

IN THE MATTER OF  
PAY LESS DRUG STORES NORTHWEST, INC., ET AL.  
CONSENT ORDER, ETC., IN REGARD TO THE ALLEGED VIOLATION  
OF THE FEDERAL TRADE COMMISSION ACT

*Docket C-2406. Complaint, May 25, 1973—Decision, May 25, 1973.*

Consent order requiring a Portland, Oregon, based operator of 45 retail stores in four Northwestern States, among other things to cease making deceptive safety claims for safety helmets and requiring respondent to make cash refunds to deceived purchasers who return the helmets.

## 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 that Pay Less Drug Stores Northwest, Inc., House of Values, Incorporated, House of Values of Bremerton, Inc., Pay Less Drug Store of Mt. Vernon, Inc., Eureka Pay Less For Drugs Company, Pay Less Drug Store of Coos Bay, Inc., Pay Less Drug Store of Pendelton, Inc., and Pay Less For Drugs, Inc., corporations, hereinafter referred to as respondents, have violated the provisions of said Act, and it now 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 Pay Less Drug Stores Northwest, Inc., is a corporation organized, existing and doing business under and by virtue of the laws of the State of Maryland with its office and principal place of business located at 234 NW 5th Avenue, Portland, Oregon. Said corporate respondent prepares advertising for and dominates and controls the acts and practices of its wholly-owned subsidiaries House of Values, Incorporated, House of Values of Bremerton, Inc., Pay Less Drug Store of Mt. Vernon, Inc., Eureka Pay Less For Drugs Company, Pay Less Drug Store of Coos Bay, Inc., Pay Less Drug Store of Pendelton, Inc., Pay Less For Drugs, Inc., including the acts and practices hereinafter set forth.

Respondent House of Values, Incorporated is a corporation organized, existing and doing business under and by virtue of the laws of the State of Washington, with its office and principal place of business located at 3685 Duwamish Avenue South, Seattle, Washington.

Respondent House of Values of Bremerton, Inc., is a corporation organized, existing and doing business under and by virtue of the laws of the State of Washington, with its office located at 3685 Duwamish Avenue South, Seattle, Washington. Its principal place of business is located at 624 Fourth Street, Bremerton, Washington.

Respondent Pay Less Drug Store of Mt. Vernon, Inc., is a corporation organized, existing and doing business under and by virtue of the laws of the State of Washington, with its office located at 3685 Duwamish Avenue South, Seattle, Washington.

Its principal place of business is located at 101 East College Way, Mt. Vernon, Washington.

Respondent Eureka Pay Less For Drugs Company is a corporation organized, existing and doing business under and by virtue of the laws of the State of California, with its office and principal place of business located at 800 West Harris Street, Eureka, California.

Respondent Pay Less Drug Store of Coos Bay, Inc., is a corporation organized, existing and doing business under and by virtue of the laws of the State of Oregon, with its office located at 243 NW 5th Avenue, Portland, Oregon. Its principal place of business is located at 2nd and West Anderson Street, Coos Bay, Oregon.

Respondent Pay Less Drug Store of Pendleton, Inc., is a corporation organized, existing and doing business under and by virtue of the laws of the State of Oregon, with its office located at 243 NW 5th Avenue, Portland, Oregon. Its principal place of business is located at 301 South Main Street, Pendleton, Oregon.

Respondent Pay Less For Drugs, Inc., is a corporation organized, existing and doing business under and by virtue of the laws of the State of Oregon, with its office located at 243 NW 5th Avenue, Portland, Oregon. Its principal place of business is located at 1209 Adams Street, La Grande, Oregon.

PAR. 2. Respondents are now, and for some time last past have been engaged in the advertising, offering for sale, and sale of general merchandise, including but not limited to safety helmets, to the public.

Respondent House of Values, Incorporated, House of Values of Bremerton, Inc., and Pay Less Drug Store of Mt. Vernon, Inc., are now and for some time last past have been doing business as House of Values. Eureka Pay Less For Drugs Company, Pay Less Drug Store of Coos Bay, Inc., Pay Less Drug Store of Pendleton, Inc., and Pay Less For Drugs, Inc., are now and for some time last past have been doing business as Pay Less Drug Stores.

PAR. 3. In the course and conduct of its business as aforesaid, respondent Pay Less Drug Stores Northwest, Inc., formulates, directs and controls, directly or through said subsidiary corporate respondents and other wholly-owned subsidiaries, the acts and practices of a chain of some forty-five (45) retail stores, located in four States of the United States. In the course and conduct of their business, respondents cause advertising mats, checks, sales memoranda, policy directives, and other documents

and communications to be transmitted, by the United States mails and other interstate mechanisms, to and from respondents' offices and said retail stores located in various States of the United States.

In the further course and conduct of their business, respondents sell and distribute said merchandise in commerce by causing said merchandise to be shipped from places of business of their several suppliers, located in various States of the United States, to storage points and to said retail stores for sale to the purchasing public, located in states other than those from which said shipments originate.

In the further course and conduct of their business, respondents also cause advertisements for said merchandise to be published in media of interstate circulation, all of which are designed and intended to induce persons to purchase said merchandise.

All of the aforesaid acts and practices have been engaged in, in the course and conduct of respondents' business and all such acts and practices have a close and substantial relationship to the interstate flow of respondents' business. Respondents now have, and at all times mentioned herein have had, a substantial and continuous course of trade in said merchandise in commerce, as "commerce" is defined in the Federal Trade Commission Act.

PAR. 4. In the course and conduct of their business as aforesaid, and for the purpose of inducing the purchase of safety helmets, respondents have made certain statements and representations in advertising published in various newspapers with respect to said merchandise.

Typical and illustrative of said statements and advertising representations, but not all inclusive thereof, are the following:

El Dorado 77 Safety Helmet - Protect your head with the world's safest helmet!  
Titan Safety Helmet - Protect your head with the world's safest helmet!  
PIP Safety Helmet - Protect your head with the world's safest helmet!

PAR. 5. Through the use of the aforesaid statements, respondents have represented, directly or by implication, that the Lear-Siegler "El Dorado 77" (S-80 Spoiler), the American Safety Equipment Corporation "Titan" and the PIP (Pacific Interchange Parts) "GP-2" polycarbonate shell safety helmets are superior to all other safety helmets with respect to safety.

PAR. 6. In truth and in fact, the aforesaid safety helmets are not superior to all other safety helmets with respect to safety. In fact no safety helmet with a shell of polycarbonate construction

has ever passed certain recognized safety tests which helmets with shells constructed of different materials have passed.

Therefore, the statements and representations as set forth in Paragraphs Four and Five hereof were and are false, misleading and deceptive.

PAR. 7. The use by respondent of the foregoing false, misleading and deceptive representations set forth above, has had, and now has, the tendency and capacity to mislead and deceive members of the public into the purchase of said products under the erroneous and mistaken belief that such statements and representations are true.

PAR. 8. In the course and conduct of their business as aforesaid, and at all times mentioned herein, respondents have been and now are in substantial competition in commerce with corporations, firms, and individuals in the sale of products of the same kind and nature as that sold by said respondents.

PAR. 9. The aforesaid acts and practices of respondents as herein alleged are all to the prejudice and injury of the public and respondents' competitors and constitute unfair and deceptive acts and practices in commerce and unfair methods of competition in violation of Section 5 of the Federal Trade Commission Act.

#### DECISION AND ORDER

The Federal Trade Commission having initiated an investigation of certain acts and practices of the respondents named in the caption hereof, and the respondents having been furnished thereafter with a copy of a draft of complaint which the Seattle Regional Office proposed to present to the Commission for its consideration and which, if issued by the Commission, would charge respondents with violation of the Federal Trade Commission Act; and

The respondents and counsel for the Commission having thereafter executed an agreement containing a consent order, an admission by the respondents of all the jurisdictional facts set forth in the aforesaid draft of complaint, a statement that the signing of said agreement is for settlement purposes only and does not constitute an admission by respondents that the law has been violated as alleged in such complaint, and waivers and other provisions as required by the Commission's rules; and

The Commission having thereafter considered the matter and having determined that it had reason to believe that the

respondents have violated the said Act, and that complaint should issue stating its charges in that respect, and having thereupon accepted the executed consent agreement and placed such agreement on the public record for a period of thirty (30) days, now in further conformity with the procedure prescribed in Section 2.34(b) of its rules, the Commission hereby issues its complaint, makes the following jurisdictional findings, and enters the following order:

1. Respondent Pay Less Drug Stores Northwest, Inc., is a corporation organized, existing and doing business under and by virtue of the laws of the State of Maryland, with its office and principal place of business located at 234 NW 5th Avenue, Portland, Oregon. Said corporate respondent prepares advertising for and dominates and controls the acts and practices of its wholly-owned subsidiaries House of Values, Inc., House of Values of Bremerton, Inc., Pay Less Drug Store of Mt. Vernon, Inc., Eureka Pay Less For Drugs Company, Pay Less Drug Store of Coos Bay, Inc., Pay Less Drug Store of Pendleton, Inc., and Pay Less For Drugs, Inc.

Respondent House of Values, Incorporated is a corporation organized, existing and doing business under and by virtue of the laws of the State of Washington, with its office and principal place of business located at 3685 Duwamish Avenue South, Seattle, Washington.

Respondent House of Values of Bremerton, Inc., is a corporation organized, existing and doing business under and by virtue of the laws of the State of Washington, with its office located at 3685 Duwamish Avenue South, Seattle, Washington. Its principal place of business is located at 624 4th Street, Bremerton, Washington.

Respondent Pay Less Drug Store of Mt. Vernon, Inc., is a corporation organized, existing and doing business under and by virtue of the laws of the State of Washington, with its office located at 3685 Duwamish Avenue South, Seattle, Washington. Its principal place of business is located at 101 East College Way, Mt. Vernon, Washington.

Respondent Eureka Pay Less For Drugs Company is a corporation organized, existing and doing business under and by virtue of the laws of the State of California, with its office and principal place of business located at 800 West Harris Street, Eureka, California.

Respondent Pay Less Drug Store of Coos Bay, Inc., is a

corporation organized, existing and doing business under and by virtue of the laws of the State of Oregon, with its office located at 234 NW 5th Avenue, Portland, Oregon. Its principal place of business is located at Second and West Anderson Street, Coos Bay, Oregon.

Respondent Pay Less Drug Store of Pendleton, Inc., is a corporation organized, existing and doing business under and by virtue of the laws of the State of Oregon, with its office located at 234 NW 5th Avenue, Portland, Oregon. Its principal place of business is located at 301 South Main Street, Pendleton, Oregon.

Respondent Pay Less For Drugs, Inc., is a corporation organized, existing and doing business under and by virtue of the laws of the State of Oregon, with its office located at 234 NW 5th Avenue, Portland, Oregon. Its principal place of business is located at 1209 Adams Street, La Grande, Oregon.

2. The Federal Trade Commission has jurisdiction of the subject matter of this proceeding and of the respondents, and the proceeding is in the public interest.

#### ORDER

*It is ordered*, That respondents Pay Less Drug Stores Northwest, Inc., House of Values, Incorporated, House of Values of Bremerton, Inc., Pay Less Drug Store of Mt. Vernon, Inc., Eureka Pay Less For Drugs Company, Pay Less Drug Store of Coos Bay, Inc., Pay Less Drug Store of Pendleton, Inc., and Pay Less For Drugs, Inc., corporations, their successors and assigns, and their officers, and respondents' agents, representatives and employees, directly or through any corporation, subsidiary, division or other device, in connection with the advertising, offering for sale, or sale of safety helmets do forthwith cease and desist from representing, orally, in writing, or in any other manner, directly or by implication, that the Lear-Siegler "El Dorado 77 (S-80 Spoiler)," the PIP (Pacific Interchange Parts) "GP-2," the American Safety Equipment Corporation "Titan" or any other safety helmet is the world's safest or is safer than any other safety helmet, or words of similar import or meaning, or that any such product is effective in protecting the head from injury, unless respondents have a reasonable basis for such representation at the time it is made, including documentation of scientific tests or other scientific data.

*It is further ordered*, That respondents shall cause dissemination of clear and conspicuous public notice not less

than two columns in width and of the same length and content as Exhibits A through H annexed hereto in the publications noted therein. Said public notices shall be published in an equal number of issues as the original advertisements on dates approved by the Seattle Regional Office.

*It is further ordered,* That respondents immediately refund the respective purchase price in cash to any person who, within thirty (30) days of the date of publication of said public notices tenders a safety helmet of the type described in Exhibits A through H annexed hereto and asserts that said helmet was purchased as a result of the original false and misleading advertisement.

*It is further ordered,* That each respondent corporation shall forthwith distribute a copy of this order to each of its operating divisions.

*It is further ordered,* That respondents notify the Commission at least thirty (30) days prior to any proposed change in the corporate respondents such as dissolution, assignment or sale resulting in the emergence of a successor corporation, the creation or dissolution of subsidiaries, or any other change in the corporation which may affect compliance obligations arising out of the order.

*It is further ordered,* That the respondents shall, within sixty (60) days after service upon them of this order, file with the Commission a written report setting forth in detail the manner and form of their compliance with this order.

# PUBLIC NOTICE



**EL DORADO 77**

## SAFETY HELMET

Protect your head with the World's Safest Helmet! Custom adjustable to your head size. One piece polycarbonate shell for lighter weight with increased strength. Z90.1 approved.

# \$1288

ON AUGUST 23, 1972, THE ADVERTISEMENT SHOWN ABOVE INITIALLY APPEARED IN THE SEATTLE TIMES.

WE HAVE NOW BEEN INFORMED THAT THE HELMET ADVERTISED IS NOT "THE WORLD'S SAFEST HELMET." THE HELMET IN QUESTION IS MADE WITH A POLYCARBONATE SHELL. ALTHOUGH SUCH A HELMET MAY MEET THE Z90.1-1966 STANDARDS, NO POLYCARBONATE SHELL HELMET HAS YET MET THE MOST RIGOROUS STANDARD SET OUT UNDER THE TEST PROCEDURES OF THE SNELL MEMORIAL FOUNDATION TO QUALIFY FOR SNELL APPROVAL.

BECAUSE OF THE ERROR UNDER WHICH THIS HELMET WAS ADVERTISED AND SOLD, HOUSE OF VALUES WILL, FOR 30 DAYS FOLLOWING THE APPEARANCE OF THIS NOTICE, ACCEPT THE RETURN FOR FULL CASH REFUND OF ANY HELMET PURCHASED AS A RESULT OF THE ABOVE ADVERTISEMENT, FROM ANY HOUSE OF VALUES STORE.

THIS NOTICE AND OFFER OF REFUND IS MADE PURSUANT TO AN AGREEMENT REACHED WITH THE SEATTLE REGIONAL OFFICE, FEDERAL TRADE COMMISSION.



AD TO RUN IN THE  
SEATTLE TIMES

Exhibit A

# PUBLIC NOTICE



ON AUGUST 23, 1972, THE ADVERTISEMENT SHOWN ABOVE APPEARED IN THIS NEWS-PAPER.

WE HAVE NOW BEEN INFORMED THAT THE HELMET ADVERTISED IS NOT "THE WORLD'S SAFEST HELMET." THE HELMET IN QUESTION IS MADE WITH A POLYCARBONATE SHELL. ALTHOUGH SUCH A HELMET MAY MEET THE Z90.1-1966 STANDARDS, NO POLYCARBONATE SHELL HELMET HAS YET MET THE MOST RIGOROUS STANDARD SET OUT UNDER THE TEST PROCEDURES OF THE SNELL MEMORIAL FOUNDATION TO QUALIFY FOR SNELL APPROVAL.

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Exhibit B

Exhibit B

AD TO RUN IN THE  
FEDERAL WAY NEWS

**PUBLIC NOTICE**

**FOR AUTO NEEDS**

**ALSPORT™**  
**SAFETY**  
**HELMETS**

Protect your head with the World's Safest Helmet. Custom adjustable to your head size. One piece polycarbonate shell for lighter weight with increased strength. Z90.1 approved

**1288** EA.

ON AUGUST 23, 1972, THE ADVERTISEMENT SHOWN ABOVE APPEARED IN THIS NEWSPAPER.

WE HAVE NOW BEEN INFORMED THAT THE HELMET ADVERTISED IS NOT "THE WORLD'S SAFEST HELMET." THE HELMET IN QUESTION IS MADE WITH A POLYCARBONATE SHELL. ALTHOUGH SUCH A HELMET MAY MEET THE Z90.1-1966 STANDARDS, NO POLYCARBONATE SHELL HELMET HAS YET MET THE MOST RIGOROUS STANDARD SET OUT UNDER THE TEST PROCEDURES OF THE SNELL MEMORIAL FOUNDATION TO QUALIFY FOR SNELL APPROVAL.

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**HOUSE OF VALUES**

Exhibit C

AD TO RUN IN THE  
LYNNWOOD ENTERPRISE

Exhibit C

**PUBLIC NOTICE**



**SAFETY  
HELMET**

Protect your head with the World's Safest Helmet! Custom adjustable to your head size. One piece polycarbonate shell for lighter weight with increased strength. Z90.1 approved.

\$1288

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BECAUSE OF THE ERROR UNDER WHICH THIS HELMET WAS ADVERTISED AND SOLD, HOUSE OF VALUES WILL, FOR 30 DAYS FOLLOWING THE APPEARANCE OF THIS NOTICE, ACCEPT THE RETURN FOR FULL CASH REFUND OF ANY HELMET PURCHASED AS A RESULT OF THE ABOVE ADVERTISEMENT.

THIS NOTICE AND OFFER OF REFUND IS MADE PURSUANT TO AN AGREEMENT REACHED WITH THE SEATTLE REGIONAL OFFICE, FEDERAL TRADE COMMISSION.



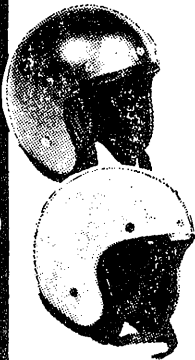
Exhibit D

AD TO RUN IN THE  
SKAGIT VALLEY HERALD

## PUBLIC NOTICE

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**ALLSPORT**



**TITAN  
SAFETY  
HELMET**

Protect your head with the world's safest helmet! Custom adjustable to your head size. One piece polycarbonate shell for lighter weight with increased strength. Z90.1 approved.

\$12<sup>88</sup>

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ON AUGUST 23, 1972, THE ADVERTISEMENT SHOWN ABOVE APPEARED IN THIS NEWSPAPER.

WE HAVE NOW BEEN INFORMED THAT THE HELMET ADVERTISED IS NOT "THE WORLD'S SAFEST HELMET." THE HELMET IN QUESTION IS MADE WITH A POLYCARBONATE SHELL. ALTHOUGH SUCH A HELMET MAY MEET THE Z90.1-1966 STANDARDS, NO POLYCARBONATE SHELL HELMET HAS YET MET THE MOST RIGOROUS STANDARD SET OUT UNDER THE TEST PROCEDURES OF THE SNELL MEMORIAL FOUNDATION TO QUALIFY FOR SNELL APPROVAL.

BECAUSE OF THE ERROR UNDER WHICH THIS HELMET WAS ADVERTISED AND SOLD, PAY LESS DRUG STORE WILL, FOR 30 DAYS FOLLOWING THE APPEARANCE OF THIS NOTICE, ACCEPT THE RETURN FOR FULL CASH REFUND OF ANY HELMET PURCHASED AS A RESULT OF THE ABOVE ADVERTISEMENT.

THIS NOTICE AND OFFER OF REFUND IS MADE PURSUANT TO AN AGREEMENT REACHED WITH THE SEATTLE REGIONAL OFFICE, FEDERAL TRADE COMMISSION.

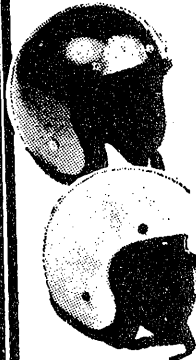


AD TO RUN IN THE  
EUREKA TIMES-STANDARD

## PUBLIC NOTICE

**ALSPORT™**
**TITAN**

### SAFETY HELMET



Protect your head with the world's safest helmet! Custom adjustable to your head size. One piece polycarbonate shell for lighter weight with increased strength. Z90.1 approved.

**\$12<sup>88</sup>**

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BECAUSE OF THE ERROR UNDER WHICH THIS HELMET WAS ADVERTISED AND SOLD, PAY LESS DRUG STORE WILL, FOR 30 DAYS FOLLOWING THE APPEARANCE OF THIS NOTICE, ACCEPT THE RETURN FOR FULL CASH REFUND OF ANY HELMET PURCHASED AS A RESULT OF THE ABOVE ADVERTISEMENT.

THIS NOTICE AND OFFER OF REFUND IS MADE PURSUANT TO AN AGREEMENT REACHED WITH THE SEATTLE REGIONAL OFFICE, FEDERAL TRADE COMMISSION.



AD TO RUN IN THE  
COOS BAY WORLD

**PUBLIC NOTICE**

**ALSOFT™ PIP SAFETY HELMET**

Protect your head with the world's safest helmet! Custom adjustable to your head size. One piece polycarbonate shell for lighter weight with increased strength. Z90.1 approved.

**1397**

ON AUGUST 23, 1972, THE ADVERTISEMENT SHOWN ABOVE APPEARED IN THIS NEWS-PAPER.

WE HAVE NOW BEEN INFORMED THAT THE HELMET ADVERTISED IS NOT THE WORLD'S SAFEST HELMET. THE HELMET IN QUESTION IS MADE WITH A POLYCARBONATE SHELL ALTHOUGH SUCH A HELMET MAY MEET THE Z90.1-1966 STANDARDS, NO POLYCARBONATE SHELL HELMET HAS YET MET THE MOST RIGOROUS STANDARD SET OUT UNDER THE TEST PROCEDURES OF THE SNELL MEMORIAL FOUNDATION TO QUALIFY FOR SNELL APPROVAL.

BECAUSE OF THE ERROR UNDER WHICH THIS HELMET WAS ADVERTISED AND SOLD PAY LESS DRUG STORE WILL, FOR 30 DAYS FOLLOWING THE APPEARANCE OF THIS NOTICE ACCEPT THE RETURN FOR FULL CASH REFUND OF ANY HELMET PURCHASED AS A RESULT OF THE ABOVE ADVERTISEMENT.

THIS NOTICE AND OFFER OF REFUND IS MADE PURSUANT TO AN AGREEMENT REACHED WITH THE SEATTLE REGIONAL OFFICE, FEDERAL TRADE COMMISSION.

**Pay Less Drug Store**

AD TO RUN IN THE  
PENDLETON EAST OREGONIAN

Exhibit G

**PUBLIC NOTICE**

**ALSPORT™ Motorcycle SAFETY HELMET**

Protect your head with the worlds safest helmet. Custom adjustable to your head size. One piece polycarbonate shell for lighter weight with increased strength.

**\$997**

ON AUGUST 23, 1972, THE ADVERTISEMENT SHOWN ABOVE APPEARED IN THIS NEWS-PAPER.

WE HAVE NOW BEEN INFORMED THAT THE HELMET ADVERTISED IS NOT THE WORLD'S SAFEST HELMET. THE HELMET IN QUESTION IS MADE WITH A POLYCARBONATE SHELL. ALTHOUGH SUCH A HELMET MAY MEET THE Z90 1-1966 STANDARDS, NO POLYCARBONATE SHELL HELMET HAS YET MET THE MOST RIGOROUS STANDARD SET OUT UNDER THE TEST PROCEDURES OF THE SNELL MEMORIAL FOUNDATION TO QUALIFY FOR SNELL APPROVAL.

BECAUSE OF THE ERROR UNDER WHICH THIS HELMET WAS ADVERTISED AND SOLD, PAY LESS DRUG STORE WILL, FOR 30 DAYS FOLLOWING THE APPEARANCE OF THIS NOTICE, ACCEPT THE RETURN FOR FULL CASH REFUND OF ANY HELMET PURCHASED AS A RESULT OF THE ABOVE ADVERTISEMENT.

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**Pay Less Drug Store**

Exhibit H

AD TO RUN IN THE  
LA GRANDE OBSERVER

## Complaint

IN THE MATTER OF  
MIRO INC., ET AL.CONSENT ORDER, ETC., IN REGARD TO THE ALLEGED VIOLATION  
OF THE FEDERAL TRADE COMMISSION AND THE TEXTILE  
FIBER PRODUCTS IDENTIFICATION ACTS*Docket C-2407. Complaint, May 29, 1973—Decision, May 29, 1973.*

Consent order requiring several Jersey City, New Jersey, manufacturers and sellers of women's and misses' wearing apparel, among other things to cease misbranding its textile fiber products.

## COMPLAINT

Pursuant to the provisions of the Federal Trade Commission Act, and the Textile Fiber Products Identification Act, and by virtue of the authority vested in it by said Acts, the Federal Trade Commission, having reason to believe that Miro Inc., Herald Modes Inc., Empire Fashions Inc., Rain-Ette Fashions Inc., and Suz-Ette Fashions Inc., corporations, and Robert Mincow, individually and as an officer of said corporations, hereinafter referred to as respondents, have violated the provisions of said Acts and the rules and regulations promulgated under the Textile Fiber Products Identification Act, and it now 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. Respondents Miro Inc., Suz-Ette Fashions Inc., and Herald Modes Inc., are corporations organized, existing and doing business under and by virtue of the laws of the State of New York. Respondents Empire Fashions Inc., and Rain-Ette Fashions Inc., are corporations organized, existing and doing business under and by virtue of the laws of the State of New Jersey. Their office and principal place of business is located at Burma Road and Wolf Drive, Liberty Industrial Park, Jersey City, New Jersey.

Respondent, Robert Mincow, is an officer of said corporations. He formulates, directs and controls the policies, acts and practices of the said corporate respondents including those hereinafter referred to. His address is the same as that of the corporate respondent.

Respondents are engaged in the manufacture and sale of women's and misses' wearing apparel, including, but not limited to coats.