

of business located in Detroit, Mich., and Edward Van Kinkle, an individual doing business under the name Stay Chemical Co., with his place of business located in Detroit, Mich., engaged in the business of offering for sale and selling a preparation designated as both "Stay Spray" and "Plastic Roxide," in interstate commerce, entered into an agreement, in connection with the dissemination of advertising relating to those products, to cease and desist from representing, directly or by implication:

(1) That Stay Spray or Plastic Roxide will kill all insects or all crawling insects that infest the interior of buildings;

(2) That after the use of Stay Spray or Plastic Roxide, insects will not again reinfest the areas treated unless such representations are limited to a period of about six weeks after treatment and to the insects to which the residue of the spray remains lethal for that period of time;

(3) That Stay Spray or Plastic Roxide will kill many insects not killed or exterminated by other methods until and unless such advertisements specify the conditions of use and the type or types of insects which will be killed by Stay Spray or Plastic Roxide, but will not be killed or exterminated by other methods;

(4) That Stay Spray or Plastic Roxide will kill many insects that are not killed or exterminated by DDT;

(5) That one quart of Stay Spray or Plastic Roxide is enough to spray most houses or the average house;

(6) That Stay Spray or Plastic Roxide is safe to use (or safe to use as directed) around food, children and pets, or that the product is not poisonous to warm blooded animals and human beings;

(7) That the Federal Trade Commission or other agencies or authorities of the Federal Government have found the claims made for Stay Spray or Plastic Roxide to be true or that the product is approved by the Federal Trade Commission or other agencies of the Federal Government. (1-23148, Mar. 9, 1951.)

8114. **Book—Old as New.**—Arco Publishing Co., Inc., a New York corporation, with its principal place of business located in New York, N. Y., and Milton Gladstone and David Turner, individually and as officers of said corporation, engaged in the publication, sale, and distribution of books and pamphlets, including, but not limited to, a book titled by them "How to Win Success in the Mail-Order Business," previously published by the United States Department of Commerce under the title "Establishing and Operating a Mail-Order Business," in interstate commerce, entered into an agreement, in connection with the offering for sale, sale, and distribution thereof, to cease and desist from:

(1) Representing directly or by implication that any such publication is a new work;

(2) Offering for sale any such publication without clearly disclosing the title under which it was previously sold. (1-23415, Mar. 9, 1951.)

8115. **Gasoline Additive—Improving Qualities.**—Winkenweder & Ladd, Inc., an Illinois corporation, with its principal office and place of business located in Chicago, Ill., engaged in the business of offering for sale and selling, in commerce, a product designated "Start," entered into an agreement, in connection with the offering for sale, sale and distribution thereof, to cease and desist from representing in any manner:

(a) That the product removes water from the fuel system;

(b) That the product prevents frozen gas tanks or gas lines except to such extent as it may aid in so doing;

(c) That the product leaves no water in the gas tank to freeze or that it ends frozen gas lines;

(d) That the product ensures easy starting in cold weather;

(e) That the product is effective in forming a homogeneous mass with water and gasoline;

(f) That the product absorbs water in the fuel system;

(g) That by use of the product there is no risk of frozen gas lines. (1-21283, Mar. 12, 1951.)

8116. **Boys' Ranch Togs—Manufacturing Status and Source.**—De Luxe Ranch Togs, Inc., a New York corporation, with its principal office and place of business located in New York, N. Y., formerly doing business under the name, De Luxe Ranch Togs of California, Inc., which name was changed on or about July 20, 1950, engaged in the business of offering for sale and selling, in commerce, boys' ranch togs and other wearing apparel, entered into an agreement, in connection with the offering for sale, sale and distribution thereof, to cease and desist, with respect thereto, directly or impliedly through the use of the corporate name De Luxe Ranch Togs of California, Inc., and/or the use of such name on labels, advertising, letterheads, and other printed matter or by any other means:

From representing that the boys' ranch togs or other wearing apparel sold by it are made in the State of California until said De Luxe Ranch Togs, Inc., owns, operates, or controls a factory in the State of California in which such ranch togs and other wearing apparel are made. (1-23443, Mar. 14, 1951.)

8117. **Plastic Starch—Manufacturing Status and Preserving Qualities.**—Gordon Chemical Co., Inc., a Pennsylvania corporation, with its principal place of business located at the Otis Building, Sixteenth and Sansom, Philadelphia 3, Pa., engaged in the business of offering for sale and selling a resin plasticizer designated "Plasta Starch," in interstate commerce, entered into an agreement, in connection with offering for sale, sale and distribution thereof, to cease and desist