

hard cover books, either in immediate connection with the new title or in another position adapted readily to attract the attention of a prospective purchaser: *Provided, however*, That any book, although originally published in a foreign language, if it has been previously published in an English language edition, shall comply with the disclosure requirements of this proviso. Commissioner MacIntyre dissenting.

IN THE MATTER OF
A. A. WYN, INC., ET AL.*

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

Docket 6792. Complaint, May 13, 1957—Decision, Jan. 11, 1965

Order modifying an earlier order dated November 9, 1957, 54 F.T.C. 545, which prohibited New York City publishers from issuing retitled reprints of existing books without disclosing their original titles, by excepting from the order books published outside the United States in language other than English.

ORDER MODIFYING ORDER TO CEASE AND DESIST

The Commission having issued on November 9, 1957 [54 F.T.C. 545], its decision adopting as its own the initial decision of the hearing examiner in this matter accepting an agreement containing a consent order to cease and desist; and

Respondents having petitioned the Commission for clarification or modification of the aforesaid order of November 9, 1957, and for oral argument before the Commission with regard to such clarification or modification:

It is ordered, That this proceeding be, and it hereby is, reopened.

It is further ordered, That respondents' request for oral argument is denied.

It is further ordered, That the Commission's order to cease and desist issued in this matter on November 9, 1957, be, and hereby is, modified so as to provide in the prohibitory paragraph that respondents shall cease and desist from:

* For opinion in this case, see consolidated opinion *In the Matter of The New American Library of World Literature, Inc., et al.*, Docket No. 5811, p. 15 herein.

Complaint

67 F.T.C.

"Using or substituting a new title for, or in place of, the original title of a reprinted book, except any book originally published outside of the United States of America in a language other than English, unless a statement which reveals the original title of the book and that it has been previously published thereunder appears in clear, conspicuous type upon the front cover and upon the title page of the book, either in immediate connection with the new title or in another position adapted readily to attract the attention of a prospective purchaser; *Provided, however,* That any book, although originally published in a foreign language, if it has been previously published in an English language edition, shall comply with the disclosure requirements of this proviso."

Commissioner MacIntyre dissenting.