

whether in its original state or contained in other textile fiber products, as the terms "commerce," and "textile fiber product" are defined in the Textile Fiber Products Identification Act, do forthwith cease and desist from misbranding textile fiber products by:

1. Falsely or deceptively stamping, tagging, labeling, invoicing, advertising, or otherwise identifying such products as to the name or amount of constituent fibers contained therein.

2. Failing to affix labels to such products showing each element of information required to be disclosed by Section 4(b) of the Textile Fiber Products Identification Act.

It is further ordered, That respondents Fox River Mills, Inc., a corporation, and its officers, and Joseph R. Lessard, individually and as an officer of said corporation, and respondents' representatives, agents and employees, directly or through any corporate or other device, in connection with the offering for sale, sale or distribution of textile products in commerce, as "commerce" is defined in the Federal Trade Commission Act, do forthwith cease and desist from representing, directly or by implication, that any of respondents' products are guaranteed unless the nature and extent of the guarantee, the identity of the guarantor, and the manner in which the guarantor will perform thereunder are clearly and conspicuously disclosed.

It is further ordered, That the respondent corporation shall forthwith distribute a copy of this Order to each of its operating divisions.

It is further ordered, That the respondents herein shall, within sixty (60) days after service upon them of this order, file with the Commission a report in writing setting forth in detail the manner and form in which they have complied with this order.

IN THE MATTER OF

FRED MEYER, INC., ET AL.

MODIFIED ORDER, ETC., IN REGARD TO THE ALLEGED VIOLATION OF SEC. 2(f)
OF THE CLAYTON ACT AND THE FEDERAL TRADE COMMISSION ACT

Docket 7492. Complaint, May 21, 1959—Decision, June 13, 1968

Order modifying an order dated July 9, 1963, 63 F.T.C. 1, pursuant to an opinion of the Supreme Court, 390 U.S. 341 (1968), and an order of the U.S. Court of Appeals, Ninth Circuit, of May 16, 1968, which prohibited a Portland, Oreg., supermarket chain from knowingly inducing discriminatory prices by including in the prohibition those retailers who buy through wholesalers as well as direct-buying retailers.

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Order

MODIFIED ORDER

Pursuant to the final decree of the United States Court of Appeals for the Ninth Circuit of July 1, 1966, and in conformity with the opinion of the Supreme Court of the United States in *Federal Trade Commission v. Fred Meyer, Inc., et al.*, 390 U.S. 341 (1968), and in accordance with the order of the United States Court of Appeals for the Ninth Circuit of May 16, 1968.

It is hereby ordered, That the order of the Commission of July 9, 1963 [63 F.T.C. 1], entered in the above-entitled matter be, and it hereby is, modified to read as follows:

It is ordered, That respondent Fred Meyer, Inc., a corporation, its officers, agents, representatives and employees; and Fred G. Meyer and Earle A. Chiles, individually and as officers of and in connection with activities related to the business of respondent Fred Meyer, Inc., in connection with the offering to purchase or purchase by or on behalf of respondent Fred Meyer, Inc., in commerce, as "commerce" is defined in the amended Clayton Act, of products for resale in outlets operated by respondent Fred Meyer, Inc., do forthwith cease and desist from:

Knowingly inducing, or knowingly receiving or accepting, in connection with any promotional scheme consisting of distribution of coupons to and return of coupons by consumers in connection with the purchase by consumers of products offered for resale in retail outlets of respondent Fred Meyer, Inc., or in connection with any comparable scheme, any discrimination in the price of such products by directly or indirectly inducing, receiving or accepting from any seller a net price respondents know or should know is:

(a) Below the net price at which such products of like grade and quality are being sold by such seller to any other purchaser with whom respondent Fred Meyer, Inc., competes, or with whose customer or customers said respondent competes, and

(b) Not a price differential which makes only due allowance for differences in the cost of manufacture, sale or delivery resulting from the differing methods or quantities in which products are sold and delivered by such seller, and

(c) Not a price change in response to changing conditions affecting the market for or marketability of such products, such as but not limited to actual or imminent deterioration of

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perishable goods, obsolescence of seasonal goods, distress sales under court process, or sales in good faith in discontinuance of business in the goods concerned, and

(d) Not a price made in good faith to meet an equally low price of a competitor of the seller.

For the purpose of determining "net price" under the terms of this order, there shall be taken into account all discounts, rebates, allowances, deductions, or other terms and conditions of sale by which net prices are effected.

It is further ordered, That respondent Fred Meyer, Inc., a corporation, its officers, agents, representatives and employees, and Fred G. Meyer and Earle A. Chiles, individually and as officers of and in connection with activities related to the business of respondent Fred Meyer, Inc., directly or through any corporate or other device in or in connection with any purchase by or on behalf of respondent Fred Meyer, Inc., in commerce, as "commerce" is defined in the Federal Trade Commission Act, of products for resale in outlets operated by respondent Fred Meyer, Inc., do forthwith cease and desist from:

Inducing or receiving anything of any value from any supplier as compensation for or in consideration of advertising, promotion, or display services or facilities furnished by or through Fred Meyer, Inc., in connection with any promotional scheme consisting of distribution of coupons to and return of coupons by consumers in connection with the purchase by consumers of products offered for resale in retail outlets of respondent Fred Meyer, Inc., or in connection with any comparable program, or in connection with any actual or purported promotion or special sale of particular products to be conducted by or on behalf of respondent Fred Meyer, Inc., when respondents know or should know that such compensation or consideration is not being offered or otherwise made available by such supplier on proportionally equal terms to all of its other customers, including retailer customers who do not purchase directly from such supplier, who compete with respondent Fred Meyer, Inc., in the sale of such supplier's products.

It is further ordered, That respondent Fred Meyer, Inc., a corporation, and its officers, and Fred G. Meyer and Earle A. Chiles, individually and as officers of corporate respondent, shall, within sixty (60) days after service upon them of this order, file with the Commission a report, in writing, setting forth in detail the manner and form in which they have complied with the order to cease and desist set forth herein.

Complaint

IN THE MATTER OF

ROYAL MOTORS, INC., ET AL.

CONSENT ORDER, ETC., IN REGARD TO THE ALLEGED VIOLATION
OF THE FEDERAL TRADE COMMISSION ACT*Docket C-1347. Complaint, June 14, 1968—Decision, June 14, 1968*

Consent order requiring a Washington, D.C., car dealer to cease misrepresenting that its used cars are new and making deceptive financing claims in advertising its automobiles.

COMPLAINT

Pursuant to the provisions of the Federal Trade Commission Act, and by virtue of the authority vested in it by said Act, the Federal Trade Commission, having reason to believe that Royal Motors, Inc., a corporation, and Raymond J. Anselmo, individually and as an officer of said corporation, hereinafter referred to as respondents, have violated the provisions of said Act, and it appearing to the Commission that a proceeding by it in respect thereof would be in the public interest, hereby issues its complaint stating its charges in that respect as follows:

PARAGRAPH 1. Respondent Royal Motors, Inc., is a corporation organized, existing and doing business under and by virtue of the laws of the State of Maryland, with its principal office and place of business located at 4100 Georgia Avenue, NW., in the city of Washington, District of Columbia.

Respondent Raymond J. Anselmo is an individual and is an officer of the corporate respondent. He formulates, directs and controls the acts and practices of the corporate respondent, including the acts and practices hereinafter set forth. His address is the same as that of the corporate respondent.

PAR. 2. Respondents are now, and for some time last past have been, engaged in the advertising, offering for sale, sale and distribution of new and used automobiles to the public.

PAR. 3. In the course and conduct of their business as aforesaid, respondents now cause, and for some time last past have caused, their said automobiles to be sold to purchasers thereof located in the District of Columbia, and maintain, and at all times mentioned herein have maintained, a substantial course of trade in said automobiles in com-

Complaint

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merce, as "commerce" is defined in the Federal Trade Commission Act.

PAR. 4. In the course and conduct of their aforesaid business, and for the purpose of inducing the purchase of their automobiles, the respondents have made, and are now making, numerous statements and representations in advertisements inserted in newspapers of interstate circulation, typical and illustrative but not all inclusive of which are **the following:**

Complaint

Washington Post
Thurs. Jan. 5, 1967.

Washington Daily News
Wednesday, Dec. 28, 1966.

ROYAL KICKS OFF 1967 WITH A
CARRY-OVER DISPOSAL SALE

OF LEFTOVER
'66 PLYMOUTHS
and
CHRYSLERS
(AT USED CAR PRICES)

PLYMOUTH VALIANT V-100 2 Door Hardtop, Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$1560
PLYMOUTH BARRACUDA 2 Door Hardtop, Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$1960
PLYMOUTH BELVEDERE I V-6 4 Door, Automatic Transmission, Dual Brake, Wheel and Tire	\$1860
PLYMOUTH BELVEDERE II V-6 4 Door, Automatic Transmission, Dual Brake, Wheel and Tire	\$1960
PLYMOUTH BELVEDERE Sedan 4 Door, Automatic Transmission, Dual Brake, Wheel and Tire	\$1960
PLYMOUTH BELVEDERE Sedan 4 Door, Automatic Transmission, Dual Brake, Wheel and Tire	\$1960
PLYMOUTH FURY I 2 Door Hardtop, Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$1860
PLYMOUTH FURY II 2 Door Hardtop, Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$2260
PLYMOUTH FURY III 2 Door Hardtop, Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$2260
CHRYSLER NEWPORT 4 Door Hardtop, Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$2560
CHRYSLER NEWPORT 4 Door Hardtop, Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$2660
CHRYSLER Town & Country Six Wgn. Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$3560
IMPERIAL CROWN 4 Door Hardtop, Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$4260
IMPERIAL CROWN 4 Door Hardtop, Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$4260

YES, THESE CARS HAVE BEEN DRIVEN!
Can Deliver The Car of Your Choice at Royal

95 DOWN

ROYAL
1966-67

ROYAL'S YEAR-END
CLEARANCE
FINAL STOCK

OF LEFTOVER
'66 PLYMOUTHS
and
CHRYSLERS
HURRY! HURRY!

PLYMOUTH VALIANT V-100 2 Door Hardtop, Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$1560
PLYMOUTH BARRACUDA 2 Door Hardtop, Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$1960
PLYMOUTH BELVEDERE I V-6 4 Door, Automatic Transmission, Dual Brake, Wheel and Tire	\$1860
PLYMOUTH BELVEDERE II V-6 4 Door, Automatic Transmission, Dual Brake, Wheel and Tire	\$1960
PLYMOUTH BELVEDERE Sedan 4 Door, Automatic Transmission, Dual Brake, Wheel and Tire	\$1960
PLYMOUTH BELVEDERE Sedan 4 Door, Automatic Transmission, Dual Brake, Wheel and Tire	\$1960
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PLYMOUTH FURY II 2 Door Hardtop, Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$2260
PLYMOUTH FURY III 2 Door Hardtop, Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$2260
CHRYSLER NEWPORT 4 Door Hardtop, Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$2560
CHRYSLER NEWPORT 4 Door Hardtop, Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$2660
CHRYSLER Town & Country Six Wgn. Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$3560
IMPERIAL CROWN 4 Door Hardtop, Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$4260
IMPERIAL CROWN 4 Door Hardtop, Automatic, Dual Brake, 60 mph Speed, 4 Wheel Discs, Wheel and Tire	\$4260

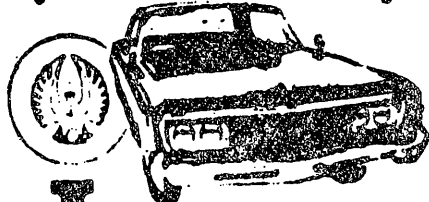
95 DOWN

ROYAL
1966-67

1700 GREGORY AVE., N.W., TOLSON 2-4800

Washington Post
Thurs. Jan. 5, 1967.

Royal's Annual Inventory Removal Sale!



Imperial

CLEARANCE

1966 IMPERIAL CROWN COUPE 2-DOOR
FACTORY AIR CONDITIONED. All leather
interior. Full power, including windows and
seat. Vinyl roof, radio,
whitewall tires. Choice of
three: Dark Red, Black or
ivory. **\$4260**

1966 IMPERIAL CROWN 4-DR. HARDTOP
FACTORY AIR CONDITIONED. All leather
interior, full power including windows and
seat, radio, whitewall tires and many other
extras. Some with vinyl
roofs. Choice of six:
Black, White, Dark Blue
and Dark Green. **\$4260**

1966 IMPERIAL LE BARON
FACTORY AIR CONDITIONED, plus all
imaginable extras. Formal
black with Medium Blue
bull hide leather interior. **\$4980**

**40%
OFF**

As shown
Factory List

**\$495
DOWN**

15% of Lease
Cost Financed



ALL THE GOOD IDEAS
CHRYSLER
CORPORATION
• PLYMOUTH • CHRYSLER
• IMPERIAL • SIMCA
• SUPEMAX

4100 GEORGIA AVENUE, N.W. • TU 2-4800

