

It is further ordered, That respondents 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.

IN THE MATTER OF

RONZONE'S OF LAS VEGAS, INC., ET AL.

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

Docket C-316. Complaint, Feb. 28, 1963—Decision, Feb. 28, 1963

Consent order requiring Las Vegas, Nev., retail furriers to cease violating the Fur Products Labeling Act by failing to disclose in newspaper advertising the names of animals producing certain furs and when fur products contained artificially colored or cheap or waste fur, and to describe as "natural" fur which was not bleached or dyed; by representing falsely in such advertising that purchasers of furs received on consignment might "Save 20% to 50% on Famous Brands . . . Special purchase . . .", etc.; by affixing labels bearing fictitious prices to fur products; by failing to maintain adequate records as a basis for price and value claims; and by failing in other respects to comply with requirements of the Act.

COMPLAINT

Pursuant to the provisions of the Federal Trade Commission Act and the Fur Products Labeling Act and by virtue of the authority vested in it by said Acts, the Federal Trade Commission having reason to believe that Ronzone's of Las Vegas, Inc., a corporation, and its officers, and Richard J. Ronzone and Peder R. Rasmussen, individually and as officers of said corporation, and as copartners trading as Nevada Fur Service, hereinafter referred to as respondents, have violated the provisions of said Acts and the Rules and Regulations promulgated under the Fur Products Labeling Act, and it appearing to the Commission that a proceeding by it in respect thereof would be

7. Engaging in any act or practice, the purpose or effect of which is to effectuate any understanding, agreement or combination prohibited herein.

8. Placing in effect or carrying out any act, practice, policy or method, prohibited by any provision or part of this order, through respondent Board or any other instrumentality, agent, agency, medium of representative.

It is further ordered, That respondents 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.