

FRAUD IS CHARGED IN HAIR WAVE DEAL

Indicted Heights Operator Blames Competitors

Ralph Cortell, 13434 Cedar Road, Cleveland Heights, and Mrs. Ursuline Ebel of Buffalo, operators of the Andre Du Val Beauty Salon in Buffalo, were indicted yesterday on federal charges of using the mails to defraud, the Associated Press said last night in a dispatch from Jamestown, N. Y.

"The whole thing is just a hoaxed-up deal by competitors," Cortell told the Plain Dealer. "The Better Business people even went on the air and took cracks at us. It hurt our business something terrible."

The indictment, according to the Associated Press dispatch, "accused the two of mailing cards to a group of women saying they had been selected to receive a \$15 permanent wave for \$3.70. When the patrons came in, the indictment said, they were told their hair was not suited to that particular treatment and an \$18 wave was recommended."

Cortell denied the allegation. He said a \$12 wave was advertised for \$3.70.

This annoyed the competition, he said, adding: "If you give enough of them for \$3.70 you can make money."

"Standard Practice"

He said that it was standard practice to attempt to sell a better and more expensive wave to customers, but that if the women insisted on a \$3.70 permanent wave they got it for \$3.70.

"What really burns me up," he asserted, "is that all they want to do is shut us up."

The Cleveland Better Business Bureau has an official report on Cortell's operations here, which, according to postal inspectors, are not in violation of the laws governing mail. The report reads:

"He (Cortell) informed the Better Business Bureau he had made arrangements with shops throughout the country that handle his products to handle direct mail campaigns for them.

"This advertising is in the form of postal cards which purport to offer certain high-priced permanent waves to selected persons at local beauty salons. The recipient is urged to call to make arrangements to receive the wave.

"This has been subject to criticism by the bureau and the public. When recipients call they are informed the permanent wave is not 'free,' but is being given to them at a greatly reduced price, and this varies depending on the shop. The bureau has been told that prices quoted range from \$3.95 to \$15.

Must Call for Explanation

"Recipients of this advertising are disturbed by what they term 'deceptive' advertising on the part of the advertiser in that, even though the word 'free' is not used, the implication is that they have been selected to receive a certain wave to introduce it in their area.

"The bureau has been informed by the Post Office Department that no fraud is evidenced in this promotion for the reason that the recipient must call for an explanation and to make arrangements to receive the wave.

"The bureau has received many complaints. It has received two complaints relative to the quality of the work done, and in those instances Cortell refunded the amount paid for the wave."

A postal inspector who asked that he not be quoted told the Plain Dealer that no fraud existed in Cortell's advertising here. Concerning the reported indictment in Jamestown, he said that he was not familiar with all the facts, but that the card itself might not have been the basis of the indictment.

STEWART'S 'I DO'S'
MUFFLED BY 'FROG'