

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 question whether consummation of the proposal can "reasonably be expected to produce benefits to the public, such as greater convenience, increased competition, or gains in efficiency, that outweigh possible adverse effects, such as undue concentration of resources, decreased or unfair competition, conflicts of interests, or unsound banking practices." Any request for a hearing on this question must be accompanied by a statement of the reasons a written presentation would not suffice in lieu of a hearing, identifying specifically any questions of fact that are in dispute, summarizing the evidence that would be presented at a hearing, and indicating how the party commenting would be aggrieved by approval of the proposal.

Comments regarding the application must be received at the Reserve Bank indicated or the offices of the Board of Governors not later than February 28, 1995.

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

1. *City Holding Company*, Charleston, West Virginia; to engage *de novo* in providing to non-affiliated financial institutions data processing services for processing the user bank's deposit and loan applications pursuant to § 225.25(b)(7) of the Board's Regulation Y. These activities will take place in West Virginia, Ohio, Kentucky, Virginia, Maryland, and Pennsylvania.

Board of Governors of the Federal Reserve System, February 8, 1995.

William W. Wiles,

Secretary of the Board.

[FR Doc. 95-3614 Filed 2-13-95; 8:45 am]

BILLING CODE 6210-01-F

Carl L. Frickey, et al.; Change in Bank Control Notices; Acquisitions of Shares of Banks or Bank Holding Companies

The notificants listed below have applied under the Change in Bank Control Act (12 U.S.C. 1817(j)) and § 225.41 of the Board's Regulation Y (12 CFR 225.41) to acquire a bank or bank holding company. The factors that are considered in acting on the notices are set forth in paragraph 7 of the Act (12 U.S.C. 1817(j)(7)).

The notices are available for immediate inspection at the Federal Reserve Bank indicated. Once the

notices have been accepted for processing, they will also be available for inspection at the offices of the Board of Governors. Interested persons may express their views in writing to the Reserve Bank indicated for that notice or to the offices of the Board of Governors. Comments must be received not later than March 10, 1995.

A. Federal Reserve Bank of Kansas City (John E. Yorke, Senior Vice President) 925 Grand Avenue, Kansas City, Missouri 64198:

1. *Carl L. Frickey*, trustee of the Carl L. Frickey Revocable Trust, Oberlin, Kansas; to acquire an additional 8.33 percent, for a total of 26.36 percent, of the voting shares of Farmers Bancshares of Oberlin, Inc., Oberlin, Kansas, and thereby indirectly acquire Farmers National Bank of Oberlin, Oberlin, Kansas.

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

1. *Western Bank Las Cruces Employee Stock Ownership Plan*, Las Cruces, New Mexico; to acquire an additional 13.8 percent, for a total of 16.86 percent, of the voting shares of Western Bancshares of Las Cruces, Inc., Carlsbad, New Mexico, and thereby indirectly acquire Western Bank, Las Cruces, New Mexico.

Board of Governors of the Federal Reserve System, February 8, 1995.

William W. Wiles,

Secretary of the Board.

[FR Doc. 95-3615 Filed 2-13-95; 8:45 am]

BILLING CODE 6210-01-F

Valrico Bancorp, Inc.; Formation of, Acquisition by, or Merger of Bank Holding Companies

The company listed in this notice has applied for the Board's approval under section 3 of the Bank Holding Company Act (12 U.S.C. 1842) and § 225.14 of the Board's Regulation Y (12 CFR 225.14) to become a bank holding company or to acquire a bank or bank holding company. The factors that are considered in acting on the applications are set forth in section 3(c) of the Act (12 U.S.C. 1842(c)).

The application is 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 to the Reserve Bank indicated for that application or to the offices of the Board of Governors. Any comment on an application that requests a hearing must

include a statement of why a written presentation would not suffice in lieu of a hearing, identifying specifically any questions of fact that are in dispute and summarizing the evidence that would be presented at a hearing.

Comments regarding this application must be received not later than March 10, 1995.

A. Federal Reserve Bank of Atlanta (Zane R. Kelley, Vice President) 104 Marietta Street, N.W., Atlanta, Georgia 30303:

1. *Valrico Bancorp, Inc.*, Valrico, Florida; to become a bank holding company by acquiring 100 percent of the voting shares of Valrico State Bank, Valrico, Florida.

Board of Governors of the Federal Reserve System, February 8, 1995.

William W. Wiles,

Secretary of the Board.

[FR Doc. 95-3616 Filed 2-13-95; 8:45 am]

BILLING CODE 6210-01-F

FEDERAL TRADE COMMISSION

Application to Office of Management and Budget for Clearance of Information Collection Requirements Contained in Proposed Telemarketing Sales Rule

AGENCY: Federal Trade Commission ("FTC").

ACTION: Notice of application to the Office of Management and Budget ("OMB") under the Paperwork Reduction Act (44 U.S.C. 3501 *et seq.*) for clearance of information collection requirements contained in a proposed trade regulation rule pursuant to the Telemarketing and Consumer Fraud and Abuse Prevention Act.

SUMMARY: The FTC is seeking OMB clearance for information collection requirements contained in proposed regulations implementing the Telemarketing and Consumer Fraud and Abuse Prevention Act, 15 U.S.C. 6101-6108 ("Telemarketing Act" or "the Act").

The Telemarketing Act requires the Commission to issue a rule prohibiting deceptive and abusive telemarketing acts and practices. Section 3(a)(1). In accordance with the statutory directive, the Commission is proposing a rule that prohibits various misrepresentations and other deceptive and abusive acts and practices and that imposes various disclosure and recordkeeping requirements on affected entities.

Specifically, the proposed rule requires that affected entities retain certain records for a two-year period. These records include advertising,