

IN THE MATTER OF

CHILDREN'S ADVERTISING

TRR. 215-60. Interlocutory Order, Jan. 9, 1979

ORDER DENYING JOINT APPEAL

By letter of December 28, 1978, and motion of December 20, 1978, the Chocolate Manufacturers Association, Kellogg Company, Association of National Advertisers, and Toy Manufacturers Association have urged the Commission to review the Presiding Officer's Orders No. 39 and 41.

The Presiding Officer has declined to certify this matter to the Commission for review because it does not involve a "controlling question of law or policy as to which there is substantial ground for difference of opinion, nor has there been a showing that an immediate review of this ruling will materially advance the ultimate termination of this proceeding or that subsequent review will be an inadequate remedy." (Order No. 39, pp. 9-10)

The Commission's Rules of Practice provide that the Commission will not entertain applications for review of an uncertified Order of the Presiding Officer prior to its final review of the record, 16 C.F.R. 1.13(c)(i), except in the limited circumstances described in 16 C.F.R. 1.13(c)(2)(ii). This matter does not involve any of those circumstances.

It is ordered, That petitioners' "Joint Appeal" and letter seeking review of Presiding Officer's Orders No. 39, and 41 be denied.

Chairman Pertschuk and Commissioner Pitofsky did not participate.

Complaint

93 F.T.C.

IN THE MATTER OF
ART INSTRUCTION SCHOOLS, INC., ET AL.

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

Docket C-2949. Complaint, Jan. 10, 1979 — Decision, Jan. 10, 1979

This consent order, among other things, requires a Minneapolis, Minn. firm, engaged in the formulation and sale of home study courses, its subsidiary, Art Instruction Schools, Inc. (AIS), and its New York City advertising agency to cease misrepresenting the need or demand for AIS graduates; and the employment opportunities, potential earnings, and job placement assistance available to graduates. The order further prohibits misrepresentations relating to student selectivity; quality of art courses; additional costs; and penalties incurred by non-completing enrollees. The order also requires that prospective students be provided with prescribed information relating to the job success of former enrollees, and informed of their cancellation rights. Additionally, the companies must make proper restitution to former students; maintain particular records; and institute a surveillance program designed to insure compliance with the terms of the order.

Appearances

For the commission: *Alice S. Perlin.*

For the respondents: *Micheal F. Sullivan, Gray, Plant, Mooty & Anderson, Minneapolis, Minn.*

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 Bureau of Engraving, Inc., a corporation, Art Instruction Schools, Inc., a corporation, and Bozell & Jacobs, Inc., a corporation, hereinafter sometimes 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 Bureau of Engraving, Inc. is a corporation organized, existing and doing business under and by virtue of the laws of the State of Minnesota with its principal office and place of business located at 500 South Fourth St., Minneapolis, Minnesota.

Respondent Art Instruction Schools, Inc., (hereinafter sometimes referred to as "AIS"), is a corporation organized, existing and doing business under and by virtue of the laws of the State of Minnesota, with its principal office and place of business located at 500 South