

Wisconsin, Milwaukee Wisconsin, a *de novo* bank; Great Lakes National Bank Michigan, Ann Arbor, Michigan, a *de novo* bank; Great Lakes National Bank Ohio, Hamilton, Ohio, a *de novo* bank; TCF Colorado Corporation, Englewood, Colorado, a bank holding company; by acquiring TCF National Bank Colorado, Englewood, Colorado, a *de novo* bank.

In connection with this application, Applicant also has applied to acquire TCF Securities, Inc., St. Paul, Minnesota, and thereby engage in offering securities brokerage services involving mutual funds shares and related investment advisory activities, pursuant to §§ 225.25 (b)(4) and (b)(15) of the Board's Regulation Y.

In addition to this application, TCF Colorado Corporation, Englewood, Colorado, also has applied to become a bank holding company by acquiring 100 percent of the voting shares of TCF National Bank Colorado, Englewood, Colorado, a *de novo* bank.

D. Federal Reserve Bank of Dallas (Genie D. Short, Vice President) 2200 North Pearl Street, Dallas, Texas 75201-2272:

1. *ANB Bancshares, Inc.*, Gonzales, Texas, and ANB Nevada Group, Inc., Carson City, Nevada; to become bank holding companies by acquiring 100 percent of the voting shares of American National Bank, Gonzales, Texas.

Board of Governors of the Federal Reserve System, February 13, 1997.

Jennifer J. Johnson,

Deputy Secretary of the Board.

[FR Doc. 97-4154 Filed 2-19-97; 8:45 am]

BILLING CODE 6210-01-F

Formations of, Acquisitions by, and Mergers of Bank Holding Companies

The companies listed in this notice have applied to the Board for approval, pursuant to the Bank Holding Company Act of 1956 (12 U.S.C. 1841 *et seq.*) (BHC Act), Regulation Y (12 CFR Part 225), and all other applicable statutes and regulations to become a bank holding company and/or to acquire the assets or the ownership of, control of, or the power to vote shares of a bank or bank holding company and all of the banks and nonbanking companies owned by the bank holding company, including the companies listed below.

The applications listed below, as well as other related filings required by the Board, are available for immediate inspection at the Federal Reserve Bank indicated. Once the application has been accepted for processing, it will also be available for inspection at the offices of the Board of Governors. Interested persons may express their views in

writing on the standards enumerated in the BHC Act (12 U.S.C. 1842(c)). If the proposal also involves the acquisition of a nonbanking company, the review also includes whether the acquisition of the nonbanking company complies with the standards in section 4 of the BHC Act. Unless otherwise noted, nonbanking activities will be conducted throughout the United States.

Unless otherwise noted, comments regarding each of these applications must be received at the Reserve Bank indicated or the offices of the Board of Governors not later than March 17, 1997.

A. Federal Reserve Bank of Richmond (Lloyd W. Bostian, Jr., Senior Vice President) 701 East Byrd Street, Richmond, Virginia 23261-4528:

1. *NationsBank Corporation*, Charlotte, North Carolina, and NB Holdings Corporation, Charlotte, North Carolina; to retain 7.98 percent of the voting shares of Calvin B. Taylor Bankshares, Inc., Berlin, Maryland, and thereby indirectly retain Calvin B. Taylor Banking Company of Berlin, Maryland, Berlin, Maryland.

In connection with this application, Applicants have also applied to retain 13.03 percent of the voting shares of First Perry Bancorp, Inc., Pinckneyville, Illinois, and thereby indirectly retain First National Bank in Pinckneyville, Pinckneyville, Illinois.

In addition to this application, Applicants have also applied to retain 15.43 percent of the voting shares of The First National Bank in Falfurrias, Falfurrias, Texas.

In addition to this application, Applicants have also applied to retain 15.52 percent of the voting shares of First National Security Company, De Queen, Arkansas, and thereby indirectly retain Bank of Ashdown, NA, Ashdown, Arkansas; First National Bank of Howard County, Dierks, Arkansas; Citizens National Bank, Nashville, Arkansas; Bank of Waldron, Waldron, Arkansas; American State Bank, Broken Bow, Oklahoma; and First National Bank of De Queen, De Queen, Arkansas.

In addition to this application, Applicants have also applied to retain 15.52 percent of the voting shares of First National Security Company, De Queen, Arkansas, and thereby indirectly retain First National Bancshares of Hempstead County, Inc., Hope, Arkansas; First National Bank of Hope, Hope, Arkansas; Bank of Blevins, Blevins, Arkansas; and First National Bank of Lewisville, Lewisville, Arkansas. NationsBank has applied to retain all of these shares held in its fiduciary capacity.

Board of Governors of the Federal Reserve System, February 14, 1997.

Jennifer J. Johnson,

Deputy Secretary of the Board.

[FR Doc. 97-4183 Filed 2-19-97; 8:45 am]

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Notice of Proposals to Engage in Permissible Nonbanking Activities or to Acquire Companies that are Engaged in Permissible Nonbanking Activities

The companies listed in this notice have given notice under section 4 of the Bank Holding Company Act (12 U.S.C. 1843) (BHC Act) and Regulation Y, (12 CFR Part 225) to engage *de novo*, or to acquire or control voting securities or assets of a company that engages either directly or through a subsidiary or other company, in a nonbanking activity that is listed in § 225.25 of Regulation Y (12 CFR 225.25) or that the Board has determined by Order to be closely related to banking and permissible for bank holding companies. Unless otherwise noted, these activities will be conducted throughout the United States.

Each notice is available for inspection at the Federal Reserve Bank indicated. Once the notice has been accepted for processing, it will also be available for inspection at the offices of the Board of Governors. Interested persons may express their views in writing on the question whether the proposal complies with the standards of section 4 of the BHC Act.

Unless otherwise noted, comments regarding the applications must be received at the Reserve Bank indicated or the offices of the Board of Governors not later than March 5, 1997.

A. Federal Reserve Bank of Richmond (Lloyd W. Bostian, Jr., Senior Vice President) 701 East Byrd Street, Richmond, Virginia 23261-4528:

1. *Crestar Financial Corporation*, Richmond, Virginia; to engage *de novo* through its subsidiary, Crestar Securities Corporation, Richmond, Virginia, in underwriting and dealing in certain bank-ineligible securities. *See Citicorp 73 Fed. Res. Bull. 473 (1987) and Chemical 73 Fed. Res. Bull. 731 (1987);* in acting as agent in the private placement of all types of securities. *See Bankers Trust 75 Fed. Res. Bull. 829 (1989) and J.P. Morgan 76 Fed. Res. Bull. 26 (1990);* and in buying and selling all types of securities on the order of customers as riskless principal. *See 82 Fed. Res. Bull. 759 (1996).*

B. Federal Reserve Bank of Chicago (James A. Bluemle, Vice President) 230 South LaSalle Street, Chicago, Illinois 60690-1413:

1. *HPK Financial Corporation*, Chicago, Illinois; to acquire Mortgage Service America, Inc., Lombard, Illinois, and thereby engage in making and servicing loans, pursuant to § 225.25(b)(1) of the Board's Regulation Y.

Board of Governors of the Federal Reserve System, February 13, 1997.

Jennifer J. Johnson,

Deputy Secretary of the Board.

[FR Doc. 97-4155 Filed 2-19-97; 8:45 am]

BILLING CODE 6210-01-F

FEDERAL TRADE COMMISSION

[File No. 952-3029]

Splitfire, Inc.; Analysis to Aid Public Comment

AGENCY: Federal Trade Commission.

ACTION: Proposal Consent Agreement.

SUMMARY: In settlement of alleged violations of federal law prohibiting unfair or deceptive acts or practices and unfair methods of competition, this consent agreement, accepted subject to final Commission approval, would prohibit, among other things, the Northbrook, Illinois-based spark-plug marketer from making deceptive claims about the fuel economy, emissions, horsepower, or cost savings gained from using its "split electrode" spark plugs and from misrepresenting the results of tests, studies, or research and of testimonials. The complaint accompanying the consent agreement alleges that Splitfire made false or unsubstantiated economy, efficiency, and improved performance claims for its spark plugs.

DATES: Comments must be received on or before April 21, 1997.

ADDRESSES: Comments should be directed to: FTC/Office of the Secretary, Room 159, 6th St. and Pa. Ave., N.W., Washington, D.C. 20580.

FOR FURTHER INFORMATION CONTACT:

Laura Fremont, Federal Trade Commission, San Francisco Regional Office, 901 Market Street, Suite 570, San Francisco, CA 94103 (415) 356-5270.

SUPPLEMENTARY INFORMATION: Pursuant to Section 6(f) of the Federal Trade Commission Act, 38 Stat. 721, 15 U.S.C. 46, and Section 2.34 of the Commission's Rules of Practice (16 CFR 2.34), notice is hereby given that the above-captioned consent agreement containing a consent order to cease and desist, having been filed with and accepted, subject to final approval, by the Commission, has been placed on the public record for a period of sixty (60) days. The following Analysis to Aid

Public comment describes the terms of the consent agreement, and the allegations in the accompanying complaint. An electronic copy of the full text of the consent agreement package can be obtained from the Commission Actions section of the FTC Home Page (for February 11, 1997), on the World Wide Web, at "<http://www.ftc.gov/os/actions/htm>." A paper copy can be obtained from the FTC Public Reference Room, Room H-130, Sixth Street and Pennsylvania Avenue, N.W., Washington, D.C. 20580, either in person or by calling (202) 326-3627. Public comment is invited. Such comments or views will be considered by the Commission and will be available for inspection and copying at its principal office in accordance with Section 4.9(b)(6)(ii) of the Commission's Rules of Practice (16 CFR 4.9(b)(6)(ii)).

Analysis of Proposed Consent Order to Aid Public Comment

The Federal Trade Commission has provisionally accepted an agreement to a proposed consent order from respondent SplitFire, Inc., an Illinois corporation that markets automotive products.

The proposed consent order has been placed on the public record for sixty (60) days for receipt of comments by interested persons. Comments received during this period will become part of the public record. After sixty (60) days, the Commission will again review the agreement and the comments received and will decide whether it should make final the agreement's proposed order, or withdraw from the agreement and take other appropriate action.

This matter concerns the advertising of SplitFire's "SplitFire" spark plug, which has one v-shaped, or "split" electrode. The Commission's complaint charges that SplitFire's advertising represented, without a reasonable basis, that use of SplitFire Spark Plugs results in significantly better fuel economy, significantly greater horsepower, and significantly lower emissions than use of either conventional (non split-electrode) spark plugs or platinum-tipped spark plugs. The Commission's complaint also charges that respondent represented, without a reasonable basis, that use of SplitFire Spark Plugs will result in significant cost savings over use of either conventional or platinum-tipped spark plugs.

In addition, the complaint alleges that the company lacked a reasonable basis for its claim that 70% of SplitFire Spark Plugs users achieve a gas mileage increase of from 1 to 6 more miles per gallon. Further, the complaint alleges as false SplitFire's claim that these figures

were based on competent and reliable studies or surveys.

Lastly, the Commission's complaint charges that respondent represented, without a reasonable basis, that the testimonials or endorsements from consumers appearing in advertisements and promotional materials for its spark plugs reflect the typical or ordinary experience of members of the public who use SplitFire Spark Plugs.

The proposed consent order contains provisions designed to remedy the violations charged and to prevent the respondent from engaging in similar acts and practices in the future.

Part I of the proposed order prohibits SplitFire, Inc., from representing, without competent and reliable scientific evidence, the effect of any motor vehicle product on a vehicle's fuel economy, emissions, or horsepower. Part I also prohibits the company from representing, without competent and reliable scientific evidence, the comparative or absolute cost savings that any motor vehicle product will contribute to or achieve. Part II of the proposed order prohibits respondent, when advertising any motor vehicle product, from misrepresenting the existence, contents, validity, results, conclusions or interpretations of any test, study, or research.

Part III of the proposed order addresses claims made through endorsements or testimonials. Under Part III, respondent may make such representations if respondent possesses and relies upon competent and reliable scientific evidence that substantiates the representations; or respondent must disclose either what the generally expected results would be for users of the advertised product, or the limited applicability of the endorser's experience to what consumers may generally expect to achieve. The proposed order's treatment of testimonial claims is in accordance with the Commission's "Guides Concerning Use of Endorsements and Testimonials in Advertising," 16 C.F.R. 255.2(a).

Part IV of the proposed order requires respondent to possess adequate substantiation for any representation regarding the performance, benefits, or efficacy of any motor vehicle product.

The proposed order also requires respondent to maintain advertising materials and materials relied upon to substantiate claims covered by the order; to provide a copy of the consent agreement to certain personnel in the company; to notify the Commission of any change in the corporate structure that might affect compliance with the order; and to file one or more reports detailing compliance with the order.