

IN THE MATTER OF
DAVID CRYSTAL, INC.

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

Docket 6412. Complaint, Sept. 13, 1955—Decision, April 7, 1967

Order modifying a cease and desist order issued February 21, 1956, 52 F.T.C. 856, against a New York City manufacturing clothier by allowing the use of the designation "London" in advertising and labeling, provided there is a clear disclosure that the garments are made in the United States.

ORDER REOPENING PROCEEDING AND MODIFYING ORDER TO CEASE
AND DESIST

This matter having come before the Commission upon respondent's letter of March 6, 1967, requesting authorization to use the designation "of London" in connection with the sale of wearing apparel, provided a disclosure is made that said wearing apparel is styled and made in the United States; and

Order

71 F.T.C.

The Commission having treated respondent's letter as a petition for reopening this proceeding and for modification of the order to cease and desist issued on February 21, 1956 [52 F.T.C. 856]; and

The Commission having noted that the order to cease and desist is based on a consent agreement, and being of the opinion that the requested modification is warranted and will not be prejudicial to the public interest:

It is ordered, That this proceeding be, and it hereby is, reopened.

It is further ordered, That the order to cease and desist issued on February 21, 1956, be, and it hereby is, modified to read as follows:

ORDER

It is ordered, That the respondent, David Crystal, Inc., a corporation, its officers, agents, representatives and employees, directly or through any corporate or other device, in connection with the offering for sale, sale and distribution of wearing apparel in commerce, as "commerce" is defined in the Federal Trade Commission Act, do forthwith cease and desist from:

1. Representing directly or by implication that the country of origin of the design or manufacture of respondent's wearing apparel is England or any other part of the British Isles, or any other country, if such is not the fact.
2. Using any pictorial representation which simulates in appearance the British Royal Coat of Arms unless accompanied by clear and conspicuous language indicating country of origin.
3. Using the word "London" in the advertising or labeling of said wearing apparel without clearly and conspicuously disclosing that the wearing apparel is styled and manufactured in the United States of America.
4. Using the word "Limited," or its abbreviation "Ltd.," to designate, describe or refer to any wearing apparel which respondent manufactures or designs unless the word "Limited" or its abbreviation "Ltd." is used as part of the name of a corporation actually in existence.

5. Using the phrase "By Appointment to H. M. the Late King George VI" or any other words or phrases of similar import to designate, describe or refer to any wearing apparel which respondent manufactures, sells and distributes unless said wearing apparel is designed or manufactured in England or the British Isles.

It is further 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 man-