
IN THE MATTER OF
LACONIA SHOE COMPANY, ET AL.

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

Docket C-1622. Complaint, Nov. 12, 1969—Decision, Nov. 12, 1969

Consent order requiring a Laconia, N.H., manufacturer and distributor of shoes to cease selling shoes made of simulated leather material without conspicuously disclosing by stamp, tag or label affixed to the shoes the true nature of the material.

tives and employees, directly or through any corporate or other device, in connection with the advertising, offering for sale, sale or distribution of courses of study and instruction in journalism, English, photography, sewing, beauty culture or any other subject, in commerce, as "commerce" is defined in the Federal Trade Commission Act, do forthwith cease and desist from:

1. Using the name "American Cultural Interchange, Inc." or any other name or names of similar import or meaning to describe or designate his business; or representing, in any manner, that respondent's business is other than that of a private commercial venture engaged in the sale of correspondence courses for a profit.

2. Representing, directly or by implication, that respondent's school or his courses have been accredited, approved or recognized by any educational authority in the United States.

3. Misrepresenting in any manner the status, accreditation or approval of respondent's business, his school or his courses.

4. Representing, directly or by implication, that respondent provides scholarships.

5. Representing, directly or by implication, that the instructional material and equipment provided as a part of respondent's courses are free, or misrepresenting, in any manner, the cost or nature of respondent's courses.

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