

UNITED STATES OF AMERICA  
Before the  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

ADMINISTRATIVE PROCEEDINGS RULINGS

Release No. 1999/November 10, 2014

ADMINISTRATIVE PROCEEDING

File No. 3-16134

In the Matter of

JOHN ALLAN RUSSELL

ORDER TO SHOW CAUSE

On September 17, 2014, the Securities and Exchange Commission issued an Order Instituting Proceedings (OIP) against Respondent pursuant to Section 203(f) of the Investment Advisers Act of 1940. A telephonic prehearing conference (PHC) was held on October 14, 2014, attended by Nancy K. Ferguson for the Division of Enforcement and Russell, who appeared *pro se*. At the PHC, I deemed that Respondent was served with the OIP on October 14, 2014, and that his Answer was due on Monday, November 3, 2014. *See* OIP at 2; 17 C.F.R. § 201.220. As of today, Respondent has not filed an Answer.

Accordingly, it is ORDERED that Respondent shall SHOW CAUSE by November 24, 2014, why this proceeding should not be determined against him due to his failure to file an Answer or otherwise defend this proceeding. *See* 17 C.F.R. §§ 201.155(a)(2), .220(f). If Respondent fails to respond to this Order, he shall be deemed in default and the proceeding will be determined against him. *See* OIP at 2; 17 C.F.R. §§ 201.155(a)(2); 220(f).

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Cameron Elliot  
Administrative Law Judge