

products to such buyer for his own account.

It is further ordered, That the respondents herein shall, within sixty (60) days after service upon them of this order, file with the Commission a report in writing setting forth in detail the manner and form in which they have complied with this order.

IN THE MATTER OF
RU-EX, INC., ET AL.

CONSENT ORDER, ETC., IN REGARD TO THE ALLEGED VIOLATION OF THE
FEDERAL TRADE COMMISSION ACT

Docket C-1. Complaint, Oct. 17, 1961—Decision, Oct. 17, 1961

Consent order requiring St. Paul, Minn., distributors of their "Ru-Ex Compound" to cease falsely representing in advertising the therapeutic effect of lemon juice used with the preparation in the treatment of arthritis and related diseases.

COMPLAINT

Pursuant to the provisions of the Federal Trade Commisison Act, and by virtue of the authority vested in it by said Act, the Federal Trade Commission, having reason to believe that Ru-Ex, Inc., a corporation and William H. Fraser and Reggie L. Fraser, individually and as officers of said corporation, hereinafter referred to as respondents, have violated the provisions of said Act, and it 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 Ru-Ex, Inc., is a corporation organized, existing and doing business under and by virtue of the laws of the State of Minnesota, with its principal office and place of business located at 2457 University Avenue, St. Paul, Minnesota.

Respondents William H. Fraser and Reggie L. Fraser are officers of the corporate respondent. They formulate, direct and control the

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Complaint

respondents' agents, representatives and employees, directly or through any corporate, partnership, sole proprietorship, or other device in connection with the sale of citrus fruit or fruit products in commerce, as "commerce" is defined in the Clayton Act, do forthwith cease and desist from :

Paying, granting or allowing, directly or indirectly, to any buyer or to anyone acting for or in behalf of, or who is subject to the direct or indirect control of such buyer, anything of value as a commission, brokerage, or other compensation, or any allowance or discount in lieu thereof, upon or in connection with any sale of citrus fruit or fruit products to such buyer for his own account.

It is further ordered, That the respondents herein shall, within sixty (60) days after service upon them of this order, file with the Commission a report in writing setting forth in detail the manner and form in which they have complied with this order.