1842(a)(3)) to acquire 51 percent or more of the voting shares of Nakoma Plaza Bank, Madison, Wisconsin, a proposed new bank. The factors that are considered in acting on the application are set forth in section 3(c) of the Act (12 U.S.C. 1842(c)).

The application may be inspected at the office of the Board of Governors or at the Federal Reserve Bank of Chicago. Any person wishing to comment on the application should submit his views in writing to the Reserve Bank, to be received not later than November 20, 1973.

Board of Governors of the Federal Reserve System, October 25, 1973.

[SEAL] CHESTER B. FELDBERG, *Secretary of the Board.*

[FR Doc.73-23236 Filed 10-31-73;8:45 am]

BARNETT BANK OF FLORIDA, INC.

Acquisition of Bank

Barnett Bank of Florida, Inc., Jacksonville, Florida, has applied for the Board's approval under section 3(a)(3) of the Bank Holding Company Act (12 U.S.C. 1842(a)(3)) to acquire 80 percent or more of the voting shares of (1) The Bank of Naples, Naples, Florida, and (2) The Collier County Bank, East Naples, Florida. The factors that are considered in acting on the application are set forth in section 3(c) of the Act (12 U.S.C. 1842(c)).

The application may be inspected at the office of the Board of Governors or at the Federal Reserve Bank of Atlanta. Any person wishing to comment on the application should submit his views in writing to the Reserve Bank, to be received not later than November 20, 1973.

Board of Governors of the Federal Reserve System, October 25, 1973.

[SEAL] CHESTER B. FELDBERG, *Secretary of the Board.*

[FR Doc.73-23235 Filed 10-31-73;8:45 am]

FIRST ABILENE BANKSHARES, INC.

Acquisition of Bank

First Abilene Bankshares, Inc., Abilene, Texas, has applied for the Board's approval under section 3(a)(3) of the Bank Holding Company Act (12 U.S.C. 1842(a)(3)) to acquire 90 percent or more of the voting shares of Hereford State Bank, Hereford, Texas. The factors that are considered in acting on the application are set forth in section 3(c) of the Act (12 U.S.C. 1842(c)).

The application may be inspected at the office of the Board of Governors or at the Federal Reserve Bank of Dallas. Any person wishing to comment on the application should submit his views in writing to the Secretary, Board of Governors of the Federal Reserve System, Washington, D.C. 20551, to be received not later than November 19, 1973.

Board of Governors of the Federal Reserve System, October 23, 1973.

[SEAL] CHESTER B. FELDBERG, *Secretary of the Board.*

[FR Doc.73-23234 Filed 10-31-73;8:45 am]

FIRST COOLIDGE CORP.

Proposed Acquisition of North Star Leasing

First Coolidge Corporation, Watertown, Massachusetts, has applied, pursuant to section 4(c)(8) of the Bank Holding Company Act (12 U.S.C. 1843(c)(8)) and § 225.4(b)(2) of the Board's Regulation Y, for permission to acquire all of the voting shares of North Star Leasing Corporation, Waltham, Massachusetts. Notice of the application was published on September 29, 1973, in the Boston Globe, a newspaper circulated in Boston, Massachusetts.

Applicant states that the proposed subsidiary would engage in the activities of leasing personal property and equipment. Applicant states that such activities have been specified by the Board in § 225.4(a)(6) of Regulation Y as permissible for bank holding companies, subject to Board approval of individual proposals in accordance with the procedures of § 225.4(b). A proposal to amend § 225.4(a)(6) of Regulation Y with respect to the leasing activities permissible for bank holding companies (38 FR 21436) is currently under consideration by the Board and, if adopted by the Board, might affect the activities that could be conducted by the proposed subsidiary.

Interested persons may express their views on the question whether consummation of the proposal can "reasonably be expected to produce benefits to the public, such as greater convenience, increased competition, or gains in efficiency, that outweigh possible adverse effects, such as undue concentration of resources, decreased or unfair competition, conflicts of interests, or unsound banking practices." Any request for a hearing on this question should be accompanied by a statement summarizing the evidence the person requesting the hearing proposes to submit or to elicit at the hearing and a statement of the reasons why this matter should not be resolved without a hearing.

The application may be inspected at the offices of the Board of Governors or at the Federal Reserve Bank of Boston.

Any views or requests for hearing should be submitted in writing and received by the Secretary, Board of Governors of the Federal Reserve System, Washington, D.C. 20551, not later than November 19, 1973.

Board of Governors of the Federal Reserve System, October 23, 1973.

[SEAL] CHESTER B. FELDBERG, *Secretary of the Board.*

[FR Doc.73-23237 Filed 10-31-73;8:45 am]

FEDERAL TRADE COMMISSION

[File No. 732-3057: Funeral Industry]

FUNERAL PRICES AND PRICING POLICIES IN THE DISTRICT OF COLUMBIA

Submission and Disclosure Requirements

Notice is hereby given that the Federal Trade Commission has approved, adopted and entered of record the following resolution:

RESOLUTION REQUIRING SUBMISSION OF SPECIAL REPORTS RELATING TO FUNERAL PRICES AND PRICING POLICIES IN THE DISTRICT OF COLUMBIA AND DISCLOSURE THEREOF BY THE COMMISSION IN CONNECTION WITH A PUBLIC INVESTIGATION

I. NEED FOR PRICE INFORMATION

The funeral transaction differs considerably from most business arrangements. It involves a substantial consumer expenditure by large numbers of funeral buyers each year. Funeral arrangements must often be made under extreme time pressures, by persons with little or no knowledge of the area in which they are dealing, and whose bereaved condition may render them unable to exercise their normal care and business judgment. The disorientation and dependency occasioned by grief, the lack of standards for gauging the value of the seller's offerings, the need for an immediate decision, general ignorance of legal requirements and restrictions, the difficulty of retrieving the body once it has been committed to a mortician, and the known availability of governmental benefits and other monies to finance the transaction, may all combine to place the funeral buyer in a disadvantageous position vis-a-vis the seller.

Funeral buyers who must make their purchase decisions under such difficult conditions may often do so without basic information essential for a rational choice of funeral director and particular funeral services. Many consumers may speak to only one funeral director, and thus comparison of the offerings and prices of different funeral directors may be the exception, not the rule. Consumers may thus not know what options are available, or whether any of the components of the package of services and goods offered by the funeral director can be declined and at what price reduction. Consumers may have only a vague idea of what is covered by the price quoted by the funeral director. And there have been a number of allegations that some funeral directors do not have established prices, but set their prices for each customer according to the amount of insurance, union benefits, or other monies available.

If consumers do not have knowledge about prices and choices, and do not shop comparatively for funerals, and if price information is not readily available in advertising or otherwise, the prerequisites for price competition will be lacking.

In a setting in which price advertising may be inadequate and in which consumers may lack basic information about prices and alternatives, there is a potential for unfair and deceptive pricing and sales practices. Accordingly, the Commission has determined to obtain information about pricing practices and policies, and to insure that consumers receive price information, the Commission will make such information public under such terms and conditions as it may from time to time determine.

The Commission needs the information to better understand competitive conditions, to obtain hard data on funeral costs, and generally to assist it to detect and prevent any violations of section 5 of the Federal Trade Commission Act (15 U.S.C. 45) which may have occurred or be occurring. By injecting such information into the public sector the Commission can supply a stimulus to price competition which can then operate to hold down costs and eliminate such inefficiencies as may exist.

In view of the importance of the possible competitive and information deficiencies in the funeral industry to consumers and to the Commission, the Commission's statutory responsibilities under section 5 of the Federal Trade Commission Act with respect to unfair and deceptive acts or practices and unfair methods of competition, compel it to take action to obtain information on funeral pricing policies and to make the information available to consumers. And to insure that such information will be complete, accurate, and promptly supplied, the Commission will obtain it with the aid of the compulsory processes available to it.

Accordingly, the Commission resolves that funeral directors and others engaged or involved in the sale of various goods and services in connection with funeral or other arrangements for disposal of the dead in the District of Columbia shall be required to submit information on prices and related matters, specified in Orders to File Special Reports which shall be issued to such respondents as may be selected by the Commission.

The Commission will compel the production of said information in the exercise of the powers vested in it by sections 5, 6, 9, and 10 of the Federal Trade Commission Act (15 U.S.C. 45, 46, 49, and 50) and with the aid of any and all powers conferred upon it by law, and any and all compulsory processes available to it.

II. PUBLIC RELEASE OF THE INFORMATION SUBMITTED

The material obtained by the Commission pursuant to this resolution will be made available to the public under such terms and conditions as the Commission may from time to time determine. In addition, the Commission may release summaries, reports, charts, indices, or other publications which will inform the public about the material delivered or not delivered to it hereunder.

The Commission's decision to make this information available to the public rests on a number of policy considerations, including the following:

(1) Funeral purchasers need information about prices, options and polices for particular funeral homes and comparative data for different funeral homes, in order to choose rationally a funeral home and the particular funeral arrangements that will best serve their needs.

(2) Consumers may not be able to obtain the information they need to make intelligent funeral purchases.

(3) Disclosure of information about funeral prices and policies by the Commission may enable consumers to protect their own interests better when they deal with a funeral director.

(4) The knowledge that price and other information covered by special reports will be made public may encourage voluntary disclosure of essential information, if such voluntary disclosures are not presently being made. It may also lead to a self-examination of the fairness of offered prices and conditions, not only by the respondents actually subjected to 6(b) orders, but by others in the industry as well.

(5) Public disclosure of pricing information may supply a stimulus to price advertising and price competition.

(6) The Commission's limited resources restrict its ability to uncover practices such as tie-in sales, concealing less expensive alternatives, or other potential violations of section 5 of the Federal Trade Commission Act. Public awareness of the data reported to the Commission can lead the public to alert the Commission to discrepancies between reported and actual behavior and to possible violations of section 5 of the Federal Trade Commission Act.

By direction of the Commission dated October 4, 1973.

[SEAL] CHARLES A. TOBIN,
Secretary.

[FR Doc.73-23293 Filed 10-31-73;8:45 am]

NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

[Notice 73-82]

NASA SPACE PROGRAM ADVISORY COUNCIL

Date and Place of Meeting

The Physical Sciences Committee of the NASA Space Program Advisory Council will meet at the headquarters of the National Aeronautics and Space Administration on November 13 and 14, 1973. The meeting will be held in room 5026 of Federal Office Building 6, located at 400 Maryland Avenue SW., Washington, D.C. 20546. The meeting is open to members of the public, from 2 p.m. to 5 p.m. on November 13, 1973, and from 8:30 a.m. to 3 p.m. on November 14, 1973, on a first-come, first-served basis to within the 60-seat capacity of the room. Visitors will be requested to sign a visitor's register.

The Physical Sciences Committee serves only in an advisory capacity to NASA. The committee is concerned with all aspects of the physical sciences which are relevant to the space program, including lunar and planetary exploration, astronomy, and space physics. The committee has 14 members including the Chairman, Dr. Michael B. McElroy. For further information regarding the meeting, please contact Dr. Donald Senich: Area Code 202-755-6280. The agenda for the meeting is as follows:

NOVEMBER 13, 1973

Time	*Topic*
9:30 a.m....	The preliminary Fiscal Year 1975 OSS budget has been submitted to the Office of Management and Budget for review. The Committee is requested to review the proposed new activities for FY 75 and recommended priorities for them. In addition, OSS has prepared a program of new starts for FY 76, 77, and 78 which keeps the OSS funding requirements at a reasonable level. The Committee is requested to review this program and the issues which it raises; and to recommend to the Associate Administrator options for the best Physical Sciences Program which can be undertaken at that level and funding levels above and below. The material to be discussed in this closed session includes the budgetary planning and levels proposed in the NASA submission for the Office of Space Science in the preparation of the President's Budget for FY 1975. Under instructions from the Office of Management and Budget, this material may not be disclosed publicly until the President's FY 1975 budget is submitted to Congress.
12:30 p.m....	Lunch.
2:00 p.m....	The Committee members have requested a review and discussion of the flight status of the MVM 73 mission.
2:30 p.m....	The new NASA experiment selection process was discussed at a previous PSC meeting. The Committee is requested to comment on the suggested selection process subsequent to their review and deliberation.
3:30 p.m....	The Physics and Astronomy Office has suggested various concepts for a viable program in magnetospherics, e.g., Electrodynamics Explorer. The Committee has requested a review and discussion of the strategy for future magnetospheric missions.
5:00 p.m....	Adjourn.

NOVEMBER 14, 1973

8:30 a.m....	Data from the ATM experiments on Skylab missions II and III are being processed. The Committee has requested a review and discussion of significant results from the experiments completed and a forecast of operations on Skylab IV.