

IN THE MATTER OF
SMITH-FISHER CORPORATION ET AL.

CONSENT ORDER, ETC., IN REGARD TO THE ALLEGED VIOLATION OF THE
FEDERAL TRADE COMMISSION ACT

Docket 8169. Complaint, Nov. 8, 1960—Decision, Mar. 30, 1961

Consent order requiring Owosso, Mich., manufacturers of electric fence chargers designed to prevent farm animals from straying, to cease representing falsely in advertisements in trade journals and newspapers and otherwise, that their "Super-Atom Fence Charger" would confine farm animals under all conditions without the use of insulators; would charge 50 miles of fence without insulators; was 20 times more short resistant than all other chargers and would not be shorted by green grass or brush, rain, or ice; adjusted automatically to climatic conditions; and was guaranteed for two years.

On July 25, 1961 (59 F. T. C. —), this matter was disposed of by separate consent order as to the remaining individual.

COMPLAINT

Pursuant to the provisions of the Federal Trade Commission Act, and by virtue of the authority vested in it by said Act, the Federal Trade Commission, having reason to believe the Smith-Fisher Corporation, a corporation, and Jack D. Smith and Frank Fisher, individually and as officers of said corporation, hereinafter referred to as respondents, have violated the provisions of said Act, and it appearing to the Commission that a proceeding by it in respect thereof would be in the public interest, hereby issues its complaint, stating its charges in that respect as follows:

PARAGRAPH 1. Respondent Smith-Fisher Corporation is a corporation organized, existing and doing business under and by virtue of

distribution of such products with the purchaser who is granted or allowed the secret rebate, discount, allowance or other consideration.

DECISION OF THE COMMISSION AND ORDER TO FILE REPORT OF COMPLIANCE

Pursuant to Section 3.21 of the Commission's Rules of Practice, the initial decision of the hearing examiner shall, on the 30th day of March 1961, become the decision of the Commission; and, accordingly:

It is ordered, That the respondent herein shall within sixty (60) days after service upon it of 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.
