

IN THE MATTER OF
OUTDOOR WORLD CORPORATION

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

Docket 9229. Complaint, July 17, 1989—Decision, April 2, 1990*

This consent order requires, among other things, a membership campground promoter, based in Bushkill, Pa., to cease and desist from representing that any consumer will receive a prize, award, gift, bonus, premium, or any other good or service at no cost without disclosing any cost the consumer must pay to receive such good or service. The consent order also requires the respondent to retain accurate records, for a period of 3 years, of all advertising and promotional materials containing representations regarding prize or gift offerings, and records of all prizes and gifts awarded. In addition, respondent is required to notify the Commission of any proposed corporate changes.

Appearances

For the Commission: *Lawrence M. Hodapp* and *Eileen Harrington*.

For the respondent: *Alan Schlaifer*, Washington, D.C.

DECISION AND ORDER

The Commission having heretofore issued its complaint charging the respondent named in the caption hereof with violation of Section 5 of the Federal Trade Commission Act, as amended, and the respondent having been served with a copy of that complaint, together with the notice of contemplated relief; and

The respondent, its attorney, and counsel for the Commission having thereafter executed an agreement containing a consent order, an admission by the respondent of all the jurisdictional facts set forth in the complaint, a statement that the signing of said agreement is for settlement purposes only and does not constitute an admission by respondent that the law has been violated as alleged in such complaint, and waivers and other provisions as required by the Commission's Rules; and

The Secretary of the Commission having thereafter withdrawn this matter from adjudication in accordance with Section 3.25(c) of its Rules; and

*Complaint previously published at 113 FTC 70 (1990).

The Commission having considered the matter and having thereupon accepted the executed consent agreement and placed such agreement on the public record for a period of sixty (60) days, now in further conformity with the procedure prescribed in Section 3.25(f) of its Rules, the Commission hereby makes the following jurisdictional findings and enters the following order:

1. Outdoor World Corporation 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 Route 209, Bushkill, Pennsylvania.

2. The Federal Trade Commission has jurisdiction of the subject matter of this proceeding and of the respondent, and the proceeding is in the public interest.

ORDER

I.

It is ordered, That respondent, Outdoor World Corporation, a corporation, its successors and assigns, and its officers, agents, representatives, and employees, directly or through any corporation, subsidiary, division or other device, do forthwith cease and desist from representing, directly or by implication, to any consumer that the consumer will receive a prize, award, gift, bonus, premium, or any other good or service that is similarly described as being available at no cost, without disclosing fully, in type of equal size to that used to identify such good or service and immediately following each good or service thus represented, any cost that the consumer must pay to receive such good or service.

II.

It is further ordered, That respondent, its successors and assigns shall for three years after the date the representation was last made maintain and upon request make available to the Federal Trade Commission for inspection and copying accurate records of (1) all advertising, promotional or sales materials containing representations regarding prize or gift offerings and (2) all prizes or gifts awarded pursuant to such offerings.

III.

It is further ordered, That respondent shall notify the Commission at least thirty (30) days prior to any proposed change in respondent 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.

IV.

It is further ordered, That respondent shall, within sixty (60) days after service of this order, file with the Commission a report, in writing, setting forth in detail the manner and form in which it has complied with all requirements of this order.

IN THE MATTER OF
THE READING HOSPITAL, ET AL.

CONSENT ORDER, ETC., IN REGARD TO ALLEGED VIOLATION OF
SEC. 7 OF THE CLAYTON ACT

Docket C-3284. Complaint, Apr. 10, 1990—Decision, Apr. 10, 1990

This consent order prohibits, for a period of ten years, among other things, two Berks County, Pa. hospitals from acquiring, without prior Commission approval, all or part of any hospital in Berks County, Pa., with a fair market value or purchase price greater than \$1 million. Respondents are also prohibited, for a period of ten years, from transferring any hospital they operate in Berks County to a person that operates or is acquiring a hospital in Berks County, without prior Commission approval.

Appearances

For the Commission: *Jonathan Banks and Mark Horoschak.*

For the respondents: *David H. Roland, Roland & Schlegel, Reading, Pa. and Christopher Mattson, Barley, Snyder, Cooper & Barber, Lancaster, PA.*

COMPLAINT

The Federal Trade Commission, having reason to believe that The Reading Hospital and Community General Hospital were consolidated through their formation of Berkshire Health System in violation of Section 7 of the Clayton Act, as amended, 15 U.S.C. 18, and it appearing to the Commission that a proceeding by it in respect thereof would be in the public interest, hereby issues its complaint, pursuant to the provisions of Section 11 of the Clayton Act, as amended, 15 U.S.C. 21, stating its charges as follows:

I. THE RESPONDENTS

PARAGRAPH 1. Respondent The Reading Hospital ("Reading Hospital") is a non-profit corporation organized, existing and doing business under the laws of the State of Pennsylvania, with its office, principal place of business and mailing address at Sixth Avenue and Spruce Street, Reading, Pennsylvania. Reading Hospital is a person