

IN THE MATTER OF
REYNOLDS METALS COMPANY

MODIFIED ORDER, ETC., IN REGARD TO THE ALLEGED VIOLATION OF
SEC. 7 OF THE CLAYTON ACT

Docket 7009. Complaint, Dec. 27, 1957—Decision, May 26, 1966

Order modifying a divestiture order of January 21, 1960, 56 F.T.C. 743, issued against a major producer of aluminum and aluminum products, pursuant, to a modified final decree of the Court of Appeals for the District of Columbia Circuit, dated May 18, 1966, which modified its final decree of October 22, 1962, and opinion of September 27, 1962, 309 F. 2d 223. The modified order prohibits respondent from manufacturing aluminum florist foil for a period of 5 years, from acquiring any manufacturer, wholesaler, or retailer of such foil for the same period, and from using the trade name, "Arrow Brands," except for collecting accounts receivable.

MODIFIED ORDER

The Commission and Reynolds Metals Company having jointly moved that the Court of Appeals for the District of Columbia Circuit modify its final decree of October 22, 1962, which in turn

modified the Commission's divestiture order of January 21, 1960, entered in the above-entitled matter; and the Court having issued its modified final decree on May 18, 1966, affirming and enforcing the decree as proposed by the Commission and Reynolds Metals Company;

Now, therefore, it is hereby ordered, That the order of January 21, 1960, be, and it hereby is, further modified in accordance with the modified final decree of the Court to read as follows:

It is ordered, That Reynolds Metals Company shall, within six (6) months from the effective date of this order, cease and desist from manufacturing and selling at wholesale or retail in the United States aluminum florist foil (i.e., foil especially designed or packaged for the florist trade) and shall report the fact of such discontinuance to the Federal Trade Commission and shall not, for a period of five (5) years subsequent to such discontinuance manufacture and sell at wholesale or retail in the United States such aluminum florist foil.

It is further ordered, That Reynolds Metals Company shall, for a period of five (5) years from the effective date of this order, cease and desist from acquiring, directly or indirectly, any interest in any concern in the United States a substantial part of whose business is the manufacture and sale at either wholesale or retail of laminated aluminum gift wrap or aluminum florist foil.

It is further ordered, That the Reynolds Metals Company, within six (6) months of the date of this order, shall cease and desist from using in any manner whatsoever the trade name "Arrow Brands" except for the purpose of collecting accounts receivable or enforcing collection thereof.

It is further ordered, That Reynolds Metals Company shall, within one (1) year from the effective date of this order and thereafter annually for a period of five (5) years, submit to the Commission a report in writing setting forth the manner and form of its compliance with the provisions of this order.

Complaint

69 F.T.C.

IN THE MATTER OF

THE FRENCH POODLE, 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-1069. Complaint, May 26, 1966—Decision, May 26, 1966

Consent order requiring a Washington, D.C., retail furrier, to cease falsely advertising and invoicing its fur products in violation of the Fur Products Labeling 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 The French Poodle, Inc., a corporation, and Louella Epstein, individually and as an officer of said corporate respondent, hereinafter referred to as respondents, have violated the provisions of said Act 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 in the public interest, hereby issues its complaint, stating its charges in that respect as follows:

PARAGRAPH 1. Respondent, The French Poodle, Inc., is a corporation organized, existing and doing business under and by virtue of the laws of the State of Maryland.

Individual respondent Louella Epstein is an officer of the corporate respondent. Said individual respondent Louella Epstein alone is responsible for the acts, practices and policies of the corporate respondent, including the acts and practices hereinafter referred to.

Respondents are in the business of retailing fur products and have their office and principal place of business located at 1623 Connecticut Avenue, NW., Washington, D.C., with two branch stores located at 1211 Connecticut Avenue, NW., and 511 11th Street, NW., Washington, D.C.

PAR. 2. Subsequent to the effective date of the Fur Products Labeling Act on August 9, 1952, the respondents have been and are now engaged in the introduction into commerce, and in the sale, advertising and offering for sale, in commerce, and in the