

MIAMI-DADE COUNTY AREA

Masters	Wholesale (Sales to Holiday Girls, Organizers and Retail Stores)	Retail
William H. Muff 8400 S.W. 44th St., Miami (Tr. 2430) Master 6/29/66-8/3/66 (Tr. 2474, CX 1845)	Had 7-8 organizers and HGs selling in S.W. Dade County and in Hialeah (Tr. 3450).	
Juanita Eversole 2500 South Miami Ave. (Tr. 3258) Master 2/18/67-4/19/67 (CX 1880A, CX 1880C)		Retailed from store called Cosmopolitan Cosmetics, 2417 Biscayne Blvd., Miami (Tr. 3314).
Generals		
Juanita Eversole 2500 S. Miami Ave., Miami (Tr. 3258) General 4/19/67-10/69 CX 1880I, CX 1880Q (Tr. 3300)	Recruited 10 HGs (Tr. 3288). They lived in Goulds, S.W. 185th Ter., N.W. 15th St. and one near 2417 Biscayne Blvd., Miami (Tr. 3313).	Sold from her store, Cosmopolitan Cosmetics, 2417 Biscayne Blvd., Miami (Tr. 3314).
William Muff 8400 S.W. 44th St., Miami (Tr. 2430) General 8/3/66-5/67 (Tr. 2474, 2488)	Had HGs and organizers selling in Coral Gables, S.W. Miami and in Hialeah (Tr. 2477).	
Muriel Egizi Continental Associates, Inc., 2185 N.E. 123rd St., N. Miami (CX 1845-D). General 2/67 at least until 7/68 (Tr. 2515, CX 2068)	Had 6-12 HGs and organizers in N. Miami (Tr. 2517-2518). Had a Master (Esther Sproat) operating in Miami (Tr. 2518). Had an organizer operating in Miami (Tr. 2518).	Retailed from a store in North Miami from 6/67-4/68 (approx.) (Tr. 2518-2519). Advertised in Miami newspapers (Tr. 2521).
Everett Dudley 254 E. 5th St., Hialeah, Florida (Tr. 3335) General 8/66-end of 67 (Tr. 3340, Tr. 3361)	HG's and organizers in N.W. Dade County (Tr. 3366). 1 HG in N.E. section of Dade County (Tr. 3366).	Retailed in Hialeah (Tr. 3366).

MIAMI-DADE COUNTY AREA

Generals	Wholesale (Sales to Holiday Girls, Organizers and Retail Stores)	Retail
Joseph Rothman 7855 S.W. 1st St., Miami, Florida; 370 N.W. 27th Ave., Miami, Florida; (Tr. 2883) General 9/66-3/67 (Tr. 2887, Tr. 2892, CX 1871)	Had 8-10 HGs (Tr. 2888). Most sold in S.W. Dade County (Tr. 2891).	
Ruth Braddock 7801 S.W. 134th St., Miami, Florida (Tr. 3136) General 1/67-1/68 approx. (Tr. 3136, Tr. 3152)	1 organizer operated in S. Miami, Cutler Ridge, and elsewhere in Dade County (Tr. 3147, 3149). Another organizer operated in S.W. Miami (Tr. 3144), one HG operated in N.W. Miami (Tr. 3147), and one HG sold near S.W. 134th St. (Tr. 3144).	Retailed in S.W. Miami in Palmetto area (Tr. 3151).
Naomi Fawbush 9120 S.W. 177 Terr., Miami (Tr. 2669) General 2/67-1969, 1970 approx. (Tr. 2738, 2762)	Had 16 HGs and 9 organizers (Tr. 2744). Had HGs operating in Miami (Tr. 2752). Had an organizer (a beauty shop) operating in Homestead, Florida (Tr. 2757).	
Fred Frank 1711 S.W. 2nd Ct. Miami (Tr. 2536) General 7/66 at least to 11/71 (Tr. 2540, Tr. 2546, Tr. 2591)	Had 40-50 HGs (Tr. 2552). His HGs operated all over Miami (Tr. 2550). Advertised in newspapers for HGs in Dade and Broward counties (Tr. 2578, 2579).	Has a retail store at 2231 Coral Way, Miami selling HM products from 7/66- 7/67 (Tr. 2556, 2560- 62). Has a Health Food store on N.W. 7th St. Miami after 7/67 selling HM products (Tr. 2596, 2562).
Marie Yanaros 7340 S.W. 150 Ter., Miami (Tr. 2998) General 8/66-mid 1967 (Tr. 2998)	Recruited 2 HGs and 4 organizers (Tr. 3000). Her HGs sold in S.W. Miami (Tr. 3002). Had organizers selling in S.W. Miami (Tr. 3033). S.W. Miami includes the area from the Bay to past Cutler Ridge (Tr. 3045).	Retailed in S.W. Miami (Tr. 3004).

MIAMI-DADE COUNTY AREA

Generals	Wholesale (Sales to Holiday Girls, Organizers and Retail Stores)	Retail
Vincent J. Fechtel Dixie Distributors, 6920 S.W. 124th St., Miami, (CX 1844). General 11/66-6/67 (Tr. 2305, Tr. 2309)	Had 100 HGs selling throughout Dade County (Tr. 2310, 2313). Had 25 organizers (Tr. 2312). Sought organizers throughout United States (Tr. 2325). Dade County includes City of Miami Hialeah, Coral Gables, etc. (Tr. 2357).	Sold from booths in Miami Beach (Tr. 2325.) Retailed door- to-door in Dade County (Tr. 2358).

Charts for Masters and Generals, separately indicating where they conducted their wholesale and retail activities in the Milwaukee Metropolitan area, their addresses, the periods of time that they were active as Masters and Generals, and the number of Holiday Girls and Organizers that they had selling in their organization during the period 3/70-1/18/71, are as follows:

METROPOLITAN MILWAUKEE AREA

Masters	Wholesale (Sales to Holiday Girls, Organizers and Retail Stores)	Retail
Carolyn Prah 3649 S. 96th St., Milwaukee, Wisc. (Tr. 5476) Master 10/70-mid 1/71 (Tr. 5476, 5478)	Operated in S.W. Milwaukee (Tr. 5478). Recruited 4-5 HGs (Tr. 5480). Her HGs sold in south side of Milwaukee (Tr. 5481).	Operated in S.W. Milwaukee (Tr. 5478). Retailled in S.W. Milwaukee and downtown Milwaukee (Tr. 5480)
Kenneth L. Belton Kenneth Belton, Ent., 8912 W. Howard Ave., Milwaukee, Wisc. (CX 2028-B). Milwaukee Council, 633 W. Wis- consin Ave. Milwaukee (Tr. 4967, 4681); Master 3/70-4/70 (Tr. 4954)	Had HGs operating in West Wisconsin and surrounding communities as West Ellis, Milwaukee County, Brookfield, Wauwatosa and Fox Point (Tr. 4955- 56). They operated within a radius of 10 miles from center of Milwaukee (Tr. 4955-56).	

METROPOLITAN MILWAUKEE AREA

Masters	Wholesale (Sales to Holiday Girls, Organizers and Retail Stores)	Retail
Sharon Fischer 3645 S. 60th St., Milwaukee (Tr. 4994) Master 7/30/70-2/71 (Tr. 4996)	Operated her business in Milwaukee (Tr. 4997). Most sold in S.W. Milwaukee, which is 10-15 miles from center of Milwaukee (Tr. 4997-4998).	Operated her business in Milwaukee (Tr. 4996).
Ferdinand Feiss 7479 N. Chadwick Rd., Glendale, Wis. (Tr. 8509) Glendale is a N.E. suburb of Milwaukee and is 12 miles from center of Milwaukee (Tr. 8509) Master 11/70-8/71	Builds his distributorship (Tr. 8515).	Retails (Tr. 8516).
Earl Saffold 3174 N. 11 St., Milwaukee, Wis. (Tr. 8325) Master 10/70-12/70 approx. (Tr. 8325-26, 8333)	Recruited HGs (Tr. 8334).	Retails (Tr. 8334).
Richard Andert 4857 N. 104th St., Milwaukee (CX 1998-A; Tr. 4695) Master 4/1/70-7/70 (Tr. 4682)	Had HGs and organizers, who were located within 40 miles of Milwaukee and over the entire Milwaukee area (Tr. 4698).	Had a retail store selling HM products. This store was located in the Bay shore shopping center and about 20-25 miles outside Milwaukee (Tr. 4695).
Christine Janssen N. Farwell St., Milwaukee (Tr. 5095) Master 5/70-1/71 (Tr. 5099)	Recruited a HG and 2 organizers. (Tr. 5096-5097). Her HGs sold in north side of Milwaukee (Tr. 5097). Her organizers sold in north side of Milwaukee (Tr. 5098). Had 2 masters, who operated in N.W. Milwaukee (Tr. 5098).	Retailed in north side of Milwaukee (Tr. 5097).

Initial Decision

84 F.T.C.

METROPOLITAN MILWAUKEE AREA

Generals	Wholesale (Sales to Holiday Girls, Organizers and Retail Stores)	Retail
Barry Toepfer 5273 3rd St., Milwaukee (Tr. 4974) General 5/21/70 at least until 12/70 (Tr. 4975, 4993)	Operated his business in Milwaukee (Tr. 4991). Recruited organizers or HGs (Tr. 4979). Recruited 5 masters (Tr. 4980).	
Nancy Boehlein Brookfield, Wisconsin (Tr. 5019, 5021) General 11/69 at least until 12/70 (Tr. 5022; CX 3032Z42)	Recruited 30 HGs (Tr. 5039). Had one HG on the east side of Milwaukee (Tr. 5043). Had another HG in the Waukesha area (Tr. 5058). Had an organizer or HG in Glendale (CX 2034, Tr. 5066). Had HGs between a 2 mile to 5 mile radius from Milwaukee (Tr. 5028, 5029, 5052).	Retailed within a 2 mile radius of Brookfield (Tr. 5026, 5038). Had a retail customer in Elm Grove (CX 2043, Tr. 5065).
Robert Lipscomb Menomonee Falls, Wisc. (Tr. 4807) General 5/6/69 at least until 1/72 (Tr. 4808).	Had 30-40 HGs and organizers (Tr. 4809-10). All but 5 resided in Metropolitan Milwaukee area (Tr. 4810). His HGs in Metropolitan Milwaukee area lived in Milwaukee county, Waukesha county, Washington county and Wausau county. The radius from Milwaukee is about 20 miles. (Tr. 4811).	
Kenneth Belton Kenneth Belton Ent., 8912 W. Howard Ave., Milwaukee, Wisc. (CX 2028-B) General 4/70-1/18/71 (Tr. 4954, 4955)	Had HGs operating in West Wisconsin and surrounding communities as West Ellis, Milwaukee County, Brookfield, Wauwatosa and Fox Point, (Tr. 4955-4956). They operated in a radius of 10 miles from center of Milwaukee (Tr. 4956). Advertised for HGs in Milwaukee area (Tr. 4967).	Retailed in Milwaukee door-to-door (Tr. 4969).
Dale A. Schmidt 929 N. Astor, Regency House, Milwaukee, Wisc. (Tr. 5193) General 11/15/68-1/71 (Tr. 5199, 5222)	Sold to HGs and organizers within a 50 mile radius of Milwaukee (Tr. 5215, 5217). Recruited one master, Oscar Platken (Tr. 5222, 5226). The HGs basically reside in lower Wisconsin (Tr. 5216).	

METROPOLITAN MILWAUKEE AREA

Generals	Wholesale (Sales to Holiday Girls, Organizers and Retail Stores)	Retail
Jerry Cedebaum 4343 N. 87th St., Milwaukee (Tr. 4829) General 11/69 at least until 12/70 (Tr. 4830, CX 2009A)	Recruited HGs and organizers (Tr. 4833). Recruited 4 masters (Tr. 4832-33).	
Richard Andert 4857 N. 104th St., Milwaukee (CX 1998-A; Tr. 4695). General 7/70-beyond 1/18/71 (Tr. 4682, 4683)	Had HGs, organizers and masters from the entire metropolitan Milwaukee area. This area had a radius of about 40 miles (Tr. 4697-4698; CX 1997B, CX 1998B, CX 1999B and CX 2000B. Was Senior General in Milwaukee from 1/71-6/1/71 (Tr. 4683) at the time he became Senior General, there were 60-70 members of the council (Tr. 4732).	Had a retail store for HM products in Bay Shore shopping center about 20-25 miles outside Milwaukee (Tr. 4695).
Organizers		
Joan Maiorano 3940 South Logan St., Milwaukee (Tr. 5168) Organizer 4/70-9/70 (Tr. 5175).	Operated her business in south Milwaukee and Cudahy (Tr. 5176). Had HGs selling in south Milwaukee, Milwaukee, St. Francis, West Allis, Cudahy (Tr. 5180, CX 2082). Some of her HGs sold out of witness's beauty shop located in S. Packard St. in St. Francis, Milwaukee (Tr. 5180).	Operated her business in south Milwaukee and Cudahy (Tr. 5176). Retailed from beauty shop in St. Francis, Milwaukee (Tr. 5181). Retailed outside of the shop in south Milwaukee (Tr. 5181)

Charts for Masters and Generals, separately, indicating where they conducted their wholesale and retail activities in the Chicago Metropolitan area, their addresses, the periods of time that they were active as Masters and Generals, and the numbers of Holiday Girls and Organizers that they had selling in their organizations during the period 6/68 to 12/70, are as follows:

Initial Decision

84 F.T.C.

CHICAGO METROPOLITAN AREA

Masters	Wholesale (Sales to Holiday Girls, Organizers and Retail Stores)	Retail
Margaret Hines 7235 S. Rhodes Chicago (Tr. 5111) Master mid-1968-late 1968 (Tr. 5112)	Had HGs and Organizers in south side of Chicago (Tr. 5116, 5114).	Retailled in her neighborhood in Chicago (Tr. 5114).
Albert Dobrenik 275 Englewood Rd. Hoffman Estates Master 5/69-11/28/69 (CX 2094)	Recruited HGs in the north and northwest suburbs of Chicago (Tr. 4535).	
Howard Aldridge 322 Ridge Ave. Elmhurst, Illinois (Tr. 4308) Master 5/69-2/6/70 (Tr. 4309; CX 2110)	Recruited 2 Organizers and 2 HGs. (Tr. 4310). His HGs and Organizers sold in Chicago (CX 1932A). Looked for prospects all over the Chicagoland area (Tr. 4310).	
James Vanadia 8608 West Carmen Chicago (Tr. 4371) Master 1/69-1/70 (Tr. 4371, 4393)	Conducted his business in Chicago, Park Ridge and Des Plaines (Tr. 4372). Recruited HGs and Organizers (Tr. 4372). Sold to HGs in Chicago (CX 1961) and in Norridge and to an Organizer in Norridge (Tr. 4382).	Conducted his business in Chicago, Park Ridge and Des Plaines (Tr. 4372). Wife retailled in Norridge (Tr. 4389).
Hal Faktor 4135 Armitage Ave. Chicago (Tr. 4186) Master 6/68-3/69 (Tr. 4187, 4202)	Sold to HGs and Organizers (Tr. 4187). Had 5 Organizers and 2 HGs (CX 1929). At least one Organizer lived in Chicago (CX 1929D). One HG sold in north side of Chicago (Tr. 4194).	
Bernadette Cylkowski 12412 S. Carpenter Calumet Park, Illinois (Tr. 7947) Master 1/69-9/70 (Tr. 7955, 7959)	Has HGs and Organizers operating in Clarendon Hills, Calumet Park and in Chicago (Tr. 7972, 7974).	Started retailing in 1/70 (Tr. 7956). Retailled in Flossmoor Chicago, Clarendon Hills, Calumet Park, Homewood, Crestwood, and Hazel-Crest (Tr. 7973)

CHICAGO METROPOLITAN AREA

Masters	Wholesale (Sales to Holiday Girls, Organizers and Retail Stores)	Retail
Evelyn Bosan 7944 S. Michigan Ave. Chicago (Tr. 7977) Master 4/69-9/69 (Tr. 7980, 7982- 7983, 7984)	Had HGs and Organizers in Chicago (Tr. 7983).	Retailed all over Chicago (Tr. 7986).
Donald R. Finn 861 Magnolia Circle, Lombard, Illinois (Tr. 8582) Master 6/69-at least until 9/72 (Tr. 8583)	Has HGs in Chicago (Tr. 8586). Has HG's and Organizers selling in Lombard, Villa Park, Wheaton, North Lake and Elmhurst (Tr. 8595). Also has HGs in Maywood, Melrose Park 'and Forest Park (Tr. 8595-8596). Operates his business out of his home (Tr. 8597).	Retailed in Lombard, Villa Park, Wheaton, North Lake and Elmhurst (Tr. 8594).
Kenneth Butkus 4411 North Newcastle, Harwood Heights, Illinois (Tr. 8661) Master 4/70-6/71 (Tr. 8669)		
Patsy Shumaker 3642 Russell Ave. Waukegan, Illinois (Tr. 4207) Master 7/68-1/71 (Tr. 4208, 4295)	Conducted her business in Waukegan area (Tr. 4209) and in Zion (Tr. 4291). Recruited 6-7 Organizers (Tr. 4292). Had HGs in Waukegan and Zion (Tr. 4291). Recruited HGs within a radius of 5-10 miles of Waukegan (Tr. 4292). Had an indirect HG in north Chicago (CX 1949Z-5).	Retailed in Waukegan, Lake Bluff, Mt. Prospect, Des Plaines, Alsip, Markham, Libertyville, Park City, Illinois (CX 2101A). Had a store selling HM products in Waukegan (Tr. 4238-39). Had the store since 11/70 (Tr. 4294). Sold from a Fair in Gray's Lake, Illinois (Tr. 4264).

CHICAGO METROPOLITAN AREA

Masters	Wholesale (Sales to Holiday Girls, Organizers and Retail Stores)	Retail
Norma Wegner 128 E. Hickory St. Lombard, Illinois (Tr. 4073) Master 2/14/69-12/69 (CX 1919N; CX 2085)	Had an Organizer selling in Lombard, Villa Park and Elmhurst. Another Organizer sold in south side Chicago (Tr. 4096). Had two HGs selling in Hebron, Illinois, and ten HGs selling in Metropolitan Chicago (Tr. 4096).	Retailed in Hebron, Ringwood, Alden, Harvard, Woodstock, Richmond, McHenry, Greenwood, Mt. Prospect, and Des Plaines (CX 2087A-B).
Rose Catanese 10121 Hartford Court, Schiller Park, (Tr. 4141) Master 2/69-5/69 (Tr. 4142)	Recruited 1 HG and 5 Organizers (Tr. 4143). Her Organizers sold in Chicago and its suburbs (Tr. 4164-4165).	Retailed in Chicago, Brookfield, Des Plaines, Schiller Park, Newland, Bellwood, Westchester, and Elmhurst (CX 2104).
Generals		
Howard Aldridge 322 Ridge Ave. Elmhurst, Illinois (Tr. 4308) General 2/6/70 to the present (CX 2110; CX 4311)	Had HGs and Organizers selling in Elmhurst, Hanover Park, Streamwood and in Chicago (CX 1932). Advertised for HGs in Elmhurst Press.	
Rose Catanese 10121 Hartford Court, Schiller Park, Illinois (Tr. 4141) General 5/69-12/70 (Tr. 4142, 4166)	Had Organizers selling in Chicago area and in the Chicago suburbs (Tr. 4164-4165).	Retailed in Broadview, Elmhurst, Westchester, Elmwood Park, Chicago, Des Plaines, Milford, Oak Park, Melrose Park, Clarendon Hills, Franklin Park, Willow Springs, North Lake, Stone Park, Willowbridge, Barrington, Evanston, Harwood Heights, Dixon, Forest Park, Hillside, and River Forest (CX 2104A-D)

CHICAGO METROPOLITAN AREA

Generals	Wholesale (Sales to Holiday Girls, Organizers and Retail Stores)	Retail
Eleanor Justen North River Rd. McHenry, Illinois (Tr. 4492) General 2/68-to the present (Tr. 4495)	Had HGs in Chicago, Mt. Prospect, and Crystal Lake (Tr. 4496). Had Masters and indirect HGs in McHenry County and in Chicago and its suburbs (Tr. 4495).	Retailled in Streamwood, McHenry and Chicago through seminars (Tr. 4520).
James Bong 19 W. 175 17th Pl. Lombard, Illinois (Tr. 4635) General 4/69-10/70 (Tr. 4636; CX 1993S)	Operated his business from his home in Lombard (Tr. 4638). Had HGs and Organizers in North Riverside, Villa Park, North Lake, Waukegan, Hillside and in Chicago (Tr. 4638). Sold to retail stores in Villa Park and North Lake (Tr. 4643). Looked for HGs within a 50 mile radius of Chicago (Tr. 4658). Recruited 7 Masters and had one general (Tr. 4646-4648). Recruited 10-12 HGs and Organizers (Tr. 4645).	Operated his business from his home in Lombard (Tr. 4638). Retailled in North Lake and in Addison (Tr. 4639).
Shameron Mally 1727 Pheasant Trail Mt. Prospect, Illinois (Tr. 5235) General 7/4/67-7/70 (Tr. 5236; CX 2012M)	Recruited HGs and Organizers within a 50 mile radius of Chicago (Tr. 5238). Had about 50 HGs and Organizers in 1970 (CX 2011I). Had an HG selling in Lake Bluff, Lake Forest, Prairie View, Highland Park, Gray's Lake, Northbrook, Glenview, Deerfield, Algonquin, Long Grove, Chicago, Mundelein, Arlenylin, Wildwood, Lake Villa and Arlington Heights in 1-3/70 (CX 2091B-D). Sold to three retail outlets within 50 miles north of Chicago, of which one was in Highland (Tr. 5255-5256).	Retailled all over the Chicago area (Tr. 5254)
Albert Dobrenik 275 Englewood Rd. Hoffman Estates General 9/69-at least until 12/70 (Tr. 4535; CX 1982K)	Recruited HGs and Organizers in north and northwest suburbs of Chicago and in Chicago (Tr. 5436). His HGs sold in Des Plaines, Mt. Prospect, Chicago, Park Ridge, St. Charles, Rolling Meadows, Arlington Heights between 6-8/70. Sold to an Organizer in Mundelein (Tr. 4554). Had an HG and an Organizer in Hoffman Estates (Tr. 4582). Witness also operated in Schaumburg (Tr. 4616).	Wife retailled in Mt. Prospect, Hoffman Estates, Glenn Lake, Highlands and Chicago from 7/69 to 11/70 (CX 2095A). His wife also retailled in Barrington Hills, Hilldale, Winter Knolls and in Streamwood from 9/70-11/70 (CX 2095B).

CHICAGO METROPOLITAN AREA

Generals	Wholesale (Sales to Holiday Girls, Organizers and Retail Stores)	Retail
Margaret Hines 7235 S. Rhodes Chicago (Tr. 5111) General late 1969-at least until 1/72 (Tr. 5112, 5111)	Brought in 34 HGs and Organizers, of which half are directs (Tr. 5115). Recruited HGs and Organizers in south side of Chicago (Tr. 5116). Had one Organizer in west side of Chicago. Recruited Organizers and HGs within a 6 mile radius of where witness lives (Tr. 5116-5117).	Retailed in her neighborhood in Chicago (Tr. 5114, 5140).
Rose Amado 8974 Western, Des Plaines (Tr. 7738) General 9/67-at least until 9/72 (Tr. 7774, 7770)	Had 25 Masters, of which 18 became Generals (Tr. 7741). 15 of these Generals are inside the Chicago area (Tr. 7742). Had 20-25 HGs in April-May 1969 (Tr. 7777). Had HGs working in Skokie, Niles, Glenview, Des Plaines, Morton Grove, Chicago, Arlington Heights, and Park Forest (Tr. 7779).	
Pauline Fajmon Nuttall Rd. Riverside, Illinois (Tr. 7804) General 7/1/69-at least until 9/72 (Tr. 7808-7809, 7823)	Has HGs operating in Chicago and on the north and south side of Chicago (Tr. 7837-7838). Has HGs in Riverside, Berkeley, Lyons, Hillside and Oak Park (Tr. 7838). Has 15 Masters operating in Chicago and the surrounding suburbs (Tr. 7839-7840).	Has customers in Riverside and Mortor Grove (Tr. 7837, 7838). Retails in the same areas as her HGs (Tr. 7838-7839), which are Riverside, Berkeley, Lyons, Hillside and Oak Park.
Bernadette Cylkowski 12412 S. Carpenter Calumet Park, Illinois (Tr. 7947) General 9/70-at least until 9/72 (Tr. 7959)	Had HGs and Organizers operating in Clarendon Hills and had others scattered inside Chicago (Tr. 7952). Had HGs operating in Calumet Park (Tr. 7974).	Retailed in Flossmoor, Chicago, Clarendon Hills, Calumet Park, Crestwood, Homewood and Hazel Crest (Tr. 7973).

CHICAGO METROPOLITAN AREA

Generals	Wholesale (Sales to Holiday Girls, Organizers and Retail Stores)	Retail
Evelyn Bosan 7944 S. Michigan Ave. Chicago, Illinois (Tr. 7977) General 9/69-at least until 9/72 (Tr. 7984-7985)	Had HGs and Organizers living in Chicago (Tr. 7985-7986).	Retailed all over the City of Chicago (Tr. 7986).
Paul Hess Elk Grove Village, Illinois (Tr. 7990-7991) General 7/69-4/71 (Tr. 7997, 7999)	Has HGs and Organizers in the Greater Chicago area which includes the suburbs (Tr. 8011).	He and his wife retail in Chicago and the suburbs (Tr. 7993, 7994, 8011).
John Burnley 6838 S. Clyde South Chicago (Tr. 8109) General 5/69 (approx.)-at least until 9/72 (Tr. 8110, 8120)	Operated in Chicago (Tr. 8118). Had HGs and Organizers picking up product at CRS in Chicago (Tr. 8118-8119).	
Clarese Berliner 5733 N. Sheridan Rd. Chicago, Illinois (Tr. 8601) General 7/68-at least until 9/72 (Tr. 8606, 8649)	Almost 100% of her business is in Chicago and within a radius of perhaps six square miles (Tr. 8650). Had HGs in Mundelein (Tr. 8614). Between 20-30 Masters came into her organization in 1969. Has HGs and Organizers throughout the Chicago metropolitan area. Most of her people are operating in the north or northwest sections of Chicago (Tr. 8651-8652). Has HGs and Organizers in Glencoe and two in Highland Park (Tr. 8653). Has beauty shops in her organization (Tr. 8650).	Had about 200-300 retail customers in 8 or 9/68 (Tr. 8610-8611). Almost 100% of her business is in Chicago and within a radius of perhaps 6 square miles (Tr. 8659).

450. Holiday Magic, Inc., sells the same products contemporaneously to Master and General distributors who are engaged in their business activities in the same market areas. (For contemporaneous sales - see charts immediately following Finding number 451).

Miami - (same products)

Masters - CX 2066 (Porst), CX 2067 (Muff), CX 2069A-B (Eversole), CX 2065A (Sutliff), CX 2063B (Izzard), Tr. 299 (Yanaros)
 Generals - CX 2064B (Braddock), CX 2069A-B (Eversole), Tr. 3363 (Dudley), Tr. 2305 (Fechtel), Tr. 2580 (Frank)

Chicago - (same products)

Masters - CX 2105 (Faktor), CX 2085 (Wegner), CX 2092 (Vanadia), CX 2098 (Shumaker), CX 2110 (Aldridge), CX 2072B (Justen), CX 2107 (Bong), CX 2102 (Catanese), CX 2094 (Dobrenik)
 Generals - CX 2072B (Justen), CX 2110 (Aldridge), CX 2088, CX 2089B, CX 2090B (Mally), CX 2102 (Catanese), CX 2107 (Bong), CX 2094 (Dobrenik)

Milwaukee - (same products)

Masters - CX 2075B (Cederbaum), CX 2071B (Prah), CX 2077 (Boehlein)
 Generals - CX 2078B (Boehlein), CX 2114-2115 (Schmidt), CX 2119C-D (Andert)

451. Organizer-Joan Maiorano purchased at a 30 percent discount products that were the same as those purchased from Holiday Magic by Masters and Generals in Milwaukee (CX 2081A-C). She purchased these products indirectly from Holiday Magic through her sponsoring General's account at C.D.C. in Milwaukee. (See Sections VIIA and XXVI under Price Discrimination for indirect purchaser), CX 2081A, Tr. 5175, 5022. This witness retailed Holiday Magic products in the Milwaukee area in St. Francis and south side of Milwaukee (Tr. 5180, 5181). She also wholesaled Holiday Magic products through her Holiday Girls and Organizers in south side of Milwaukee, Cudahy and in St. Francis (Tr. 5180). She was active in both the wholesale and retail sale of Holiday Magic products in the period 4/70 to 10/70 (CX 2081A). Her expenses in selling Holiday Magic products were similar to those of Masters and Generals selling Holiday Magic products in the Milwaukee areas (Tr. 5182).

MIAMI-DADE COUNTY AREA

Charts for selected Masters and Generals indicating a minimum of their dollar amount of purchases from Holiday Magic, Inc. while they were active as Masters and Generals in the Miami-Dade County area during the period 6/66 to 1/68.

The following Masters purchased at a minimum the dollar amounts of Holiday Magic products indicated below at Holiday Magic retail value from Holiday Magic at 55 percent discount:

Masters	Amount	Date Purchased
Juanita Eversole	\$5,001.03	2/18/67 (CX 2089A)
William Izzard	\$8,132.16	7/1/66-1/12/67 (CX 2063A)
Helen Sutliff	\$6,100.	9/66-9/28/67 (Tr. 3460, 3458, 3441)
Charles Porst	\$2,326.96	11/14/66-4/12/67 (CX 1873B, CX 1874)
Chamour, Inc.	\$3,496.53* \$1,003.47** \$5,000.00	6/29/66 (CX 1845)
Myrna Sedler	\$5,000.00***	12/66 (Tr. 2801)
Mrs. Stanley Pierce	\$5,000.00***	10/66 (Tr. 2258)
Thomas Q. Sharpe	\$5,000.00***	5/66 (Tr. 3204, 3213, 3220)
Marie Yanaros	\$5,000.00***	5/66 (Tr. 2999)

*Witness' buy-in portion (Tr. 2439).

**Witness' work-in portion. For information on work-in/buy-in master, see Part VIII-sub. C.

***An individual may become either a "work-in" master or a "work-in/buy-in" master by purchasing \$5,000 of Holiday Magic products at Holiday Magic retail value in any one given month at a 55 percent discount. He may also become a "buy-in" master by purchasing \$5,000 of Holiday Magic products at a 55 percent discount. (See CX 79H, CX 79A-Z98; Tr. 2542, 2999, 9574, 9591-9592; see also Part VII, subsection C).

MIAMI-DADE COUNTY AREA

The following Generals purchased at a minimum the dollar amounts of Holiday Magic products indicated below at Holiday Magic retail value from Holiday Magic at a 65 percent discount during the period 6/66-1/68.

Generals	Amount	Date Purchased
Ruth Braddock	\$642.82 (CX 2064A)	2/27/67-12/30/67 (CX 2064A)
Juanita Eversole	\$2,408.72 (CX 2069A)	9/67-10/23/69 (CX 2069A)
William Muff	\$95.00 (Tr. 2474, 2479)	8/3/66-5/67 (Tr. 2474, 2488)
Everett Dudley	undetermined amount of product (Tr. 3362)	8/66-end of 67 (Tr. 3340, 3361)
Joseph Rothman	undetermined amount of product (Tr. 2914)	9/66-3/67 (Tr. 2887, 2892)
Fred Frank	substantial but undetermined amount of product (Tr. 2580; CX 1858A-Z18)	7/66-at least until November 1971 (Tr. 2540, 2546, 2591)
Vincent Fechtel	undetermined amount of product (Tr. 2307, 2314)	1/67-6/67 (Tr. 2305, 2309)

CHICAGO METROPOLITAN AREA

Charts for selected Masters and Generals indicating a minimum of their dollar amount of purchases from Holiday Magic, Inc. while they were active as Masters and Generals in the Chicago Metropolitan area during the period 6/68-12/70 are hereinafter set forth and explained.

The following Masters purchased at a minimum the amounts of Holiday Magic product indicated below at Holiday Magic retail value from Holiday Magic at 55 percent discount:

Masters	Amount	Date Purchased
Hal Faktor	\$5,407.62 (CX 2105)	7/1/68-1/10/69 (CX 2105)
Albert Dobrenik	\$5,223.69 (CX 2094)	6/25/69-11/28/69 (CX 2094)
Norma Wegner	\$5,143.59 (CX 2085)	2/14/69-6/24/69 (CX 2085)
James Vanadia	\$4,819.92 (CX 2092)	1/2/69-11/10/69 (CX 2092)
Howard Alridge	\$6,948.87 (CX 2110)	4/30/69-2/6/70 (CX 2110)
Patsy Shumaker	\$4,440.30 (CX 2098)	1/26/71-9/21/70 (CX 2098)
Margaret Hines	\$5,000.00* (Tr. 5112)	Mid 1968 (Tr. 5112)
Bernadette Cylkowski	\$5,000.00* (Tr. 7955)	1/69 (Tr. 7955)
Evelyn Bosan	\$5,000.00* (Tr. 7982-7983)	4/69 (Tr. 7982-7983)
Donald Finn	At least \$5,000.00* (Tr. 8583, 8589)	6/69-at least until October 1972 (Tr. 8583, 8589)
Kenneth Butkus	\$5,000.00* (Tr. 8669)	4/70 (Tr. 8669)
Rose Catanese	\$5,241.78 (CX 2102)	2/28/69-4/7/69 (CX 2102)

*An individual may become either a "work-in" master or a "work-in/buy-in" master by purchasing \$5,000 of Holiday Magic product at Holiday Magic retail value in any one given month at a 55 percent discount. He may also become a "buy-in" master by purchasing \$5,000 of Holiday Magic product at a 55 percent discount. (See CX 79H, CX 79A-Z98; Tr. 2542, 2999, 9574, 9591-9592; see also Part VII, subsection C).

CHICAGO METROPOLITAN AREA

The following Generals purchased at a minimum the amounts of Holiday Magic product indicated below at Holiday Magic retail value from Holiday Magic at a 65 percent discount during the period 6/68-12/70:

Generals	Amount	Date Purchased
Howard Aldridge	\$777.24 (CX 2110)	4/29/70-10/23/70 (CX 2110)
Rose Catanese	\$190.80 (CX 2102)	5/27/69 (CX 2102)
Eleanor Justen	\$9,351.16 (CX 2072A)	9/23/68-12/1/69 (CX 2072A)
James Bong	\$337.68 (CX 2107)	5/26/69 (CX 2107)
Shameron Mally	\$17,747.09 (CX 2088, CX 2089A, 2090A)	7/69-6/1/70 (CX 2089A, 2088)
Albert Dobrenik	\$483.76 (CX 2094)	12/11/69-11/3/70 (CX 2094)
Margaret Hines	undetermined amount (tr. 5140)	late 1969-at least until 2/72 (Tr. 5111-5112)
Rose Amado	undetermined amount (Tr. 7773)	9/67-at least until 9/72 (Tr. 7770, 7774)
Pauline Fajmon	undetermined amount (Tr. 7840-7841, 7842-7843)	5/69-at least until 9/72 (Tr. 7808-7809, 7823)
John Burnley	undetermined amount (Tr. 8116)	5/69-at least until 9/72 (Tr. 8109, 8120)

MILWAUKEE METROPOLITAN AREA

Charts for selected Masters and Generals indicating a minimum of their dollar amount of purchases from Holiday Magic, Inc. while they were active as Masters and Generals in the Milwaukee Metropolitan area during the period 3/70-1/18/71 are hereinafter set forth and explained.

The following Masters purchased at a minimum the amounts of Holiday Magic product indicated below at Holiday Magic retail value from Holiday Magic at a 55 percent discount:

Masters	Amount	Date Purchased
Carolyn Prah	\$4,650 (CX 2070)	10/23/70-1/5/71 (CX 2070; Tr. 5476, 5478)
Kenneth Belton	\$5,000* (Tr. 4954)	3/70 (Tr. 4954)
Sharon Fischer	At least \$5,000* (CX 2022; Tr. 4996)	7/70-2/71 (CX 2022; Tr. 4996)

Initial Decision

84 F.T.C.

Masters	Amount	Date Purchased
Ferdinand Feiss	At least \$5,000 (Tr. 8514)	11/70-8/71 (Tr. 8514)
Earl Saffold	\$5,000* (Tr. 8325-8326)	10/70 (Tr. 8325-8326)
Richard Andert	\$5,000* (Tr. 4682)	4/1/70 (Tr. 4682)
Christine Janssen	\$5,000* (Tr. 5096)	5/70 (Tr. 5096)

*An individual may become either a "work-in" master or a "work-in/buy-in" master by purchasing \$5,000 of Holiday Magic product at Holiday Magic retail value in any one given month at a 55 percent discount. He may also become a "buy-in" master by purchasing \$5,000 of Holiday Magic product at a 55 percent discount (see CX 79H, CX 79A-298; Tr. 2542, 2889, 9574, 9591-9592; see also Part VII, subsection C).

MILWAUKEE METROPOLITAN AREA

The following Generals purchased at a minimum the amounts of Holiday Magic product indicated below at Holiday Magic retail value from Holiday Magic at a 65 percent discount during the period 3/70-1/18/71:

Generals	Amount	Date Purchased
Nancy Boehlein	\$1,971.32 (CX 2078A, 2079A-B)	11/4/69-12/23/70 (CX 2078A, CX 2079A-B)
Dale A. Schmidt	\$9,363.48 (CX 2114, CX 2115)	1/8/69-6/2/70 (CX 2114, CX 2115)
Richard Andert	\$5,204.28 (CX 2119A-B)	9/12/70 (CX 2119A-B)

452. Master Distributors have the same or similar expenses as do General Distributors in connection with their Holiday Magic distributorships.

Miami—Expenses which both Masters and Generals have in common in the Miami-Dade County area are telephone, advertising, automobile, council dues, bank charges, travel expenses, freight, sales aids, taxes and licenses, and office supplies as shown by their profit and loss statements.

Masters - CX 1902A-B (Sutliff); CX 1847 (Muff); CX 1875A (Porst); CX 1890 (Sharpe).

Generals - CX 1847 (Muff); CX 1856C (Frank); CX 1892C (Dudley).

Chicago—Expenses which both Masters and Generals have in common in the Chicago Metropolitan area are office supplies, telephone, advertising, auto, refunds to Holiday Girls and Organizers, council dues, freight, bank charges, training, and sales aids as shown by their profit and loss statements.

Masters - CX 1973A (Vandervelde); CX 1926A (Catanese); CX 1988 (Dobrenik); CX 1921 (Wegner); CX 1951A-C (Shumaker); CX 1930B (Faktor); CX 1934A (Aldridge).

Generals - CX 1926B (Catanese); CX 1994B (Bong); CX 1989A (Dobrenik); CX 1934B (Aldridge).

Milwaukee - Expenses which both Masters and Generals have in common in the Milwaukee Metropolitan area are office supplies, telephone, advertising and promotion, refunds to Holiday Girls and Organizers, council dues, CRS or CDC dues, bank charges, travel expenses, freight, sales aids, auto, entertainment and training as shown by their profit and loss statements.

Masters - CX 2014 (Toepfer); CX 2022 (Fischer); CX 2062 (Prah).

Generals - CX 2028B (Belton); CX 2014 (Toepfer); CX 2005 (Lipscomb); CX 2007 (Cederbaum); CX 2002B (Andert).

453. The Holiday Magic wholesale and retail cosmetic business is one which is characterized by low profit margins for Masters and General Distributors.

See individual charts immediately following for Miami, Chicago and Milwaukee. On each chart, low or negative profit margins are shown for Masters and Generals from whom profit and loss statements were taken. On the bottom of each of the three charts is a table indicating when Distributor was active as a Master and as a General.

Holiday Magic—D. 8834
A Tabulation of Profit and Loss Statements Taken From Federal Tax Returns of Individuals
Trading in Holiday Magic Products in the Miami Area

Exhibit No.	Schedule C Form 1040 Federal Tax Return	Period Covered	Gross Receipts	Cost of Sales	% of Cost of Sales to		Gross Profit	% of Gross Profit to		Operating Expenses	% of Operating Expenses to		Net Profit or (Loss)	% of Net Profit or (Loss) to Gross Receipts
					Gross Receipts	Cost of Sales		Gross Receipts	Gross Receipts		Gross Receipts	Gross Receipts		
CX 1893-A	Everett Dudley, Inc.	1966	\$12,338.64	\$3,962.36	32.1%	\$8,376.28	67.9%	\$7,707.01	62.5%	\$ 669.27	5.4%	(1,854.29)	(287.8)	
CX 1894-A	Everett Dudley, Inc.	1967	644.20	1,565.53	143.0	(920.32)	(142.9)	943.97	146.5	(\$ 746.15)	(269.9%)	(\$ 1,684.96)	(27.5%)	
CX 1890	Thomas Q. & Virginia Sharpe	1966	\$ 276.43	\$ 464.98	168.2%	(188.55)	(68.2%)	\$ 557.60	201.71%	(\$ 655.20)	(284.9)	(\$ 1,684.96)	(27.5%)	
CX 1875-A	Charles Forst	1967	\$ 6,128.78	\$ 4,855.25	79.2%	\$ 1,273.53	20.8%	\$ 2,958.49	48.3%	(\$ 655.20)	(284.9)	(\$ 1,684.96)	(27.5%)	
CX 1876-A	Charles Forst	1968	629.36	358.00	56.9	271.36	43.1	926.56	147.2	(\$ 655.20)	(284.9)	(\$ 1,684.96)	(27.5%)	
CX 1877-A	Charles Forst	1969	169.60	652.80	384.9	(483.20)	(284.9)	1	-	(\$ 655.20)	(284.9)	(\$ 1,684.96)	(27.5%)	
CX 1856-A	Frederick R. Frank	1966	\$ 4,648.38	\$ 3,025.47	65.1%	\$ 1,622.91	34.9%	\$ 7,980.23	171.7%	(\$ 655.20)	(284.9)	(\$ 1,684.96)	(27.5%)	
CX 1857-A	Frederick R. Frank	1967	2,818.88	1,256.90	44.6	1,561.98	55.4	5,098.75	180.9	(\$ 655.20)	(284.9)	(\$ 1,684.96)	(27.5%)	
CX 1847	William H. Muff	1966	\$ 4,022.58	\$ 2,900.03	72.1%	\$ 1,122.55	27.9%	\$ 3,291.81	81.8%	(\$ 655.20)	(284.9)	(\$ 1,684.96)	(27.5%)	
CX 1847	William H. Muff	1967	470.97	271.68	57.7	199.29	42.3	74.50	15.8	(\$ 655.20)	(284.9)	(\$ 1,684.96)	(27.5%)	
CX 1902-A	Gerald & Helen Sutliff	5/1966	\$ 1,958.91	\$ 2,097.52	107.1%	(\$ 138.61)	(7.1%)	\$ 421.36	21.5%	(\$ 559.97)	(28.6%)	(\$ 1,684.96)	(27.5%)	
CX 1902-B	Gerald & Helen Sutliff	6/1967	746.39	755.78	101.3	(9.39)	(1.3)	456.56	61.2	(\$ 559.97)	(28.6%)	(\$ 1,684.96)	(27.5%)	

Dates of Various Holiday Magic Positions			
Name	Organizer	Master	General
Everett Dudley, Inc.	March 1966	July 1966	August 1966
Thomas Q. & Virginia Sharpe	-	May 1966	-
Charles Forst	-	October 1966	-
Frederick R. Frank	-	June 1966	July 1966
William H. Muff	May 1966	June 1966	August 1966
Gerald & Helen Sutliff	Sept. 1966	October 1966	-

1 Statement on tax return schedule C-1 states, "No longer active in business. Variance in inventory due to spoilage."
 2 Includes \$60.59 override commission.
 3 Includes \$4.63 other income.
 4 Includes \$46 other income.
 5 Business started August 1966. Figures are for 5 month period.
 6 Includes sales taxes collected.
 7 Includes \$2,500.00 general release fee.

Holiday Magic—D. 8834
A Tabulation of Profit and Loss Statements Taken From Federal Tax Returns of Individuals
Trading in Holiday Magic Products in the Chicago Area

Exhibit No.	Schedule C Form 1040 Federal Tax Return	Period Covered	Gross Receipts	Cost of Sales	% of Cost of Sales to		Gross Profit	% of Gross Profit to		Operating Expenses	% of Operating Expenses to		Net Profit or (Loss)	% of Net Profit or (Loss) to	
					Gross Receipts	Gross Receipts		Gross Receipts	Gross Receipts		Gross Receipts	Gross Receipts		Gross Receipts	Gross Receipts
CX 1926-A	Rose D. Catanese	1969	\$ 2,806.00	\$ 2,334.00	83.2%	\$ 472.00	16.8%	\$ 2,831.00	93.8%	\$ 2,860.00	93.8%	(\$ 2,159.00)	(76.9%)	(\$ 2,159.00)	(76.9%)
CX 1926-B	Rose D. Catanese	1970	548.00	373.00	68.1	175.00	31.9	2,860.00	521.9	2,860.00	521.9	(2,685.00)	(490.0)	(2,685.00)	(490.0)
CX 1930-A	Harold J. & Dorothea Faktor	1968	\$ 813.43	\$ 1,108.70	136.3%	(\$ 295.27)	(36.3%)	\$ 1,214.14	149.3%	\$ 1,214.14	149.3%	(\$ 1,509.41)	(185.5%)	(\$ 1,509.41)	(185.5%)
CX 1930-B	Harold J. & Dorothea Faktor	1969	62.00	1,628.00	262.6	(1,566.00)	(252.6)	184.00	296.8	184.00	296.8	(1,750.00)	(282.3)	(1,750.00)	(282.3)
CX 1934-A	Howard A. Aldrich	1969	\$ 985.34	\$ 879.35	89.2%	\$ 105.99	10.8%	\$ 2,017.08	204.7%	\$ 2,017.08	204.7%	3(\$ 1,707.84)	(173.3%)	3(\$ 1,707.84)	(173.3%)
CX 1934-B	Howard A. Aldrich	1970	1,227.38	848.70	68.1	378.68	30.9	1,743.02	142.0	1,743.02	142.0	4(\$ 1,640.31)	(52.2)	4(\$ 1,640.31)	(52.2)
CX 1951-A	George A. & Patsy M. Schumacher	1968	\$ 1,698.48	\$ 964.55	56.8%	\$ 733.93	43.2%	\$ 1,210.67	71.3%	\$ 1,210.67	71.3%	(\$ 476.76)	(28.1%)	(\$ 476.76)	(28.1%)
CX 1951-B	George A. & Patsy M. Schumacher	1969	233.80	160.04	68.5	73.76	31.5	96.07	41.1	96.07	41.1	(22.31)	(9.5)	(22.31)	(9.5)
CX 1951-C	George A. & Patsy M. Schumacher	1970	2,098.36	1,897.68	90.4	200.58	9.6	264.74	12.6	264.74	12.6	(64.16)	(3.1)	(64.16)	(3.1)
CX 1975-A	John R. Vanderveide	1968	\$ 962.34	\$ 1,792.68	186.3%	(\$ 830.34)	(86.3%)	\$ 1,394.81	144.9%	\$ 1,394.81	144.9%	(\$ 2,225.15)	(231.2%)	(\$ 2,225.15)	(231.2%)
CX 1973-A	John R. Vanderveide	1969	383.00	702.33	183.4	(319.33)	(83.4)	1,915.86	500.2	1,915.86	500.2	(1,596.53)	(416.8)	(1,596.53)	(416.8)
CX 1972-A	John R. Vanderveide	1970	1,247.53	1,570.21	125.9	(322.68)	(25.9)	2,176.06	174.4	2,176.06	174.4	(2,498.74)	(200.3)	(2,498.74)	(200.3)
CX 1988	Albert R. & Phyllis Dobrenick	1969	\$ 1,052.30	\$ 657.79	62.5%	\$ 394.51	37.5%	\$ 1,401.42	133.2%	\$ 1,401.42	133.2%	(\$ 1,006.91)	(95.7%)	(\$ 1,006.91)	(95.7%)
CX 1989-A	Albert R. & Phyllis Dobrenick	1970	1,004.96	653.22	65.0	351.74	35.0	2,104.24	209.4	2,104.24	209.4	(1,752.50)	(174.4)	(1,752.50)	(174.4)
CX 1994-A	James Bong	1969	\$ 4,654.38	\$ 4,349.77	93.5%	\$ 304.61	6.5%	\$ 3,777.63	81.2%	\$ 3,777.63	81.2%	(\$ 3,473.02)	(74.6%)	(\$ 3,473.02)	(74.6%)
CX 1994-B	James Bong	1970	614.63	355.87	(57.9)	970.50	157.9	1,645.16	267.7	1,645.16	267.7	(674.66)	(109.8)	(674.66)	(109.8)
CX 1921	Walter & Norma Wegner	1969	\$ 2,348.62	\$ 1,501.73	63.9%	\$ 847.09	36.1%	\$ 1,893.49	72.1%	\$ 1,893.49	72.1%	(\$ 846.40)	(36.0%)	(\$ 846.40)	(36.0%)

¹ Schedule C-1 shows \$2,500.00 included in this item and states investment in business to become larger distributor. Business discontinued as of 7-1-70.

² Includes sales taxes collected.

³ Includes other income and commissions of \$203.25.

⁴ Includes other income and commissions of \$724.03.

⁵ Inventory at close was larger than opening inventory plus additions. However, tax return shows this as deductions. We have corrected to show as an addition to Gross Profit and Net Profit.

Dates of Various Holiday Magic Positions

Name	Organizer	Master	General
Rose D. Catanese	Nov. 1968	Feb. 1969	May 1969
Harold J. & Dorothea Faktor		June 1968	
George A. & Patsy M. Schumacher	March 1968	July 1968	Aug. 1969
John R. Vanderveide	Oct. 1968	July 1968	
Albert R. & Phyllis Dobrenick	April 1969	Oct. 1968	Sept. 1969
James Bong	Dec. 1968	March 1969	April 1969
Walter & Norma Wegner	March 1969	March 1969	

Holiday Magic, Inc.—D. 8834
A Tabulation of Profit and Loss Statements Taken From Federal Tax Returns of Individuals
Trading in Holiday Magic Products in the Milwaukee Area

Exhibit No.	Schedule C Form 1040 Federal Tax Return	Period Covered	Gross Receipts	Cost of Sales	% of Cost of Sales to Gross Receipts	Gross Profit	% of Gross Profit to Gross Receipts	Operating Expenses	% of Operating Expenses to Gross Receipts	Net Profit or (Loss)	% of Net Profit or (Loss) to Gross Receipts
CX 2002-B	Richard S. & Elizabeth Andert	1970	\$ 2,591.13	\$1,048.54	40.5%	\$ 1,542.59	59.5%	\$7,283.95	281.1%	(\$5,741.36)	(221.6%)
CX 2005	Robert P. Lipscomb	1969	\$ 2,687.64	\$1,730.04	64.4%	\$ 957.60	35.6%	\$6,964.59	259.1%	(\$6,006.99)	(223.5%)
CX 2006-A	Robert P. Lipscomb	1970	1,043.32	647.51	62.1	395.81	37.9	6,237.96	597.9	(5,842.15)	(560.0)
CX 2007	Gary Cedarbaum	1970	\$ 5,635.48	\$ -	-	\$ 5,635.48	100.0%	\$5,962.58	105.8%	(\$ 327.10)	(5.8%)
CX 2014	Barry B. Toepfer	1969	\$5,855.00	\$1,129.00	19.3%	\$ 4,726.00	80.7%	\$3,230.00	55.2%	\$1,496.00	25.6%
CX 2022	Sharon Fischer	1970	\$ 2,427.00	\$ 537.00	22.1%	\$ 1,890.00	77.9%	\$1,990.00	82.0%	(\$ 100.00)	(4.1%)
CX 2027-B	William T. Benson III	1969	\$ 81.98	\$ 36.89	45.0%	\$ 45.09	55.0%	\$ 238.00	290.3%	(\$ 192.91)	(235.3%)
CX 2027-A	William T. Benson III	1970	9,892.10	2,413.63	24.4	7,478.47	75.6	9,879.00	99.9	(2,400.53)	(24.3)
CX 2028-B	Kenneth Belton Jr.	1971	\$15,381.41	\$3,249.41	21.1%	\$12,132.00	78.9%	\$6,765.91	44.0%	\$5,366.09	34.9%
CX 2057	Betty Gillard	1970	\$ 3,106.45	\$1,772.52	57.1%	\$ 1,333.93	42.9%	\$3,894.41	125.4%	(\$2,560.51)	(82.4%)
CX 2062	Carolyn Prah	1970	\$ 773.00	\$ 361.00	46.7%	\$ 412.00	53.3%	\$1,059.00	137.0%	(\$ 647.00)	(83.7%)

¹ Includes commissions of \$4,050.36.

² Includes commissions of \$500.00

Dates of Various Holiday Magic Positions

Name	Organizer	Master	General
Richard S. & Elizabeth Andert		April 1970	July 1970
Robert P. Lipscomb		Dec. 1968	May 1969
Gary Cedarbaum	April 1969	Oct. 1969	Nov. 1969
Barry B. Toepfer	Sept. 1969	Sept. 1969	May 1970
Sharon Fischer	July 1970	July 1970	
William T. Benson III	April 1969	Aug. 1969	Oct. 1970
Kenneth Belton, Jr.	March 1970	March 1970	April 1970
Betty Gillard	Feb. 1970	Nov. 1970	Nov. 1970
Carolyn Prah	July 1970	Oct. 1970	

454. Holiday Magic Master and General Distributors for the most part sell their products to their Holiday Girls and Organizers at 30 percent discount from list price. (See VIIA, B; Tr. 2452, 2753, 2804, 2919, 3311).

455. Since Master Distributors pay 45 percent of the list price for the products they buy from Holiday Magic, and sell at 70 percent of the same list price at wholesale to their Holiday Girls and Organizers, their gross income on the wholesale sale of Holiday Magic products, before expenses, is 25 percent of list price.

(70 percent received less 45 percent paid equals 25 percent gross income.)

456. Since General Distributors pay 35 percent of the list price for the products they buy from Holiday Magic, and sell at the same 70 percent discount to Organizers and Holiday Girls at wholesale, their gross income on the wholesale sale of Holiday Magic products, before expenses, is 35 percent of list price.

(70 percent received less 35 percent paid equals 35 percent gross income.)

457. Since General Distributors enjoy a 35 percent of list price gross income on the wholesale sale of cosmetics and Master Distributors have only a 25 percent gross income on their wholesale sales of cosmetics, Generals as a practical matter have a 40 percent greater gross income than do their Master Distributor counterparts, on equivalent volumes of merchandise sold at wholesale.

(35% - 25% = 10 difference; $\frac{10\%}{25\%} = 40\%$)

458. The 22.2 percent discount at which Holiday Magic sells to its General Distributors is not available to Master Distributors (Tr. 2529, 2308, 2579, 2745, 2911).

459. Master Distributors may qualify for the General's discount and General position only by meeting the conditions of paying a release fee of from \$2,500 to \$4,500 and by recruiting and sponsoring a potential competitor as a Replacement Master (see VII D).

460. No cost justification defense was interposed or offered by respondents with respect to the favored buying status of the General Distributor.

461. The 10 percent override payment by Holiday Magic, Inc. to those General Distributors who recruited or sponsored Master Distributors, or who were given Replacement Master Distributors, is a payment to the General Distributor of the extent to which the non-favored Master Distributor is disfavored by his own direct purchaser, and thereby compounds the price discrimination to Master Distributors. The 10

