

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

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

Docket 6792. Complaint, May 13, 1957—Decision, Oct. 28, 1968

Order modifying an order of January 11, 1965, 67 F.T.C. 19, 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 modified order to cease and desist issued January 11, 1965 [67 F.T.C. 19], should not be reopened and further modified, and

Respondents by their counsel on September 13, 1967, having filed their answer expressing no objection to said modification provided that it is expressly understood that such modification will apply only prospectively from the date it is issued, and

Modified Order

74 F.T.C.

The Commission being of the opinion that such modification will apply only prospectively from the date it is issued, 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 modified order of January 11, 1965, and modification of the order entered therein,

It is ordered, That said proceedings be, and they hereby are, reopened and the Commission's modified order of January 11, 1965, 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 there under 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.
