(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. The application also will 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 August 29, 1997.

A. Federal Reserve Bank of Atlanta (Lois Berthaume, Vice President) 104 Marietta Street, N.W., Atlanta, Georgia 30303-2713:

1. Northside Banking Corporation, Tampa, Florida; to become a bank holding company by acquiring 100 percent of the voting shares of Northside Bank of Tampa, Tampa, Florida.

Board of Governors of the Federal Reserve System, July 30, 1997.

Jennifer J. Johnson,

Deputy Secretary of the Board.

[FR Doc. 97–20465 Filed 8-1-97; 8:45 am]

BILLING CODE 6210-01-F

FEDERAL TRADE COMMISSION

[File No. 962–3210]

Global World Media Corporation; Sean Shayan; Analysis to Aid Public Comment

AGENCY: Federal Trade Commission.

ACTION: Proposed Consent Agreement.

SUMMARY: The consent agreement in this matter settles alleged violations of federal law prohibiting unfair or deceptive acts or practices or unfair methods of competition. The attached Analysis to Aid Public Comment describes both the allegations in the draft complaint that accompanies the consent agreement and the terms of the consent order—embodied in the consent agreement—that would settle these allegations.

DATES: Comments must be received on or before October 3, 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:

Joel Winston, Federal Trade Commission, S–4002, 6th St. and Pa. Ave., N.W., Washington, D.C. 20580. (202) 326–3153.

Michelle Rusk, Federal Trade Commission, S–466, 6th St. and Pa. Ave., N.W., Washington, D.C. 20580. (202) 326–3148.

Nancy Warder, Federal Trade Commission, S–4002, 6th St. and Pa. Ave., N.W., Washington, D.C. 20580. (202) 326–3048.

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 July 29, 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 accepted an agreement to a proposed consent order from Global World Media Corporation (''GWMC''), the marketer of Herbal Ecstacy or Ecstacy (''Ecstacy''), and its owner, Sean Shayan [hereinafter sometimes referred to as respondents].

The proposed consent order has been placed on the public record for sixty (60) days for reception of public 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 withdraw from the agreement or make final the agreement's proposed order.

The Commission's complaint in this matter concerns safety claims respondents made in advertising for Ecstacy, a dietary supplement that respondents promoted as a natural ''high'' and expressly likened to the illegal street drug MDMA. More specifically, the complaint alleges that respondents represented that Ecstacy, when taken in the recommended doses or other reasonably foreseeable amounts, is absolutely safe and has no side effects. The complaint explains that Ecstacy contains a botanical source of ephedrine alkaloids, which can have dangerous effects on the nervous system and heart. Thus, according to the complaint, the claim that Ecstacy is safe and side effect free is both false and unsubstantiated.

In addition, the complaint charges that respondents represented in their advertising for Ecstacy, including in ads that ran on cable programming stations with substantial youth audiences, such as *Nickelodeon* and *MTV*, that Ecstacy is a safe alternative to illegal drugs to produce euphoric, psychotropic (mind-altering), or sexual enhancement effects, but failed to disclose the health and safety risks of using the product. According to the complaint the undisclosed facts would be material to consumers and, therefore, respondents' omission of the facts about the health and safety risks of Ecstacy in their advertising is alleged to be a deceptive practice.

Finally, the complaint challenges an endorsement of Ecstacy's safety and lack of side effects contained in respondents' advertising and attributed to a Dr. Steven Jonson of Tel Aviv, Israel. According to the complaint, the endorsement is false because Dr. Jonson is a fictitious person.

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

Part I of the order prohibits (1) claims that Ecstacy or any other food, drug, or dietary supplement is safe or will cause no side effects; or (2) any other safety or

side effects claims, unless the claim is true and substantiated by scientific evidence.

Part II prohibits respondents from making any representation for any food, drug, or dietary supplement that contains ephedrine alkaloids that consumers can appropriately take such product in an amount that exceeds the level established by any regulation of the Food and Drug Administration (''FDA'') for ephedrine alkaloids or any other ingredient in the product.

Part III requires the following clear and prominent disclosure in all future advertising and labeling of, and all consumer communications concerning, any ephedrine-alkaloid-containing product sold by respondents:

Warning: This product contains ephedrine which can have dangerous effects on the central nervous system and heart and could result in serious injury. Risk of injury increases with dose.

Under Part III, if the product is subject to an FDA rule or regulation that requires a labeling warning, that warning is required in labeling in lieu of the warning set forth above.

Part IV prohibits respondents from assisting others, including by selling product to them, when respondents have reason to believe that they are deceptively promoting respondents' ephedrine-containing products.

Part V prohibits misrepresentations about endorsements and testimonials.

Part VI prohibits respondents from directing to individuals under the age of twenty-one advertising and promotional activities for Ecstasy or any other ephedrine product marketed as an alternative to an illegal drug or for its euphoric, psychotropic, or sexual effects. Part VI includes examples of prohibited activity, including advertisements and promotions to audiences half or more under twenty-one.

Part VII requires the respondents to conduct and submit annual analyses of the levels of ephedrine alkaloids in any ephedrine-containing product that they sell for the next five (5) years.

Part VIII provides that nothing in the order permits the respondents to market any product (1) in a state where its sale has been banned; (2) in a manner that is inconsistent with state restrictions on its sale; or (3) in a way that is inconsistent with any applicable FDA rule or regulation.

Parts IX and X provide safe harbors for claims approved pursuant to FDA's regulation of the labeling for drugs and foods, respectively.

Part XI requires respondents to send a letter (Attachment A to the order) to anyone who provides the public with information about any of respondents' ephedrine-containing products. The letter advises the recipient that the disclosure required by Part III of the order must be made in all communications with consumers concerning any of respondents' ephedrine-containing products and that the only permissible statement about the dose of any such product is the information on the label. Part XII sets forth the record keeping and surveillance requirements with respect to Part XI.

Part XIII requires respondents to send a letter (Attachment B to the order) to distributors and resellers, including any person who purchases more than 100 units of any of respondents' ephedrine-containing products in any there (3) month period. The letter describes the Commission's action in this case and advises recipients to discontinue use of any promotional materials that do not comply with the order. Part XIV set forth the record keeping and surveillance requirements with respect to Part XIII.

The remaining parts of the order contain standard provisions pertaining to record keeping, compliance, sunsetting of the order, and similar matters.

The purpose of this analysis is to facilitate public comment on the proposed order, and it is not intended to constitute an official interpretation of the agreement and proposed order or to modify in any way their terms.

Donald S. Clark,

Secretary.

[FR Doc. 97–20450 Filed 8–1–97; 8:45 am]

BILLING CODE 6750–01–M

DEPARTMENT OF HEALTH AND HUMAN SERVICES

Health Resources and Services Administration

Agency Information Collection Activities: Proposed Collection: Comment Request

In compliance with the requirement for opportunity for public comment on proposed data collection projects (section 3506(c)(2)(A) of Title 44, United States Code, as amended by the Paperwork Reduction Act of 1995, Pub. L. 104–13), the Health Resources and Services Administration (HRSA) will publish periodic summaries of proposed projects being developed for submission to OMB under the Paperwork Reduction Act of 1995. To request more information on the proposed project or to obtain a copy of the data collection plans, call the HRSA Reports Clearance Officer on (301) 443–1129.

Comments are invited on: (a) Whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information shall have practical utility; (b) the accuracy of the agency's estimate of the burden of the proposed collection of information; (c) ways to enhance the quality, utility, and clarity of the information to be collected; and (d) ways to minimize the burden of the collection of information on respondents, including through the use of automated collection techniques or other forms of information technology.

Proposed Project: Reporting Requirements for the National Health Service Corps (NHSC) Non-Grant Sites—New—The National Health Service Corps (NHSC) is a component of the Bureau of Primary Health Care, Health Resources and Services Administration, Department of Health and Human Services. The mission of the NHSC is to assist in the development, recruitment, and retention of community-responsive, culturally competent, primary care providers to serve people in health professional shortage areas. The mission is implemented through assignment of personnel to 365 BPHC grant-supported health care sites and 312 sites receiving no grant support.

The NHSC is required to collect specific data from the sites to which NHSC providers are assigned. For grant-supported sites, this is accomplished through the Uniform Data System (UDS)(OMB No. 0915–0193). The UDS data are utilized to comply with congressionally mandated actions such as billing sites for the reimbursement of the cost of NHSC assignees and preparing reports for Congress. The UDS data are also utilized for evaluating the overall effectiveness of the NHSC to include appropriateness of NHSC assignee placements and expenditure of funds.

This request is to collect a subset of the UDS data from the non-grant supported sites in order to facilitate full compliance with the congressionally mandated billing and reporting requirements.

For this purpose a modified reporting tool with less burden has been developed for the non-grant supported sites which will collect information on services provided, populations served, staffing and utilization, finances, and managed care enrollment.

The following burden table was developed based on experience with