

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

IN THE MATTER OF

HOFFMAN-MORTON CO. TRADING AS
HOFFMAN-MORTON FURRIERS ET AL.

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

Docket C-1264. Complaint, Oct. 25, 1967—Decision, Oct. 25, 1967

Consent order requiring a Chicago, Ill., furrier to cease misbranding, falsely advertising and deceptively invoicing its fur products.

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 Hoffman-Morton Co., a partnership, trading under its own name and as Hoffman-Morton Furriers, and Morton H. Hoffman, Mabel Hoffman, Ida Hoffman and David Veltman, individually and as copartners trading as Hoffman-Morton Co., 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 in the public interest, hereby issues its complaint stating its charges in that respect as follows:

PARAGRAPH 1. Respondent Hoffman-Morton Co. is a partnership existing and doing business in the State of Illinois and trading under its own name and as Hoffman-Morton Furriers. Respondents Morton H. Hoffman, Mabel Hoffman, Ida Hoffman and David Veltman are copartners in the said partnership.

Respondents are manufacturers and retailers of fur products with their office and principal place of business located at 679 North Michigan Avenue, Chicago, Illinois.

PAR. 2. Respondents are now, and for some time last past have been, engaged in the introduction into commerce, and in the manufacture for introduction into commerce, and in the sale, advertising, and offering for sale in commerce, and in the trans-

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