
IN THE MATTER OF
CROWN CENTRAL PETROLEUM CORPORATION
ORDER, OPINION, ETC., IN REGARD TO ALLEGED VIOLATION OF THE
FEDERAL TRADE COMMISSION ACT

*Docket 8851. Complaint, July 14, 1971 - Decision, Nov. 26, 1974**

Order requiring a Baltimore, Md., seller and distributor of gasoline and other petroleum products, among other things to cease misrepresenting that its gasoline additive will produce pollution-free exhaust.

*Petition for review filed Nov. 26, 1974, D. C. Cir.

2. Using any pictorial or other visual means of communication with or without an accompanying verbal text which directly or by implication creates a misleading impression in the minds of viewers as to the true state of material facts which are the subject of said pictures or other visual means of communication unless the respondent can establish it neither knew nor had reason to know nor upon reasonable inquiry could have known the true facts.

3. Misrepresenting in any manner or by any means any characteristic, property, quality, or the result of the use of any gasoline or gasoline additive product unless the respondent can establish it neither knew nor had reason to know nor upon reasonable inquiry could have known that such representations are false.

It is further ordered, That Subparagraphs 1, 3, 4, 5, 7, 8, 9, 10(b), 10(c) and 11 of Paragraphs Five and Six of the complaint be, and they hereby are, dismissed.

It is further ordered, That the respondent corporations shall forthwith distribute a copy of this order to each of their operating divisions.

It is further ordered, That respondents herein shall notify the Commission at least thirty (30) days prior to any proposed change in any of the corporate respondents such as dissolution, assignment, or sale resulting in the emergence of a successor corporation, the creation or dissolution of subsidiaries or any other change in the corporation which may affect compliance obligations arising out of the order.

It is further ordered, That respondents shall, within sixty (60) days after service of the order upon them, file with the Commission a written report, signed by the respondents, setting forth in detail the manner and form of their compliance with the order to cease and desist.

Commissioners Hanford and Nye did not participate since oral argument was heard prior to their assumption of Office.

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