We present the dc and ac susceptibility measurements together with transport properties measurements of the Ce$_x$La$_{1-x}$Pt ($x = 0, 0.25, 0.50, 0.75$ and $1.0$) alloy system. From the established magnetic phase diagram, we conclude that the ferromagnetically ordered phase appears at about $x = 0.15$. Plotting the dc susceptibility data as $\chi = A + C/(T - \Theta)$, we find that $\Theta$ is almost independent of concentration and, most interestingly, $\Theta \approx -25$ K for $T > 100K$. The ferromagnetic ground state is seldom observed for Ce$^{3+}$ ions. The transport properties data suggest a very low hybridization of the f-state with the conduction band.

**Keywords**: CePt, alloy system, ferromagnets