

IN THE MATTER OF
PLOUGH, INC., ET AL.

ORDER, ETC., IN REGARD TO THE ALLEGED VIOLATION OF THE FEDERAL
TRADE COMMISSION ACT

Docket 8563. Complaint, Mar. 19, 1963—Decision, Apr. 30, 1964

Order dismissing, in view of the Feb. 20, 1964, dismissal of a similar complaint in *Sterling Drug, Inc.*, Docket 8554, 64 F.T.C. 898, complaint charging the distributor of "St. Joseph Aspirin" and its advertising agency with representing falsely that "America's leading medical journal" reported that St. Joseph Aspirin was the best buy in pain relief.

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 Plough, Inc., a corporation, and Lake-Spiro-Shurman, Inc., a 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 Plough, Inc., is a corporation organized, existing and doing business under and by virtue of the laws of the State of Delaware, with its principal office and place of business located at 3022 Jackson Avenue in the city of Memphis, State of Tennessee.

Respondent Lake-Spiro-Shurman, Inc., is a corporation organized, existing and doing business under and by virtue of the laws of the State of Tennessee, with its principal office and place of business located at Radio Center Building, Main and Union Streets, in the City of Memphis, State of Tennessee.

PAR. 2. Respondent Plough, Inc., is now, and for some time last past has been, engaged in the sale and distribution of a preparation which

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Complaint

It is further ordered, That the hearing examiner's initial decision as modified herein be, and it hereby is, adopted as the decision of the Commission.

It is further ordered, That respondents 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 set forth herein.
