

IN THE MATTER OF  
LEON A. TASHOF TRADING AS  
NEW YORK JEWELRY COMPANY

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

*Docket 8714. Complaint, Sept. 29, 1966—Decision, Dec. 2, 1968*

Order requiring a Washington, D.C., retailer of eyeglasses, watches, jewelry and other merchandise to cease using bait and switch tactics, falsely advertising its eyeglasses at "bargain" prices, failing to disclose all details of financing and credit charges, and misusing "easy credit" solicitation of customers.

*supra* note 47, this respondent has tried to tip-toe on the edge of illegality. However, we are willing to see whether the necessary changes can be made in Statesman's veterans insurance program without the compulsion of an order by this Commission.

Therefore, rather than remanding the case, we shall vacate the examiner's order and strike everything in his initial decision that is inconsistent with this opinion. From time to time, the Commission, through its staff, will seek to review Statesman's promotional material so that a determination might be made as to whether further action is necessary.

An appropriate order will issue.

Commissioner Elman concurs in the result. Chairman Dixon approves the findings and conclusions contained in the foregoing opinion but would have preferred the issuance of an order to cease and desist. Commissioner MacIntyre does not concur.

#### ORDER TERMINATING PROCEEDING

Upon consideration of the appeal of respondent from the initial decision filed on December 8, 1967, and for the reasons stated in the opinion accompanying this order,

*It is ordered*, That the order to cease and desist issued by the hearing examiner be, and it hereby is, stricken, and that the proceeding be, and it hereby is, terminated.

Commissioner Elman concurs in the result. Chairman Dixon approves the findings and conclusions contained in the opinion but would have preferred the issuance of an order to cease and desist. Commissioner MacIntyre does not concur.

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