

IN THE MATTER OF  
ASSETS, INC., ET AL.

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

*Docket 7874. Complaint, Apr. 28, 1960—Decision, Aug. 31, 1960*

Order requiring a concern in Hoboken, N.J., to cease obtaining current information on delinquent debtors by use of the trade name "Trans-American Express Agency" and deceptive "skip-tracing" forms which represented that it was an express agency holding valuable property for debtor recipients and that the information requested was to be used to make delivery—for receipt of which information a pack of chewing gum was sent the debtor.

*Mr. Harry E. Middleton, Jr.*, supporting the complaint.

No appearance for respondents.

ceeding as to all of the parties hereto; and that said order therefore should be, and hereby is, entered as follows:

*It is ordered*, That respondent The Herst-Allen Company, a corporation, and its officers, employees, agents and representatives, directly or through any corporate or other device, in or in connection with the offering for sale, sale or distribution of any of its products in commerce, as "commerce" is defined in the Clayton Act, as amended, do forthwith cease and desist from:

Paying or contracting for the payment of anything of value to, or for the benefit of, any customer of respondent as compensation or in consideration for any services or facilities furnished by or through such customer in connection with the offering for sale, sale or distribution of respondent's products, unless such payment or consideration is made available on proportionally equal terms to all other customers competing in the distribution of such products.

#### DECISION OF THE COMMISSION AND ORDER TO FILE REPORT OF COMPLIANCE

Pursuant to Section 3.21 of the Commission's Rules of Practice, the initial decision of the hearing examiner shall, on the 31st day of August 1960, become the decision of the Commission; and, accordingly:

*It is ordered*, That respondent The Herst-Allen Company, a corporation, shall, within sixty (60) days after service upon it of this order, file with the Commission a report in writing, setting forth in detail the manner and form in which it has complied with the order to cease and desist.