

IN THE MATTER OF
FRANCKOWIAK'S, INC., ET AL.

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

Docket C-309. Complaint, Feb. 6, 1963—Decision, Feb. 6, 1963

Consent order requiring a retail furrier in South Bend, Ind., to cease violating the Fur Products Labeling Act by failing to disclose on labels when fur products contained artificially colored, cheap, or waste fur; by representing falsely in invoicing, labeling, and newspaper advertising that prices of fur products had been reduced from regular prices which were, in fact, fictitious; and by advertising falsely that furs from its regular stock were purchased from an overstocked furrier who needed to raise money.

(b) The "Photo-Matic Test" or "New Photo-Matic Method" alone can determine whether an individual is suitable for contact lenses;

(c) A perfect fitting of contact lenses is insured;

(d) Fitting a person with contact lenses is as simple as taking a picture;

(e) An individual's suitability for contact lenses can be determined in 60 seconds or other period of time;

(f) Measurement of the eye is precisely calculated with 100% accuracy;

(g) No trial wearing of lenses is needed or that nothing touches the eye;

(h) There is no discomfort or inconvenience in fitting contact lenses.

2. That only respondents' contact lenses permit exchange of air under the lens.

3. That respondents' Vent-Air contact lenses provide care-free vision.

B. Disseminating, or causing to be disseminated, by any means, for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase of respondents' product, in commerce, as "commerce" is defined in the Federal Trade Commission Act, any advertisement which contains any of the representations prohibited in Paragraph 1 hereof.

It is further ordered, That the respondents herein shall, within sixty (60) days after service upon them of this order, file with the Commission a report in writing setting forth in detail the manner and form in which they have complied with this order.

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