

Order

IN THE MATTER OF
NORTH AMERICAN ACCIDENT
INSURANCE COMPANY

Docket 6456. Complaint, Nov. 18, 1955—Order, July 29, 1958

Order vacating desist order of February 20, 1957, 53 F.T.C. 701, prohibiting alleged deceptive claims for health and accident insurance.

Before *Mr. Frank Hier*, hearing examiner.

Mr. Philip R. Melangton and *Mr. Francis C. Mayer* for the Commission.

Mr. Claud C. Cox and *Mr. Jacob Logan Fox*, of Chicago, Ill., and *Watters & Donovan*, by *Mr. Thomas A. Hartnett*, of New York City, for respondent.

ORDER REOPENING PROCEEDING AND DISMISSING
COMPLAINT

The Commission, on February 20, 1957, having rendered its decision modifying the hearing examiner's initial decision in this proceeding and adopting as its own decision the initial decision as modified; and

The respondent, on April 29, 1957, having filed in the United States Court of Appeals for the Fifth Circuit a petition for review of the aforesaid decision, but the Commission not having certified and filed in the court a transcript of the record in the proceeding; and

The Commission having reconsidered the matter and having determined that the proceeding should be reopened and that its decision of February 20, 1957, should be vacated and set aside:

It is ordered, That this proceeding be reopened.

It is further ordered, That the Commission's decision entered February 20, 1957, be vacated and set aside.

It is further ordered, That the complaint herein be dismissed.

It is further ordered, That the General Counsel of the Commission be authorized and directed to take such action as may be necessary to obtain an appropriate disposition of the respondent's pending petition for review.

IN THE MATTER OF
CRAFTEX COMFORT PRODUCTS, INC., ET AL.

CONSENT ORDER, ETC., IN REGARD TO THE ALLEGED VIOLATION OF THE
FEDERAL TRADE COMMISSION AND THE WOOL PRODUCTS LABELING ACTS

Docket 7045. Complaint, Jan. 16, 1958—Decision, July 30, 1958

Consent order requiring manufacturers in Brooklyn, N.Y., to cease violating the Wool Products Labeling Act by labeling as "Reprocessed All Wool," bed comforters which contained substantial amounts of fibers other than wool, and by printing the word "reprocessed" in smaller and less conspicuous letters than the other words, and by failing to comply in other respects with the labeling requirements of the Act; and to cease violating the Federal Trade Commission Act by imprinting on the plastic covers of the bed comforters a fictitious price greatly in excess of the usual retail price and unauthorized facsimiles of "seals of approval" of Good Housekeeping and the American Medical Association, and by invoicing the bed comforters falsely as "wool."

Mr. Charles W. O'Connell supporting the complaint.

Mr. Barnett Warner, Princeton, N.J., for respondents.

INITIAL DECISION BY JOHN B. POINDEXTER,
HEARING EXAMINER

On January 16, 1958, the Federal Trade Commission issued a complaint alleging that Craftex Comfort Products, Inc., Purofied Down Products Corporation, corporations, and Samuel Puro and Louis Puro, individually and as officers of said corporations, hereinafter called respondents, had violated the provisions of the Federal Trade Commission Act, the Wool Products Labeling Act of 1939, and the Rules and Regulations promulgated under the last-named Act by misbranding, mislabeling, falsely and deceptively pricing and invoicing their wool products.

After issuance and service of the complaint, the respondents, their counsel and counsel supporting the complaint entered into an agreement for a consent order. The order disposes of the matters complained about. The agreement has been approved by the director and assistant director of the Bureau of Litigation.

The pertinent provisions of said agreement are as follows: Respondents admit all jurisdictional facts; the complaint may be used in construing the terms of the order; the order shall have the same force and effect as if entered after a full hearing and the said agreement shall not become a part of the official