
IN THE MATTER OF
DABROL PRODUCTS CORPORATION ET AL.

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

Docket 5656. Complaint, Oct. 25, 1949—Decision, Oct. 17, 1966

Order modifying a cease and desist order dated December 29, 1950, 47 F.T.C. 791, requiring a processor of lubricating oil to cease advertising and selling its product without disclosing that it is re-refined or reprocessed, by ordering such disclosure be made on the front panel or panels of the container.

ORDER REOPENING PROCEEDING AND MODIFYING ORDER TO CEASE
AND DESIST

The Commission on December 29, 1950 [47 F.T.C. 791], having issued its order to cease and desist against respondents herein providing at paragraphs 4 and 5 as follows:

Order

70 F.T.C.

4. Advertising, selling or offering for sale any lubricating oil, previously used for lubricating purposes, without disclosing such prior use to the purchaser or potential purchaser, either directly or by appropriate statement to that effect on the container.

5. Packaging previously used lubricating oil for others for resale to the purchasing public in containers which do not clearly and conspicuously disclose such prior use.

And the Commission having on August 11, 1966, served upon respondents its order to show cause why this proceeding should not be reopened and paragraphs 4 and 5 be amended and paragraph 6 added as set forth in the Commission's order to show cause, and

Respondents having failed to file an answer to the Commission's order to show cause within the period provided in the Commission's rules, and

The Commission being of the opinion that the public interest will be best served by reopening the proceeding herein and modifying its order of December 29, 1950,

It is ordered, That this proceeding be, and it hereby is, reopened and the Commission's order of December 29, 1950 [47 F.T.C. 791], be, and it hereby is, modified by substituting the following paragraphs 4 and 5 for the correspondingly numbered paragraphs in its order to cease and desist of December 29, 1950, and adding the following paragraph numbered 6 to that order to cease and desist:

4. Advertising, offering for sale or selling, any lubricating oil which is composed in whole or in part of oil which has been reclaimed or in any manner processed from previously used oil, without disclosing such prior use to the purchaser or potential purchaser in the advertising and sales promotion material, and by a clear and conspicuous statement to that effect on the front panel or front panels on the container.

5. Packaging previously used lubricating oil for others for resale to the purchasing public in containers which do not clearly and conspicuously disclose such prior use on the front panel or front panels on the container.

6. Representing in any manner that lubricating oil composed in whole or in part of oil that has been manufactured, reprocessed or re-refined from oil that has been previously used for lubricating purposes, has been manufactured from oil that has not been previously used.

Commissioner Elman not concurring.

Complaint

IN THE MATTER OF

SUPREME FOOD PRODUCTS COMPANY, INC., ET AL.

CONSENT ORDER, ETC., IN REGARD TO THE ALLEGED VIOLATION OF
THE FEDERAL TRADE COMMISSION ACT*Docket 8699. Complaint, July 19, 1966—Decision, Oct. 19, 1966*

Consent order requiring a Philadelphia, Pa., food freezer corporation, to cease using false pricing, savings and quality claims and other deceptive practices in selling its food, freezers and freezer food plans.

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 Supreme Food Products Company, Inc., a corporation, and Benjamin Jay Berman, 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 Supreme Food Products Company, Inc., is a corporation, organized, existing and doing business under and by virtue of the laws of the State of Pennsylvania, with its principal office and place of business located at 4246-4250 Market Street in the city of Philadelphia, State of Pennsylvania. It also has done business under the names of Supreme Frozen Food Company, Foremost Products Co., and Foremost Food Service.

Respondent Benjamin Jay Berman is an individual and officer of Supreme Food Products Company, Inc. He formulates, directs and controls the acts and practices of said 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 freezers, food and freezer food plans to members of the purchasing public.

PAR. 3. In the course and conduct of their business respondents now cause, and for some time last past have caused, the aforesaid