

desist set forth in the initial decision.

IN THE MATTER OF
SANTA'S OFFICIAL TOY PREVUE, INC., ET AL.

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

Docket 8231. Complaint, Dec. 22, 1960—Decision, July 9, 1964

Order modifying, pursuant to authorization therein, consent order of Apr. 3, 1964, 65 F.T.C. 129 requiring a Philadelphia association of toy jobbers to cease inducing and receiving, or receiving, from toy suppliers payments for advertising in toy catalogs or other publications when they knew, or should have known, that proportionally equal payments were not made available to all their jobber competitors.

ORDER MODIFYING CONSENT ORDER

On June 10, 1964, the respondents in this proceeding, with the exception of ABC Toy Company, Morton Spolter, Arnold Spolter and E. Winick & Co., Inc., filed a motion requesting modification of their consent order pursuant to the authorization granted by the Commission's order of April 3, 1964. The Bureau of Restraint of Trade has joined in respondents' motion. The Commission has determined the request should be granted. Accordingly,

Order

66 F.T.C.

It is ordered, That the consent order in this proceeding be, and it hereby is, modified to read as follows:

It is ordered, That respondents Santa's Official Toy Prevue, Inc., Ring Brothers, Inc., Beacon Sales Co., Funtime Distributors, Inc., Halco Sales Co., Inc., Long-Lewis Hardware Company, Maines Candy and Paper Company, Inc., Onondaga Hobby & Toy Co., Inc., M.D. Orum Company, Public Service Paper Company, Inc., Louis M. Saunders Co., Inc., S. E. Sanders Company, Incorporated, Shepher Distr's and Sales Corp., Standard Paper & Merchandise Company Incorporated, Tak-A-Toy Corp. of Washington, Toy Novelty Co., corporations, their officers and directors; individual respondents David W. Ring, Maurice W. Ring, Mrs. Howard Armstrong, Albert Baldwin, Sr., D. B. S. Baldwin, Vincent D. Botto, Edward Feldman, Louis Feldman, Philip Feldman, Frank Marescalco, Joseph F. Crans, Samuel Link, James M. Kidd, M. Maurice Kind, Max Pikelny, Leo Pikelny, Seymour Pikelny, Mary Milner, Ari Newman, Meyer Burg, Morris Belau-sky, Myer Mont, Janet Mont, Irving I. Bimstein, Sr., Mrs. Irving I. Bimstein, Sr., E. D. Westerman, R. H. Westerman, Seymour Lieberman, and L. D. Friedland; and their respective representatives, agents and employees directly or through any corporate or other device in or in connection with any purchase in commerce, as "commerce" is defined in the Federal Trade Commission Act, do forthwith cease and desist from:

Inducing and receiving, or receiving, the payment of anything of value to or for the benefit of the respondents, or any of them, as compensation or in consideration for any services or facilities consisting of advertising or other publicity furnished by or through respondents, or any of them, in a toy catalog, handbill, circular, or any other printed publication, serving the purpose of a buying guide, distributed, directly or through any corporate or other device, by said respondents, or any of them, in connection with the processing, handling, sale or offering for sale, of any toy, game or hobby products manufactured, sold, or offered for sale by the manufacturer or supplier, when the said respondents know or should know that such payment or consideration is not made available on proportionally equal terms to all other customers competing with said respondents in the distribution of such toy, game or hobby products.

It is further ordered, That the aforesaid respondents shall, within sixty (60) days after service upon them of this order, file with the

