

Syllabus

IN THE MATTER OF
M. S. DISTRIBUTING COMPANY

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

Docket 7745. Complaint, Jan. 12, 1960—Decision, Dec. 17, 1962

Order setting aside desist order of May 19, 1960 (56 F.T.C. 1432), requiring cessation of concealed "payola", the enactment of federal statute since the date of the order constituting effective deterrent of the type of practice involved.

ORDER GRANTING RESPONDENTS' PETITION TO REOPEN AND SET ASIDE
ORDER TO CEASE AND DESIST

Upon consideration of respondents' petition, filed November 13, 1962, requesting that the decision of the Commission in this proceeding entered May 9, 1960 [56 F.T.C. 1432], be reopened and the order to cease and desist be set aside, and

It appearing from the matters set forth in respondents' petition that vacation of the order herein would be equitable and in the public interest, and

It further appearing that the enactment by Congress on September 13, 1960, of Public Law 86-752 (74 Stat. 895, 47 U.S.C. 317) constitutes an effective and sufficient deterrent against future violations of the type alleged in this proceeding:

It is ordered, That respondents' petition be, and it hereby is, granted, and that the order to cease and desist previously entered in this proceeding be, and it hereby is, set aside.

IN THE MATTER OF
BALDWIN BRACELET CORP., ET AL.

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