

in detail the manner and form in which they have complied with the order to cease and desist.

IN THE MATTER OF
E. GOTTSCHALK & CO., INC., ET AL.

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

Docket 8301. Complaint, Mar. 3, 1961—Decision, Oct. 24, 1961

Consent order requiring a Fresno, Calif., furrier to cease violating the Fur Products Labeling Act by using the word "blended" improperly on labels on fur products; by representing falsely on invoices that certain mink was from the Aleutian Islands; by advertising in newspapers which failed to disclose the names of animals producing the fur in fur products, falsely represented the volume of merchandise offered for sale to be \$200,000 worth of precious furs when it was substantially less and that savings could be effected in its "January Fur Sale"; by failing to keep adequate records as a basis for price and value claims; and by failing in other respects to comply with labeling and invoicing requirements.

and any other respondent or respondents in the instant case, or between said respondents and any others not parties hereto, to:

1. Engage in, maintain or perpetuate any activities, acts, or practices or to attempt to engage in, maintain or perpetuate any activities, acts or practices in purchasing, selling, manufacturing, or distributing said merchandise or products, whereby the origin, prior places of sale, past or present prices, or the quality or any other characteristic of said merchandise or products, is misrepresented, by any means or in any manner, or where the intent, purpose, or effect of same is to deceive, to mislead or to make any false claims concerning the origin, prior places of sale, prices, quality or other characteristics of said merchandise or products.

DECISION OF THE COMMISSION AND ORDER TO FILE REPORT OF COMPLIANCE
AS TO RESPONDENTS BLACKER BROS., INC., KASINOFF-HERMAN, INC.,
TOWNSMAN CLOTHES, INC., AND LESLIE LLOYDS CLOTHES, INCORPORATED

Pursuant to Section 3.21 of the Commission's Rules of Practice, the initial decision of the hearing examiner shall, on the 24th day of October, 1961, become the decision of the Commission; and, accordingly:

It is ordered, That respondents Blacker Bros., Inc., Kasinoff-Herman, Inc., Townsman Clothes, Inc., and Leslie Lloyds Clothes, Incorporated, 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 the order to cease and desist.