

obtained by purchasers of respondents' contact lenses, or the nature and extent of the services offered by any office owned or operated or franchised.

III. 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 or misrepresentations prohibited in Paragraphs I and II hereof.

It is further ordered that respondents Vent-Air Contact Lens Laboratories, Inc., a corporation, and its officers, and Lawrence Lewison, Marvin Shore, and Shirley Lewison individually and as officers of said corporation, and respondents' representatives, agents and employees, directly or through any corporate or other device, in connection with the offering for sale, sale or distribution of contact lenses or other products in commerce, as "commerce" is defined in the Federal Trade Commission Act, to forthwith cease and desist from failing to perform any and all services, repairs or prescription changes which purchasers of respondents' contact lenses are entitled to by virtue of representations made by a Professional Service Agreement or any guarantee given heretofore or hereafter to said purchasers at or contemporaneous with the time of their purchasing respondents' contact lenses.

It is further ordered that respondents named herein shall mail copies of this order to all franchisees, licensees or distributors of respondents' products and/or services and that all of respondents' present and future franchisees, licensees or distributors shall be required to agree in writing that they will abide with the terms of this order as a condition to becoming or continuing with respondents as franchisees, licensees or distributors.

In Witness Whereof, the Federal Trade Commission has caused this, its complaint to be signed by its Secretary and its official seal to be hereto affixed at Washington, D.C., this 3rd day of October, 1966.

By the Commission.

[SEAL]

JOSEPH W. SHEA,
Secretary.

United States of America Before Federal Trade Commission
[Docket No. 8715]

In the Matter of VENT-AIR LENS LABORATORIES, INC., ET AL.

ORDER AMENDING COMPLAINT

Pursuant to the motion filed by counsel supporting the complaint to amend the complaint herein so as to correctly name the corporate respondent, and,

It appearing that the correct name of the corporate respondent is Vent-Air Lens Laboratories, Inc., instead of Vent-Air Contact Lens Laboratories, Inc., as erroneously stated in the complaint issued on October 3, 1966,

Accordingly,

It is ordered that said complaint be amended so as to designate the corporate respondent by its correct name, Vent-Air Lens Laboratories, Inc.

JOHN B. POINDEXTER,
Hearing Examiner.

In the United States District Court for the District of Columbia

BENJAMIN D. RITHOLZ, SAMUEL J. RITHOLZ, MORRIS I. RITHOLZ, FANNY RITHOLZ, SYLVIA RITHOLZ, SOPHIE RITHOLZ, ANNA BEDNO AND JACOB BEDNO, A PARTNERSHIP T/A DR. RITHOLZ & SONS Co., 1148-1160 W. CHICAGO AVE., CHICAGO 22, ILLINOIS, PLAINTIFFS.

v.

LEWIS H. KRASKIN, 900 F STREET, N.W., WASHINGTON, D.C., REX B. SHELEY, 1342 F STREET, N.W., WASHINGTON, D.C., DISTRICT OF COLUMBIA BOARD OF OPTOMETRY, AN AGENCY OF THE MUNICIPAL GOVERNMENT OF THE DISTRICT OF COLUMBIA, AND DISTRICT OF COLUMBIA OPTOMETRIC ASSOCIATION, A CORPORATION, 900 F STREET, N.W., WASHINGTON, D.C., DEFENDANTS.