver Co.)-----	1152

<del>Whiting &amp; Co. Division, Frank M. (Ellmore Silver Co.)</del> -----	<del>1152</del>
--	-----------------