

IN THE MATTER OF
UNIVERSE CHEMICALS, INC., ET AL.

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

Docket 8752. Complaint, Dec. 5, 1967—Decision, Sept. 23, 1971*

Order adopting the initial decision of the hearing examiner which found respondent Jordan L. Lichtenstein, an officer of Universe Chemicals, Inc., a Chicago paint company, to be subject to the order to cease using misrepresentations to sell its products and recruit dealers.

FINAL ORDER

This matter having been heard by the Commission upon respondent Jordan L. Lichtenstein's appeal from the Initial Decision,¹ and upon briefs and oral argument in support thereof and in opposition thereto; and

The Commission having concluded on this record and the facts and circumstances set forth therein, and for the reasons expressed in the accompanying opinion, that the initial decision and order issued by the examiner should be adopted as the decision and order of the Commission;

It is ordered, That the Initial Decision and the order contained therein be, and they hereby are, adopted as the decision and order of the Commission.

*Reported in 77 F.T.C. 598 as amended by Hearing Examiner's order of July 10, 1968.

¹See 77 F.T.C. 598.

complied with this order, submit to the Commission a detailed written report of its actions, plans and progress in complying with the provisions of Part IV of this order.

VIII

It is further ordered, That all charges respecting respondent L. G. Balfour be, and they hereby are, dismissed.

It is further ordered, That the Commission's decision is hereby modified by striking therefrom the Commission's findings that respondents misrepresented the extent of fraternities' trademark protection and the Commission's findings relating to the manner or motive of Balfour's acquisition of Burr, Patterson and Auld Company and Edwards Haldeman.
