

Complaint.

IN THE MATTER OF
SAMUEL SELIGSOHN.

COMPLAINT, FINDINGS AND ORDER IN REGARD TO THE ALLEGED VIOLATION
OF SECTION 5 OF AN ACT OF CONGRESS APPROVED SEPTEMBER 26, 1914.

Docket 1135—August 5, 1924.

SYLLABUS.

Where an individual engaged in the sale at retail of men's clothing which he purchased from manufacturers and resold at substantially prevailing retail prices for comparable clothing, made and featured such statements in advertising his said clothing as "Buy from the Maker Direct and Save the Big Difference in Price," "Mr. Seligsohn Manufactures his Own Clothes—Sells Them to you Direct at a Small Overhead Expense," with the capacity and tendency thereby to mislead and deceive the purchasing public into believing that in buying of him they were purchasing directly from the owner, controller or operator of a factory in which the clothing so offered for sale was made, and that they were thereby saving the profits of middlemen:

Held, That such practices, under the circumstances set forth, constituted unfair methods of competition.

Mr. Alfred M. Craven for the Commission.

Sachs & Sachs, of Philadelphia, Pa., for respondent.

COMPLAINT.

Acting in the public interest pursuant to the provisions of an Act of Congress approved September 26, 1914, entitled "An Act To create a Federal Trade Commission, to define its powers and duties, and for other purposes," the Federal Trade Commission charges that Samuel Seligsohn, hereinafter referred to as respondent, has been and is using unfair methods of competition in interstate commerce in violation of the provisions of Section 5 of said Act, and states its charges in that respect as follows:

PARAGRAPH 1. Respondent is an individual with his place of business in the city of Philadelphia, State of Pennsylvania. He is, and at all times hereinafter mentioned has been engaged in the sale of men's clothing at retail to purchasers located at points in various States of the United States. He causes said clothing when so sold to be transported, from his said place of business in the city of Philadelphia, Pa., into and through other States of the United States to said purchasers at their respective points of location. In the course and conduct of his aforesaid business respondent is in competition with other individuals, partnerships, and corporations similarly and otherwise engaged in the sale of clothing in interstate commerce and with the trade generally.

Order.

S F. T. C.

this order, file with the Commission a report in writing setting forth in detail the manner and form in which it has complied with the order to cease and desist hereinbefore set forth.

EDWIN CIGAR Co., INC., July 29, 1924. (Docket 1138.) The Commission made findings and order in the foregoing case, which were similar to those in the case of James B. Hall, Jr., Inc., above reported in full and in which the brands, labels and legends applied by respondent to its cigars were as follows: "Edwin's Royales Havana Filler Cigar," "Imperials Havana Cigar," "Lord Edwin Havana Cigar," "Havana Smokers" and other brands, labels and legends containing the word "Havana."

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