

Order

55 F.T.C.

IN THE MATTER OF  
SOUTHERN NATIONAL INSURANCE COMPANY

*Docket 6251. Order, Apr. 30, 1959*

Order vacating and setting aside, on the basis of the Supreme Court's ruling in *Federal Trade Commission v. National Casualty Company*, 357 U.S. 560, decision of the Commission of Apr. 14, 1955, 51 F.T.C. 894, requiring a Little Rock, Ark., insurance company to cease false advertising of its health and accident policies.

Before Mr. J. Earl Cox, hearing examiner.

Mr. William A. Somers and Mr. Robert R. Sills for the Commission.

Catlett & Henderson, of Little Rock, Ark., for respondent.

ORDER GRANTING PETITION TO VACATE  
COMMISSION'S DECISION

This matter having come on to be heard upon respondent's petition requesting that the decision of the Commission entered on April 14, 1955, be vacated, which petition is unopposed by counsel supporting the complaint; and

The Commission having reconsidered the matter in the light of the United States Supreme Court's ruling in *Federal Trade Commission v. National Casualty Company*, 357 U.S. 560, decided June 30, 1958, subsequent to said decision of the Commission, and having concluded that this proceeding should be reopened and the complaint dismissed upon the authority of said ruling of the Supreme Court:

*It is ordered*, That this proceeding be, and it hereby is, reopened.

*It is further ordered*, That the decision of the Commission entered on April 14, 1955, be, and it hereby is, vacated and set aside.

*It is further ordered*, That the complaint herein be, and it hereby is, dismissed.

## Decision

IN THE MATTER OF  
ARDLEY FUR CORPORATION ET AL.

CONSENT ORDER, ETC., IN REGARD TO THE ALLEGED VIOLATION OF THE  
FEDERAL TRADE COMMISSION AND THE FUR PRODUCTS LABELING ACTS

*Docket 7368. Complaint, Jan. 23, 1959—Decision, May 1, 1959*

Consent order requiring a New York City furrier to cease violating the Fur Products Labeling Act by failing to comply with the labeling and invoicing requirements; by advertising in letters to customers and otherwise which contained fictitious prices and represented exaggerated amounts as regular selling prices; and by failing to maintain adequate records on which such pricing claims were based.

*Mr. John T. Walker* supporting the complaint.

No appearance for respondents.

INITIAL DECISION BY JOSEPH CALLAWAY, HEARING EXAMINER

The Federal Trade Commission issued its complaint against the above-named respondents on January 23, 1959, charging them with having violated the Fur Products Labeling Act, the rules and regulations issued thereunder, and the Federal Trade Commission Act by misbranding, falsely advertising and invoicing certain of their fur products and failing to maintain full and adequate records.

On February 28, 1959 respondents entered into an agreement with counsel in support of the complaint for a consent order.

The hearing examiner finds that the content of the agreement meets all of the requirements of Section 3.25(b) of the Rules of the Commission.

This proceeding having now come on for final consideration on the complaint and the aforesaid agreement containing the consent order, and it appearing that the order and agreement cover all of the allegations of the complaint and provide for appropriate disposition of this proceeding, the agreement is hereby accepted and ordered filed upon this decision and said agreement becoming part of the Commission's decision pursuant to Sections 3.21 and 3.25 of the Rules of Practice, and the hearing examiner accordingly makes the following findings, for jurisdictional purposes, and order:

1. Respondent Ardley Fur Corporation is a corporation organized, existing and doing business under and by virtue of the