

IN THE MATTER OF
COMMUNITY BLOOD BANK OF THE KANSAS CITY AREA,
INC., ET AL.

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

*Docket 8519. Complaint, July 5, 1962—Decision, Sept. 28, 1966**

Order requiring a community blood bank, an area hospital association, its
hospital members, and hospital pathologists, all in the Kansas City area,

*The Court of Appeals, Eighth Circuit, 405 F. 2d 1011 (1969) (8 S.&D. 865), held that
evidence established respondents, a hospital association and a blood bank association, were
nonprofit corporations and exempt from provisions of the Federal Trade Commission Act.

Syllabus

70 F.T.C.

6. That they print or bind all or a portion of the copies listed in the contract of the first edition of an author's book: *Provided, however,* That it shall be a defense in any enforcement proceeding instituted hereunder for respondents to establish that said books are printed or bound as represented.

7. That books published by respondents are reviewed by critics or columnists, or in newspapers, magazines, radio, TV or other reviewing media: *Provided, however,* That it shall be a defense in any enforcement proceeding instituted hereunder to establish that the said books have been reviewed as represented.

8. That respondents offer and enter into contracts or agreements with authors of manuscripts, whether or not determined by them to have unusual possibilities of success or for any other reason, whereby respondents agree to assume all or a portion of the publication, promotion or distribution costs or to compensate the author on the basis of the number of books sold: *Provided, however,* That it shall be a defense in any enforcement proceeding instituted hereunder for respondents to establish that they make such offers and enter into contracts or agreements as represented and that a bona fide effort is made to make such offers and enter into such contracts with each of the authors responding to such advertising representations.

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.