

BORDEN, INC.

127

Interlocutory Order

IN THE MATTER OF

BORDEN, INCORPORATED

FTC File No. 1-23281. Interlocutory Order, Sept. 1, 1981

ORDER REOPENING PROCEEDING AND MODIFYING STIPULATION

Respondent having requested reconsideration of stipulation no. 8260, executed by the Realemon-Puritan Company on March 3, 1952, and accepted by the Federal Trade Commission on April 1, 1952 [48 F.T.C. 1660];

Accordingly, *it is ordered* that the matter is reopened and that the stipulation herein is modified to read:

BORDEN, INC., the successor to the Realemon-Puritan Co., the amended name of a corporation organized under the laws of the State of Illinois as Puritan Co. of America, with its principal place of business in Chicago, Illinois, engaged in the business of offering for sale and selling in commerce a lemon-juice product unsweetened, and made by reconstituting lemon juice concentrate, designated on its label Realemon Brand Reconstituted Lemon Juice, or Realemon Brand Lemon Juice from Concentrate, entered into an agreement in connection with the offering for sale, sale and distribution of that product, that it will cease and desist in its advertising of such product from:

- (1) Designating its reconstituted lemon juice or lemon juice from concentrate as "Realemon" without stating conspicuously and prominently that said product is reconstituted or from concentrate;
- (2) Using the terms "Realemon Brand Lemon Juice", "lemon juice", or any similar term in describing its reconstituted lemon juice or lemon juice from concentrate without using conspicuously and prominently the term "reconstituted" or "from concentrate" as an adjacent modifying descriptive word or words;
- (3) Representing that its reconstituted lemon juice or lemon juice from concentrate is the juice of tree ripened lemons.

IN THE MATTER OF

THE BRITISH PETROLEUM COMPANY LIMITED, ET AL.

CONSENT ORDER, ETC., IN REGARD TO ALLEGED VIOLATION OF
SEC. 5 OF THE FEDERAL TRADE COMMISSION ACT AND SEC. 7 OF
THE CLAYTON ACT

Docket C-3074. Complaint, Sept. 3, 1981—Decision, Sept. 3, 1981

This consent order requires, among other things, a London, England petroleum corporation and its American subsidiary to timely divest, in accordance with the terms of the order, all stock issued by Amax, Inc., the leading domestic producer of molybdenum. The order also bars respondent's officers and employees, for a period of ten years, from simultaneously serving in a similar role in any other molybdenum company. Further, for specified time periods, the companies are prohibited from acquiring any part of the stock, or more than 50% of the assets of any molybdenum company without prior Commission approval; and restricted from entering into any joint venture for the production and sale of molybdenum in the United States.

Appearances

For the Commission: *Elizabeth R. Rindskopf, Daniel S. Koch, Rendell A. Davis, Jr., Richard L. Sippel, Lee Goldman, Peter A. Sklarew, Robert H. Glidden, and Steven B. Feirman.*

For the respondent: *Robert E. Liedquist, Squire, Sanders & Dempsey, Washington, D.C., for The Standard Oil Company, and Stuart W. Thayer and James H. Carter, Sullivan & Cromwell, New York City, for The British Petroleum Company Limited.*

COMPLAINT

The Federal Trade Commission, having reason to believe that the above-named respondents have undertaken an acquisition of Kennecott Corporation ("Kennecott") that, if consummated, would result in a violation of Section 7 of the Clayton Act, as amended, 15 U.S.C. 18, and Section 5 of the Federal Trade Commission Act, as amended, 15 U.S.C. 45, that said undertaking therefore constitutes a violation of Section 5 of the Federal Trade Commission Act, as amended, 15 U.S.C. 45, and that a proceeding in respect thereof would be in the public interest, hereby issues its complaint, pursuant to Section 11 of the Clayton Act, 15 U.S.C. 21, and Section 5(b) of the Federal Trade Commission Act, as amended, 15 U.S.C. 45(b), stating its charge as follows: