

Consent order requiring a Dallas, Texas, retail jeweler operating through 439 retail outlets and 110 additional outlets under other trade names to cease using deceptive pricing practices, savings claims, and false guarantees.

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<sup>1</sup> Final order to cease and desist issued February 25, 1971, 78 F.T.C. 446.

Order

77 F.T.C.

ORDER ADOPTING FINDINGS AND CONCLUSIONS AND DEFERRING  
ENTRY OF FINAL ORDER <sup>1</sup>

## CONCLUSIONS

1. The Commission has jurisdiction of the subject matter of this proceeding and of the respondents.
2. Section 5 of the Federal Trade Commission Act prohibits unfair methods of competition and unfair acts and practices in commerce, including agreements, understandings and combinations in restraint of trade.
3. The agreements, understandings and combinations documented by this record, between and among respondents and with others, are unfair methods of competition in commerce and unfair acts and practices in commerce in violation of Section 5 of the Federal Trade Commission Act.

## ORDER

*It is ordered,* That the hearing examiner's initial decision as modified and supplemented by the findings and conclusions embodied in the accompanying opinion be, and it hereby is, adopted as the decision of the Commission.

*It is further ordered,* That the findings of fact and conclusions of law contained in the accompanying opinion be, and they hereby are, adopted as additional findings and conclusions of the Commission.

*It is further ordered,* That complaint counsel and counsel for respondents shall each file, within 30 days after the receipt of this order, a proposed form of order and briefs in support thereof, in accordance with the directions contained in the accompanying opinion.

*It is further ordered,* That entry of the final order in this matter be deferred until further order of the Commission.

By the Commission, with Chairman Weinberger not participating and Commissioner Elman not concurring.

## IN THE MATTER OF

## ZALE CORPORATION

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

*Docket C-1774. Complaint, July 30, 1970--Decision, July 30, 1970*

Consent order requiring a Dallas, Texas, retail jeweler operating through 439 retail outlets and 110 additional outlets under other trade names to cease using deceptive pricing practices, savings claims, and false guarantees.