Document 0358

[20358001]

The city 's Department of Consumer Affairs charged Newmark & Lewis Inc. with failing to deliver on its promise of lowering prices .

[20358003]

The agency said it monitored Newmark & Lewis 's advertised prices before and after the ad campaign , and found that the prices of at least 50 different items either increased or stayed the same .

[20358004]

In late May , Newmark & Lewis announced a plan to cut prices 5 % to 20 % and eliminate what it called a " standard discount-retailing practice " of negotiating individual deals with customers .

[20358005]

The consumer agency also disputed Newmark & Lewis 's continuing strategy of advertising " new lower prices " when allegedly there have n't been price reductions since June 1 .

[20358007]

Mr. Lewis said the company marked price tags and advertised at its " lowest possible prices " for all its merchandise to reduce public confusion .

[20358008]

Mr. Lewis said the company gave the Consumer Affairs department " volumes of documents " to substantiate its statements , and made " every effort to comply " with all the agency 's policies .

[20358009]

In its suit , the consumer agency seeks fines of $ 1,000 per violation of the city 's Consumer Protection Law , costs of investigation , and an injunction to prevent Newmark & Lewis from continuing its allegedly deceptive advertising .