

IN THE MATTER OF  
TK-7 CORPORATION, ET AL.

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

*Docket 9224. Complaint, Feb. 7, 1989—Decision, May 17, 1991*

This consent order prohibits, among other things, a corporation, that manufactures and distributes fuel additive products, and its officer, Moshe Tal, from making any representations concerning the efficacy of any fuel or engine additives, unless they possess competent and reliable scientific evidence that substantiates the representation.

*Appearances*

For the Commission: *William L. Haynes* and *Lydia B. Parnes*.

For the respondents: *Moshe Tal, President*, Oklahoma City, OK.  
*John A. Claro, Claro & Johnston*, Oklahoma City, OK.

COMPLAINT

Pursuant to the provisions of the Federal Trade Commission Act, as amended, 15 U.S.C. 45 *et seq.*, and by virtue of the authority vested in it by said Act, the Federal Trade Commission, having reason to believe that respondents TK-7 Corporation (TK-7) and Moshe Tal, individually and as an officer of said corporation, hereinafter 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 as follows:

PARAGRAPH 1. Respondent TK-7 Corporation is a Nevada corporation with its office and principal place of business located at 1300 N.E. 4th ST., Oklahoma City, OK.

PAR. 2. Respondent Moshe Tal is the President of TK-7. His business address is the same as that of the corporate respondent. At all times relevant to this complaint, he has formulated, directed and controlled the business acts and practices of respondent TK-7.

PAR. 3. Respondents are now and for some time in the past have been engaged in the promotion, manufacture, distribution, marketing,

advertising and sale of various fuel additives known by the product name TK-7 (hereinafter "products"). These products are additives purported to improve engine performance.

PAR. 4. In the course and conduct of their business, respondents cause, and in the past have caused, said products to be transported from their place of business for sale to purchasers located in various states and territories of the United States and the District of Columbia. Respondents maintain, and at all times relevant mentioned herein, have maintained a substantial course of trade in said products in or affecting commerce, as "commerce" is defined by the Federal Trade Commission Act as amended.

PAR. 5. In the course and conduct of their business, respondents have disseminated and caused the dissemination of advertisements and promotional material for their products by various means in or affecting commerce, including magazines distributed by the mail and across state lines, for the purpose of inducing and which were likely to induce, directly or indirectly, the purchase of said products.

PAR. 6. In the course of their aforesaid business, respondents have made numerous representations in their advertising, promotional literature, and labels prepared and/or disseminated by respondents for use in selling respondents' products. Illustrative and typical but not inclusive of the representations concerning aforesaid products are the advertisements attached as Exhibits A, B, C, and D.

PAR. 7. Through those advertisements and others, respondents have made the following representations:

1. TK-7 provides top cylinder lubrication, reduces engine friction, and extends engine life;
2. TK-7 lowers engine operating temperatures;
3. TK-7 protects spark plugs from fouling and prevents carbon build-up;
4. TK-7 increases engine power;
5. TK-7 boosts fuel octane levels;
6. TK-7 increases gasoline mileage. -

PAR. 8. In truth and in fact, the representations set forth in paragraph seven are false, misleading and deceptive.

PAR. 9. In making the representations set forth in paragraph seven respondents have represented, directly or by implication, that at the times of making the representations set forth in paragraph seven respondents possessed and relied upon a reasonable basis for making those representations.

PAR. 10. In truth and in fact, at the time of making the representations set forth in paragraph seven respondents did not possess and rely upon a reasonable basis for making those representations. Therefore, the representation set forth in paragraph nine was, and is, false.

PAR. 11. The acts and practices of respondents alleged in this complaint, have constituted and now constitute unfair and deceptive acts or practices in or affecting commerce in violation of Section 5(a) of the Federal Trade Commission Act.

The following is the form of order which the Commission has reason to believe should issue if the facts are found to be as alleged in the complaint. If, however, the Commission should conclude from record facts developed in any adjudicative proceedings in this matter that the proposed order provisions might be inadequate to fully protect the public, the Commission may order such other relief as it finds necessary or appropriate.

#### ORDER

##### I.

*It is ordered,* That respondent TK-7 Corporation, a corporation; its successors and assigns, and its officers, and Moshe Tal, individually and as an officer of the corporation, and respondents' representatives, agents and employees, directly or through any corporation, subsidiary, division or other device, in connection with the production, labeling, advertising, offering for sale, sale or distribution of the gasoline fuel additive currently marketed under the name "TK-7" in or affecting commerce, as "commerce" is defined in the Federal Trade Commission Act, do forthwith cease and desist from making any representation, directly or by implication.

A. That the additive provides top cylinder lubrication, reduces engine friction, and extends engine life;

B. That the additive lowers engine operating temperatures;

C. That the additive protects spark plugs from fouling and prevents carbon build-up;

D. That the additive increases engine power;

E. That the additive boosts fuel octane levels;

F. That the additive increases gasoline mileage.

##### II.

*It is further ordered,* That respondent TK-7 Corporation, a

corporation; its successors and assigns, and its officers, and Moshe Tal, individually and as an officer of the corporation, and respondents' representatives, agents and employees, directly or through any corporation, subsidiary, division or other device, in connection with the production, labeling, advertising, offering for sale, sale or distribution of any fuel additive or engine additive ("additive") in or affecting commerce, as "commerce" is defined in the Federal Trade Commission Act, do forthwith cease and desist from making any representation, directly or by implication, concerning the performance or efficacy of the product unless and only to the extent that, at the time of making such representation, respondents possess and rely upon a reasonable basis consisting of competent and reliable evidence which substantiates the representation.

For purposes of this provision, to the extent evidence consists of scientific or professional tests, analyses, research, studies or any other evidence based on expertise of professionals in the relevant area, such evidence shall be "competent and reliable" only if those tests, analyses, research, studies, or other evidence are conducted and evaluated in an objective manner by persons qualified to do so, using procedures generally accepted in the profession or science to yield accurate and reliable results.

### III.

*It is further ordered,* That for three (3) years from the date that the representations to which they pertain are last disseminated, respondents shall maintain and upon request make available to the Federal Trade Commission or its staff for inspection and copying:

A. All materials relied upon to substantiate any claim or representation covered by this order; and

B. All test reports, studies, surveys or other materials in their possession or control that contradict, qualify or call into question such representation or the basis upon which respondents relied for such representation, including complaints from consumers.

### IV.

*It is further ordered,* That respondent TK-7 Corporation and its successors and assigns shall forthwith distribute a copy of this order to each of its subsidiaries and divisions and to all present and future agents, representatives and employees having responsibility for advertising, production, packaging, quality control or corporate policy

with respect to the subject matter of this order, shall secure from each such person a signed and dated statement acknowledging receipt of the order and shall maintain such statement for three (3) years after the end of such person's employment by respondents.

## V.

*It is further ordered,* That respondent Moshe Tal promptly notify the Commission of the discontinuance of his present business or employment. In addition, for a period of ten (10) years from the date of service of this order, respondent shall promptly notify the Commission of each affiliation with a new business or employment. Each such notice shall include respondent's new business address and a statement of the nature of the business or employment in which respondent is newly engaged as well as a description of respondent's duties and responsibilities in connection with the business or employment. The expiration of the notice provision of this paragraph shall not affect any other obligation arising under this order.

## VI.

*It is further ordered,* That respondent TK-7 Corporation and its successors and assigns notify the Commission at least thirty (30) days prior to any proposed change to itself, such as dissolution, assignment or sale resulting in the emergence of a successor corporation, the creation or dissolution of subsidiaries or any other change which may affect compliance obligations arising out of this order.

## VII.

*It is further ordered,* That respondents and their successors and assigns shall, within sixty (60) days after service of this order upon it, and at such other times as the Commission may require, file with the Commission a report, in writing, setting forth in detail the manner and form in which it has complied with this order.

EXHIBIT A



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00076



## THE TK-7 SECRET

TK-7 Corporation has developed a remarkable formula of organic compounds which release additional oxygen at engine temperatures to increase power and improve engine performance while decreasing fuel consumption. The residue from burning TK-7 products form a type of synthetic lubricant providing base cylinder lubrication for your engine which results in reduced friction, protects spark plugs from fouling and prevents carbon build-up on valves and valve seats. TK-7's superior formula protects the fuel system from corrosion and acts as an anti-gel.

**TK-7 Products contain no lead.**

| TK-7<br>Super Octane<br>Booster                                                                                                                                                                                                                                                                                                                           | TK-7<br>Gas Saver &<br>Conditioner                                                                                                                                                                                                                                                                                                                     | TK-7<br>Diesel Fuel<br>Saver                                                                                                                                                                                                                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Power Formula</b> — Anti-knock and top cylinder lubrication for high compression engines, super charged and gasoline engines with detonation problems or "low power" engines. Reduces engine head temperatures.</p> <p>16 oz. bottle treats 20-30 gallons of gasoline. Loaded or unleaded. Contains no lead. Will not harm catalytic converter.</p> | <p><b>Increase M.P.G.</b> — Top cylinder lubricant recommended for average gasoline engines (4, 6, 8 cylinder) improves performance, easier starting, faster acceleration response, reduces engine "Dieseling".</p> <p>16 oz. container treats 20-30 gallons of gasoline. Loaded or unleaded. Contains no lead. Will not harm catalytic converter.</p> | <p><b>Increase M.P.G.</b> — Sootane booster. Special formula designed for diesel engines. Top cylinder lubrication, protects fuel injection systems and fuel pump from corrosion. Eliminates "Gungus" in the fuel and protects the fuel from gelling. Recommended for diesel automobiles, trucks, agricultural equipment and commercial vehicles.</p> <p>16 oz. container treats 20-40 gallons.</p> |
|                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                 |
| Order No. 3835-21                                                                                                                                                                                                                                                                                                                                         | Order No. 3835-22                                                                                                                                                                                                                                                                                                                                      | Order No. 3835-23                                                                                                                                                                                                                                                                                                                                                                                   |

## TK-7 The only fuel additive for your engine!

The only fuel additive to give your engine and fuel system a combination of 7 ways of assistance to improve performance.

1. Octane Booster — Anti-knock
2. Increases Power
3. Friction Reducer — Top cylinder lubrication
4. Increases M.P.G.
5. Anti-gel/dry gas
6. Fuel system cleaner
7. Corrosion reducer

Long neck container for easy use, no funnel necessary.

### TK-7 Two-Stroke Super Booster

Special formula increases power. Catalyst to improve blending gasoline with synthetic lubricant. Increases power. Easy starting. Smoother engine operation at higher R.P.M. Provides additional lubrication. Reduces head temperatures. Protects against spark plug fouling. Contains no lead.

Designed for all 2-stroke engines.

8.0 oz. container treats 5-20 gallons.



Order No. 3835-24

### TK-7 Motorcycle Super Booster

More horsepower — lower head temperature. Specially designed for four-stroke motorcycle engines for top cylinder lubrication, smoother idle, faster acceleration response, increased octane, reduces spark plug fouling, increases M.P.G.

8.0 oz. bottle treats 5-20 gallons. Contains no lead.



Order No. 3835-25

### TK-7 Turbo Charger Octane Booster

Top cylinder lubrication. Increases power. Designed for turbo charged, high compression engines to improve engine performance while protecting cylinder components from friction and wear. Protects fuel injection system from corrosion build-up and reduces detonation. Keeps plugs and valve seats cleaner. Contains no lead. Will not harm catalytic converter.

8.0 oz. container treats 5-20 gallons.



Order No. 3835-26

NEW  
AVAILABLE  
SUMMER '65



# ENDORSED BY CHAMPIONS!

**The Legend "Big Daddy" Don Garlits,  
Top Fuel Dragster**

TK-7 racing products gives better engine performance and protects the engine of my racing dragster. In my personal cars and pick-up I use TK-7 Octane Booster to stop pinging and get more power. I won't run without it. . . .

**Frank Hawley, NHRA 182-'83  
Funny Car World Champion**

I use TK-7 racing products to achieve best performance in my funny car the "Cal Town Hustler". In my personal cars I use TK-7 octane boosters to get more power and engine protection by receiving top order lubrication from TK-7 quality products. I won't run without it. The more I use, the better the results. . . .




## NATIONALLY ADVERTISED

ON MAGAZINES AND ON NETWORK TV

TK-7 advertising appears in full color and black & white, both in National and Regional magazines.

TK-7 TV Commercial is arranged by TK-7 Corporation for national coverage, copies available for distributors/co-op advertisement program, at cost.

## SPECIAL PROMOTIONAL MATERIALS



- 1. Counter Display
- 2. Store Posters
- 3. Shelf Talker
- 4. Color Brochure
- 5. Racer hand outs
- 6. Bumper stickers
- 7. Embroidered patches
- 8. T-Shirts & Caps





**TK-7 CORPORATION**  
170 Polaris Ave., Suite 8  
Las Vegas, NV 89102  
TK-7 Pub. No. TK 72185

Your TK-7 Distributor

- CLEANS ALL ENGINES!
- For CARS, TRUCKS, RV's, BOATS, ETC.
- LEADED or UNLEADED GASOLINE

Copyright 1985

Complaint

114 F.T.C.

## EXHIBIT B

IN REFERENCE TO 4A &amp; 6A

CAR CRAFT - MAY 1985 ISSUE



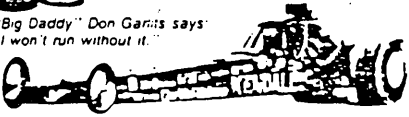
**TREAT YOUR ENGINE TODAY,  
BEFORE IT MISTREATS YOU TOMORROW!**



With today's low fuel grade  
you need TK-7 Products to:

- Reduce friction — cylinder lubrication
- Eliminate pinging & dieseling
- Eliminate water/anti-gel
- Clean fuel system
- Improve mileage

"Big Daddy" Don Garits says:  
"I won't run without it."



We recommend constant use for the first 4 treatments to achieve better results  
**ORDER TODAY - call Toll Free 1-800-833-FUEL**

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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                  |               |                               |              |                                                 |  |                                      |             |                                                 |  |                            |             |                                                 |  |                                                    |             |                                                |  |                                          |             |                                                |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------|-------------------------------|--------------|-------------------------------------------------|--|--------------------------------------|-------------|-------------------------------------------------|--|----------------------------|-------------|-------------------------------------------------|--|----------------------------------------------------|-------------|------------------------------------------------|--|------------------------------------------|-------------|------------------------------------------------|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Allow 2-3 weeks for delivery                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                  | Name _____    |                               |              |                                                 |  |                                      |             |                                                 |  |                            |             |                                                 |  |                                                    |             |                                                |  |                                          |             |                                                |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Quantity on line</td> <td style="width: 40%;">4 bottle pack</td> </tr> <tr> <td><b>SUPER OCTANE BOOSTER —</b></td> <td><b>14.95</b></td> </tr> <tr> <td colspan="2"><small>17 oz. bottle treats 20-30 gals.</small></td> </tr> <tr> <td><b>GAS SAVER &amp; CONDITIONER —</b></td> <td><b>9.95</b></td> </tr> <tr> <td colspan="2"><small>17 oz. bottle treats 20-30 gals.</small></td> </tr> <tr> <td><b>DIESEL FUEL SAVER —</b></td> <td><b>9.95</b></td> </tr> <tr> <td colspan="2"><small>17 oz. bottle treats 20-40 gals.</small></td> </tr> <tr> <td><b>MOTORCYCLE SUPER OCTANE BOOSTER (4 cycle) —</b></td> <td><b>9.95</b></td> </tr> <tr> <td colspan="2"><small>17 oz. bottle treats 5-20 gals.</small></td> </tr> <tr> <td><b>TWO-STROKE SUPER OCTANE BOOSTER —</b></td> <td><b>9.95</b></td> </tr> <tr> <td colspan="2"><small>17 oz. bottle treats 5-20 gals.</small></td> </tr> </table> | Quantity on line | 4 bottle pack | <b>SUPER OCTANE BOOSTER —</b> | <b>14.95</b> | <small>17 oz. bottle treats 20-30 gals.</small> |  | <b>GAS SAVER &amp; CONDITIONER —</b> | <b>9.95</b> | <small>17 oz. bottle treats 20-30 gals.</small> |  | <b>DIESEL FUEL SAVER —</b> | <b>9.95</b> | <small>17 oz. bottle treats 20-40 gals.</small> |  | <b>MOTORCYCLE SUPER OCTANE BOOSTER (4 cycle) —</b> | <b>9.95</b> | <small>17 oz. bottle treats 5-20 gals.</small> |  | <b>TWO-STROKE SUPER OCTANE BOOSTER —</b> | <b>9.95</b> | <small>17 oz. bottle treats 5-20 gals.</small> |  | <p>Address _____</p> <p>City _____ State _____</p> <p>Check <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Exp. Date _____</p> <p>Credit Card _____</p> <p>Signature _____</p> <p>Order Date _____</p> <p style="text-align: center;"> <small>AM-JUN</small><br/> <small>Nevada Colorado Florida Arizona</small><br/> <small>(702) 363-0101 (303) 423-9181 (305) 278-7758 (602) 323-6009</small><br/> <small>As elsewhere call 1-800-833-FUEL or (702) 871-FUEL</small><br/> <b>TK-7 CORPORATION</b> </p> |
| Quantity on line                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 4 bottle pack    |               |                               |              |                                                 |  |                                      |             |                                                 |  |                            |             |                                                 |  |                                                    |             |                                                |  |                                          |             |                                                |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>SUPER OCTANE BOOSTER —</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>14.95</b>     |               |                               |              |                                                 |  |                                      |             |                                                 |  |                            |             |                                                 |  |                                                    |             |                                                |  |                                          |             |                                                |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <small>17 oz. bottle treats 20-30 gals.</small>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                  |               |                               |              |                                                 |  |                                      |             |                                                 |  |                            |             |                                                 |  |                                                    |             |                                                |  |                                          |             |                                                |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>GAS SAVER &amp; CONDITIONER —</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>9.95</b>      |               |                               |              |                                                 |  |                                      |             |                                                 |  |                            |             |                                                 |  |                                                    |             |                                                |  |                                          |             |                                                |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <small>17 oz. bottle treats 20-30 gals.</small>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                  |               |                               |              |                                                 |  |                                      |             |                                                 |  |                            |             |                                                 |  |                                                    |             |                                                |  |                                          |             |                                                |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>DIESEL FUEL SAVER —</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>9.95</b>      |               |                               |              |                                                 |  |                                      |             |                                                 |  |                            |             |                                                 |  |                                                    |             |                                                |  |                                          |             |                                                |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <small>17 oz. bottle treats 20-40 gals.</small>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                  |               |                               |              |                                                 |  |                                      |             |                                                 |  |                            |             |                                                 |  |                                                    |             |                                                |  |                                          |             |                                                |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>MOTORCYCLE SUPER OCTANE BOOSTER (4 cycle) —</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>9.95</b>      |               |                               |              |                                                 |  |                                      |             |                                                 |  |                            |             |                                                 |  |                                                    |             |                                                |  |                                          |             |                                                |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <small>17 oz. bottle treats 5-20 gals.</small>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                  |               |                               |              |                                                 |  |                                      |             |                                                 |  |                            |             |                                                 |  |                                                    |             |                                                |  |                                          |             |                                                |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>TWO-STROKE SUPER OCTANE BOOSTER —</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>9.95</b>      |               |                               |              |                                                 |  |                                      |             |                                                 |  |                            |             |                                                 |  |                                                    |             |                                                |  |                                          |             |                                                |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <small>17 oz. bottle treats 5-20 gals.</small>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                  |               |                               |              |                                                 |  |                                      |             |                                                 |  |                            |             |                                                 |  |                                                    |             |                                                |  |                                          |             |                                                |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

Add \$3.00 for shipping for each 4 pack ordered.  
Make checks payable to TK-7 Products. 3-113 P. 1111 Ave. Superior, Suite 100, Las Vegas, NV 89102

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301

Complaint

## EXHIBIT C

**TK-7 CORPORATION**  
**LEAD IS DEAD!**

WORRIED ABOUT UNLEADED GAS AND ENGINE WEAR?

HERE IS THE ANSWER!



TK-7 is an amazing discovery that turns unleaded from poorer fuel to **SUPER FUEL** whether your car was made for regular or unleaded, TK-7 will give you higher octane performance . . . better mileage . . . and lubrication for longer engine life . . . **ORDER TK-7 NOW!**

We recommend constant use for the first 4 treatments to achieve better results  
**ORDER TODAY - Call Toll Free 1-800-833-FUEL**

Allow 2-3 weeks for delivery

|                                                                             | 4 bottle pack | Quantity on hand |
|-----------------------------------------------------------------------------|---------------|------------------|
| SUPER OCTANE BOOSTER — 10 oz. bottle treats 20-30 gals.                     | 14.95         |                  |
| GAS SAVER & CONDITIONER — 10 oz. bottle treats 20-30 gals.                  | 9.95          |                  |
| DIESEL FUEL SAVER — 10 oz. bottle treats 20-40 gals.                        | 9.95          |                  |
| MOTORCYCLE SUPER OCTANE BOOSTER (4-cycle) — 10 oz. bottle treats 5-20 gals. | 9.95          |                  |
| TWO-STROKE SUPER OCTANE BOOSTER — 10 oz. bottle treats 5-20 gals.           | 9.95          |                  |

Add \$3.00 for shipping for each 4 pack ordered. Make check payable to TK-7 Products

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
☐ Check ☐ Visa ☐ Mastercard Amount \_\_\_\_\_  
 Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Signature \_\_\_\_\_ Order Date \_\_\_\_\_

**1-800-833-FUEL**  
**TK-7 CORPORATION (702) 871-FUEL**  
 3170 Polaris Ave., Suite 8 • Las Vegas, NV 89102



"NATIONAL DRAGSTER" - MARCH, APRIL, AND MAY ISSUES

EXHIBIT C

12  
00009

Complaint

114 F.T.C.

## EXHIBIT D

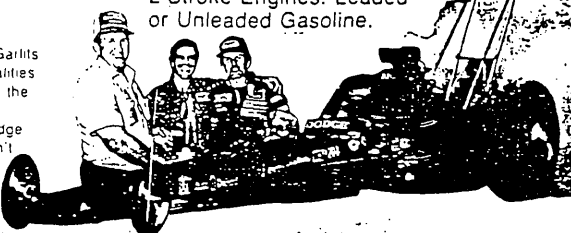
EXHIBIT D



"Big Daddy" Don Garlits says "TK-7 has qualities that have increased the ring life in my 2500 horsepower V-8 Dodge tremendously. I won't run without it. The more I use, the better the results."

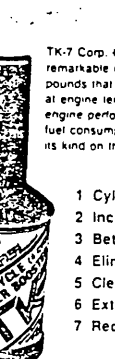
## OCTANE BOOSTERS & FUEL CONDITIONERS

For High Performance & average Gasoline Engines, Diesel, Motorcycle, and 2-Stroke Engines. Leaded or Unleaded Gasoline.









TK-7 Corp. has developed a remarkable mixture of organic compounds that release additional oxygen at engine temperature to improve engine performance while decreasing fuel consumption. The only additive of its kind on the market.

- 1 Cylinder Lubrication
- 2 Increases Power
- 3 Better Mileage
- 4 Eliminates Water
- 5 Cleans Fuel Systems
- 6 Extends Engine Life
- 7 Reduces Pinging

### MANUFACTURER'S INTRODUCTORY OFFER!

| Product                                                                                                                      | Quantity | Unit Price | Total Price |
|------------------------------------------------------------------------------------------------------------------------------|----------|------------|-------------|
| TK-7 SUPER OCTANE BOOSTER — for high performance engines. 10 oz. bottle. treats 20-25 gallons.                               | 6 pack   | 22.95      |             |
| TK-7 GAS SAVER AND CONDITIONER — for average engines. 10 oz. bottle. treats 20-25 gals.                                      |          | 16.95      |             |
| TK-7 DIESEL FUEL SAVER — eliminates fungus and ash. 10 oz. bottle. treats 20-40 gals.                                        |          | 16.95      |             |
| TK-7 MOTORCYCLE SUPER OCTANE BOOSTER — for racing, starting, and lower head temps. 10 oz. bottle. treats 5-10 gals.          |          | 16.95      |             |
| TK-7 TWO STROKE SUPER OCTANE BOOSTER — for 2-strokes, motorcycles, boats, lawn mowers, etc. 10 oz. bottle. treats 5-10 gals. |          | 16.95      |             |

Add \$3.00 for shipping for each 6 pack ordered. Allow 2-3 weeks for delivery.

Make checks payable to TK-7 Products. If charge card is used order must be signed to be valid. Please print or type.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Check ☐ Visa ☐ Mastercard ☐ Amount \_\_\_\_\_

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Order Date \_\_\_\_\_

Nevada (702) 363-0101    Arizona (602) 323-6009    Colorado (303) 443-9181

All other call: 1-800-823-2825 or (702) 871-5595

**TK-7 CORPORATION**  
3170 Polaris Ave., Suite 8 • Dept. FP 2/85  
Las Vegas, NV 89102

February 1985

"FLIGHT PATHS"

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## DECISION AND ORDER

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

The respondents and counsel for the Commission having thereafter executed an agreement containing a consent order, an admission by the respondents 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 the respondents 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

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. Respondent TK-7 Corporation is a corporation organized, existing and doing business under and by virtue of the laws of the State of Nevada with its office and principal place of business located at 200 Third Street, S.E., in the City of Oklahoma City, State of Oklahoma.

Respondent Moshe Tal is the President of said corporation. He formulates, directs and controls the policies, acts and practices of said corporation, and his address is the same as that of said corporation.

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

## ORDER

## I.

*It is ordered,* That respondent TK-7 Corporation, a corporation; its

successors and assigns, and its officers, and Moshe Tal, individually and as an officer of the corporation, and respondents' representatives, agents and employees, directly or through any corporation, subsidiary, division or other device, in connection with the production, labeling, advertising, offering for sale, sale or distribution of any fuel additive or engine additive ("additive") in or affecting commerce, as "commerce" is defined in the Federal Trade Commission Act, do forthwith cease and desist from making any representation, directly or by implication, concerning the performance or efficacy of the additive, including, but not limited to, representations

A. That the additive provides top cylinder lubrication, reduces engine friction, and extends engine life;

B. That the additive lowers engine operating temperatures;

C. That the additive protects spark plugs from fouling and prevents carbon build-up;

D. That the additive increases engine power;

E. That the additive boosts fuel octane levels; and

F. That the additive increases gasoline mileage

unless, at the time of making such representation, respondents possess and rely upon competent and reliable scientific evidence that substantiates the representation; provided, however, that for purposes of this provision, to the extent such evidence consists of any test, analysis, research, study, or other evidence based on the expertise of professionals in the relevant area, such evidence shall be "competent and reliable" only if the test, analysis, research, study, or other evidence was conducted and evaluated in an objective manner by persons qualified to do so, using procedures generally accepted in the profession to yield accurate and reliable results.

## II.

*It is further ordered,* That for three (3) years from the date that the representation to which they pertain is last disseminated, respondents shall maintain and upon request make available to the Federal Trade Commission for inspection and copying:

A. All materials relied upon to substantiate any representation covered by this order; and

B. All test reports, studies, surveys or other materials in their possession or control that contradict, qualify or call into question such

representation or the basis upon which respondents relied for such representation, including complaints from consumers.

### III.

*It is further ordered,* That respondent TK-7 Corporation shall distribute a copy of this order to each of its subsidiaries and divisions and to all present and future agents, representatives and employees having responsibility for advertising, production, packaging, quality control or corporate policy with respect to the subject matter of this order; shall secure from each such person a signed and dated statement acknowledging receipt of the order; and, shall maintain such statement for three (3) years after the end of such person's employment by respondents.

### IV.

*It is further ordered,* That respondent Moshe Tal shall promptly notify the Commission of the discontinuance of his present business or employment and for a period of ten (10) years from the date of service of this order, respondent shall promptly notify the Commission of each affiliation with a new business or employment, each such notice to include respondent's new business address and a statement of the nature of the business or employment in which respondent is newly engaged as well as a description of respondent's duties and responsibilities in connection with the business or employment.

### V.

*It is further ordered,* That respondent TK-7 Corporation and its successors and assigns shall notify the Commission at least thirty (30) days prior to any proposed change to itself, such as dissolution, assignment or sale resulting in the emergence of a successor corporation, the creation or dissolution of subsidiaries or any other change which may affect compliance obligations arising out of this order.

### VI.

*It is further ordered,* That respondents and their successors and assigns shall, within sixty (60) days after service of this order upon

them, and at such other times as the Commission may require, file with the Commission a report, in writing, setting forth in detail the manner and form in which they have complied with this order.

IN THE MATTER OF  
STRAWBRIDGE & CLOTHIER, INC.

CONSENT ORDER, ETC., IN REGARD TO ALLEGED VIOLATION OF THE  
TEXTILE FIBER PRODUCTS IDENTIFICATION ACT AND  
SEC. 5 OF THE FEDERAL TRADE COMMISSION ACT

*Docket C-3332. Complaint, June 13, 1991—Decision, June 13, 1991*

This consent order requires, among other things, a Pennsylvania company to provide appropriate origin and textile fiber product disclosures, under the Textile Fiber Products Identification Act, in textile mail order promotional materials and catalogs.

*Appearances*

For the Commission: *Robert E. Easton.*

For the respondent: *Stephen Paul Mahinka, Morgan, Lewis & Bockius, Washington, D.C.*

COMPLAINT

The Federal Trade Commission, having reason to believe that Strawbridge & Clothier, Inc., a corporation, hereinafter referred to as respondent, has violated the provisions of the Federal Trade Commission Act and of the Textile Fiber Products Identification Act, and it appearing to the Commission that a proceeding by it in respect thereof would be in the public interest, hereby alleges:

PARAGRAPH 1. Respondent Strawbridge & Clothier, Inc., is a corporation organized, existing and doing business under and by virtue of the laws of the State of Pennsylvania with its office and principal place of business located at 801 Market Street, Philadelphia, Pennsylvania.

PAR. 2. Respondent is now, and for some time past has been, engaged, by means of mail order catalogs, in the advertising, offering for sale, sale and distribution of a variety of products in or affecting commerce, including textile wearing apparel and other textile fiber products.

PAR. 3. In September 1984 Congress amended the Textile Fiber Products Identification Act (15 U.S.C. 70) (hereafter referred to as