

It is an unfair or deceptive act or practice to fail to affix to any fur

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It is an unfair or deceptive act or practice for any advertisement, invoice, representation, public announcement or

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product to contain the name(s) of any animal(s) other than the name (s) specified in the Fur Products Name Guide issued by the Federal Trade Commission.26/

It is an unfair or deceptive act or practice for any advertisement, invoice, representation, public announcement, or notice which is intended to aid, promote, or assist directly or indirectly in the sale or offering for sale of a fur product to contain any form of misrepresentation or deception, directly or by implication, with respect to such fur product, including but not limited to: using the word "original" to describe a fur product as being exclusively designed when that is not the fact; advertising fur products with fictitious prices or fictitious price representations; representing that fur products offered for sale are those of a manufacturer and jobber willing to sacrifice his stock for immediate cash when that is not the fact; using the word "guaranteed" in an advertisement without disclosing the nature and extent of the guarantee; and representing in advertising that there are thousands of furs to choose from when that is not the fact.27/

It is an unfair or deceptive act or practice to falsely advertise a fur or fur product as being offered for sale at the wholesale price or at manufacturers' cost or less, or to advertise a fur or fur product at prices purported to be reduced from what are in fact fictitious prices or at a purported

26/ Brooklyn Fashion Center, Inc., et al., supra; Hoving Corporation, supra; Maurice Ball trading as Maurice Ball Furs, _____, _____, _____, _____,

reduction in price when such01Tf0.0003Tc0.8T01T84refi0

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It is an unfair or deceptive act or practice to set forth in any advertisement, invoice, representation, public announcement or notice which is intended to aid, promote, or assist directly or indirectly in the sale or offering for sale of any fur product the information required by the Fur Products Labeling Act and the rules and regulations promulgated thereunder by the use of abbreviations or ditto marks, and to fail to set forth such required information in close proximity with other such required information and, if printed, in legible and conspicuous type of equal size.32/

False Guaranty

It is an unfair or deceptive act or practice to furnish a false guaranty that a fur product is not misbranded or that it is not falsely advertised or invoiced under the provisions of the Fur Products Labeling Act.33/

32/ Samuel A. Mannis and Company, supra; B. Wollman & Bros., Inc., et al., supra; Kitty Lefin trading as Kitty Lefin Fur House, supra.

33/ Harry Graff & Son, Inc., et al., supra; Irving C. Katz Co., Inc., et al., supra; Leviant Brothers, Inc., et al., supra.