

IN THE MATTER OF
DELL PUBLISHING COMPANY, INC.

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

Docket 6759. Complaint, Apr. 3, 1957—Decision, Oct. 28, 1968

Order modifying an order of May 16, 1958, 54 F.T.C. 1623, which prohibited a New York City publisher from selling book reprints under a different title without disclosing the original title by adding to such disclosure provision that the book was published "in the English language in the United States."

MODIFIED ORDER
OCTOBER 28, 1968

The Commission on August 17, 1967, having issued its order to show cause why its order to cease and desist dated May 16, 1958 [54 F.T.C. 1623], should not be reopened and modified, and

Respondents by their counsel on September 7, 1967, having filed their answer expressing no objection to said modification, and

The Commission, for the reasons set forth in its order to show cause dated August 17, 1967, being of the opinion that the public interest requires reopening of the proceedings which culminated in its order of May 16, 1958, and modification of the order entered therein,

It is ordered, That said proceedings be, and they hereby are,

1113

Modified Order

reopened and the Commission's order of May 16, 1958, be, and it hereby is, modified by revising Paragraph 2 thereof to read as follows:

"Using or substituting a new title in place of the title under which a book was first published in the English language unless a statement which reveals the first English language title and that it has been published previously thereunder and each and every title under which said book was previously published in the English language in the United States and that it has been published previously thereunder appears in clear, conspicuous type upon the front cover and upon the title page of the book, either in immediate connection with the title or in another position adapted readily to attract the attention of a prospective purchaser."

Commissioner MacIntyre abstained from this action of the Commission but without prejudice to his participation in future actions and decisions of the Commission regarding this matter.
