

Persons knowing of any reason why the following applicants should not receive a license are requested to contact the Office of Transportation Intermediaries, Federal Maritime Commission, Washington, DC 20573.

Non-Vessel Operating Common Carrier Ocean Transportation Intermediary Applicants

Ocean Blue Express, Inc., 1225 W. 190th Street, Gardena, CA 90248, Officers: Sung Ho Sun, President, (Qualifying Individual).

WP Logistics Inc. dba F.C.C. Logistics Inc., 13025 Cerise Ave., Hawthorne, CA 90250, Officer: Cindy Yamamoto, Secretary, (Qualifying Individual).

LCL Shipping USA, Inc. dba Cargo Planet Logistics, 15117 S. Broadway Street, Gardena, CA 90248, Officer: Tim Mao, CEO, (Qualifying Individual).

Non-Vessel Operating Common Carrier and Ocean Freight Forwarder Transportation Intermediary Applicants

Bacarella Transportation Services, Inc., dba BTX Sea Freight, 731 Main Street, Monroe, CT 06468, Officer: Rosario Bacarella, President, (Qualifying Individual).

UT Freight Forwarders Ltd., 161-15 Rockaway Blvd., Jamaica, NY 11434, Officer: Franky Ying K. Fong, Vice President, (Qualifying Individual).

The Scouler Company dba TSC Container Freight, 250 Marquette Ave., Minneapolis, MN 55401, Officer: John A. Messerich, Vice President, (Qualifying Individual).

Global Galan Logistics, Inc., 3132 SW 173rd Terrace, Miramar, FL 33029, Officer: George A. Galan, President, (Qualifying Individual).

MJS Trading, Inc., 13350 NW 42nd Ave., Suite 13, Opa Locka, FL 33054, Officer: Emilia V. Vilianueva, President, (Qualifying Individual).

Astral Freight Services, Inc., 1418 NW 82nd Ave., Doral, FL 33126, Officer: Nay Lessa, Vice President, (Qualifying Individual).

Freightplus (USA), Inc., 4466 Karls Gate Drive, Marietta, GA 30068, Officer: Christopher J. Katcher, Secretary, (Qualifying Individual).

Forman Shipping U.S.A. Inc. dba SDS Trans, 145-38 157th Street, 1st Floor, Jamaica, NY 11434, Officer: Si Yualan, President, (Qualifying Individual).

Doma Consolidating Inc. dba Doma Shipping, 2520 S. State Street, Chicago, IL 60616, Officer: Mina A. Georgalas, President, (Qualifying Individual).

Maritime and Intermodal Logistics Systems, Inc., dba MLS Fesco

Logistics, 1000 Second Ave., Seattle, WA 98104, Officer: Junko Altman, Secretary, (Qualifying Individual).

Dated: February 20, 2009.

Tanga S. FitzGibbon,
Assistant Secretary.

[FR Doc. E9-4059 Filed 2-24-09; 8:45 am]
BILLING CODE 6730-01-P

FEDERAL MARITIME COMMISSION

[Docket No. 08-07]

Petition of Olympus Growth Fund III, L.P. and Olympus Executive Fund, L.P. for Declaratory Order, Rulemaking or Other Relief; Request for Comments

This is to invite comments on or before March 6, 2009, with regard to the Petition described below.

On December 23, 2008 notice was given that Olympus Growth Fund III, L.P. and Olympus Executive Fund, L.P. ("Petitioners") had petitioned the Federal Maritime Commission ("Commission") pursuant to 46 CFR 502.51, 68 and 69, for the Commission to: (1) Issue a declaratory order clarifying that the "practice of re-routing the domestic inland transportation leg of a through intermodal shipment" by non-vessel-operating common carriers or other shippers does not violate the Shipping Act of 1984 ("Shipping Act"); (2) initiate a rulemaking to consider these issues; and/or (3) initiate a docketed proceeding with respect to informal compromise procedures said to be underway between Global Link Logistics, Inc. ("Global Link") and the Commission's Bureau of Enforcement ("BOE"), and grant Petitioners leave to intervene in the Commission's investigation thereof.

The Commission's *Notice of Filing of Petition* requested that Global Link Logistics Inc. and the Bureau of Enforcement submit views or arguments in reply to the Petition no later than January 9, 2009 (74 FR 288, Jan. 5, 2009). In order for the Commission to make a thorough evaluation of the Petition, other interested persons are hereby invited to submit views or arguments in reply to the Petition no later than March 13, 2009. The Commission is particularly interested in comments relating to the rulemaking aspects of the Petition.

Comments shall consist of an original and fifteen (15) copies, be directed to the Secretary, Federal Maritime Commission, 800 North Capitol Street, NW., Washington, DC 20573-0001, and be served on Petitioners' counsel, Lewis R. Clayton, of Paul, Weiss, Rifkind, Wharton & Garrison LLP, 1285 Avenue

of the Americas, New York, NY 10019-6064; and Warren L. Dean, Jr., of Thompson Coburn LLP, 1909 K Street, NW., Suite 600, Washington, DC 20006. Comments shall also be submitted in electronic form (Microsoft Word 2003) by e-mail to secretary@fmc.gov. To review the Petition, the *Notice of Filing of Petition*, or any related documents, visit the Commission's Web site at http://www.fmc.gov/reading/activity_logs.asp?DOCKET_ID=634. Comments filed in response to this Petition will be posted on the Commission's Web site at the location shown above.

Karen V. Gregory,
Secretary.

[FR Doc. E9-3965 Filed 2-24-09; 8:45 am]
BILLING CODE 6730-01-P

FEDERAL MARITIME COMMISSION

[Docket No. 08-0]

Petition of Olympus Growth Fund III, L.P. and Olympus Executive Fund, L.P. for Declaratory Order, Rulemaking or Other Relief; Erratum

In the Notice of Filing of Petition for Docket 08-07, served December 23, 2008 and appearing in the **Federal Register** on January 5, 2009 (74 FR 288), the citation in paragraph 3 is corrected to read "*See* 46 CFR 502.68(f)(2)."

Karen V. Gregory,
Secretary.

[FR Doc. E9-3966 Filed 2-24-09; 8:45 am]
BILLING CODE 6730-01-P

FEDERAL RESERVE SYSTEM

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. The applications 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 (12 U.S.C. 1843). Unless otherwise noted, nonbanking activities will be conducted throughout the United States. Additional information on all bank holding companies may be obtained from the National Information Center website at www.ffiec.gov/nic/.

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 20, 2009.

A. Federal Reserve Bank of Kansas City (Todd Offerbacker, Assistant Vice President) 925 Grand Avenue, Kansas City, Missouri 64198-0001:

1. *CrossFirst Holdings, LLC*; to become a bank holding company by acquiring 100 percent of the voting shares of CrossPoint Bank, both in Overland Park, Kansas.

In connection with this application, Applicant also has applied to acquire CrossFirst Advisors, LLC Overland Park, Kansas, and thereby engage in financial and investment advisory activities, management consulting, and counseling activities, pursuant to sections 225.25(b)(6) and (b)(9) of Regulation Y.

Board of Governors of the Federal Reserve System, February 20, 2009.

Robert deV. Frierson,

Deputy Secretary of the Board.

[FR Doc. E9-3983 Filed 2-24-09; 8:45 am]

BILLING CODE 6210-01-S

FEDERAL RESERVE SYSTEM

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, including the companies listed below, that engages

either directly or through a subsidiary or other company, in a nonbanking activity that is listed in § 225.28 of Regulation Y (12 CFR 225.28) 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. The notice also will 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. Additional information on all bank holding companies may be obtained from the National Information Center website at www.ffiec.gov/nic/.

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 10, 2009.

A. Federal Reserve Bank of Cleveland (Nadine Wallman, Vice President) 1455 East Sixth Street, Cleveland, Ohio 44101-2566:

1. *Farmers National Banc Corp., Canfield, Ohio*; to acquire 100 percent of the voting shares of Butler Wick Trust Company, Youngstown, Ohio, and thereby engage in general trust activities pursuant to section 225.28(b)(5) of Regulation Y.

Board of Governors of the Federal Reserve System, February 20, 2009.

Robert deV. Frierson,

Deputy Secretary of the Board.

[FR Doc. E9-3984 Filed 2-24-09; 8:45 am]

BILLING CODE 6210-01-S

FEDERAL TRADE COMMISSION

Advertising of Books: Enforcement Policy

AGENCY: Federal Trade Commission (FTC).

ACTION: Statement of policy.

SUMMARY: The Federal Trade Commission rescinds its stated policy that it will not ordinarily challenge claims in advertising that promote the sale of books and other publications when the advertising purports only to express the opinion of the author or to quote—*i.e.*, mirror—the contents of the book or publication.

FOR FURTHER INFORMATION CONTACT: Keith R. Fentonmiller, (202) 326-2775, kfentonmiller@ftc.gov, or Edward Glennon, (202) 326-3126, eglennon@ftc.gov, Attorneys, Division of Advertising Practices, Bureau of Consumer Protection, Federal Trade Commission, 600 Pennsylvania Ave., N.W., Washington, DC 20580.

SUPPLEMENTARY INFORMATION: On July 21, 1971, the Commission published its “Advertising in Books” enforcement policy, also known as the Mirror Image Doctrine (hereafter “MID”). The MID enforcement policy provides:

The Commission, as a matter of policy, ordinarily will not proceed against advertising claims which promote the sale of books and other publications: *Provided*, The advertising only purports to express the opinion of the author or to quote the contents of the publication; the advertising discloses the source of statements quoted or derived from the contents of the publication; and the advertising discloses the author to be the source of opinions expressed about the publication. Whether the advice being offered by the publication will achieve, in fact, the results claimed for it in the advertising will not be controlling if appropriate disclosures have been made. This policy does not apply, however, if the publication, or its advertising, is used to promote the sale of some other product as part of a commercial scheme.

Advertising in Books: Enforcement Policy, 36 FR 13,414 (July 21, 1971). By its terms, the MID does not circumscribe the Commission’s inherent authority to proceed against deceptive advertising for books and other publications. Rather, it is a guide for how Commission staff “ordinarily” should approach such advertising.

Five years after the FTC promulgated the MID, the Supreme Court decided that the First Amendment to the U.S. Constitution protects commercial advertising from undue government regulation, albeit not to the same degree as non-commercial speech. In *Virginia State Bd. of Pharmacy v. Virginia Citizens Consumer Council, Inc.*, 425 U.S. 748 (1976), the Court held that “speech which does ‘no more than propose a commercial transaction’” is commercial speech entitled to some form of First Amendment