
IN THE MATTER OF
INDIVIDUALIZED CATALOGS, INC., ET AL.*

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

Docket 7971. Complaint, June 23, 1960—Decision, July 14, 1969

Order reopening proceedings and rescinding orders to cease and desist and dismissing complaints against six toy catalog companies which charged them with knowingly inducing discriminatory promotional allowances in violation of the Federal Trade Commission Act.

ORDER REOPENING PROCEEDINGS, RESCINDING ORDERS TO CEASE
AND DESIST AND DISMISSING COMPLAINTS

The Commission having issued on April 3, 1964, and on June 4, 1964, its orders to cease and desist against respondents named in the above-captioned proceedings; and having issued on January 15, 1969, its order to show cause why these proceedings should not be reopened for the purpose of rescinding its said orders to cease and desist and dismissing its complaints; and having served its said order to show cause upon the respondents and having given notice of the show cause order to other members of the toy catalog industry; and having received from some of the respondents by their attorney and from other members of the industry an answer or statement with respect to the said show cause order and no such answer or statement was in opposition to reopening

* And the following related cases: ATD Catalogs, Inc., et al., Docket No. 8100, 65 F.T.C. 71; Santa's Official Toy Prevue, Inc., et al., Docket No. 8231, 65 F.T.C. 129; Billy & Ruth Promotion, Inc., et al., Docket No. 8240, 65 F.T.C. 143; United Variety Wholesalers, et al., Docket No. 8255, 65 F.T.C. 217; and Santa's Playthings, Inc., et al., Docket No. 8259, 65 F.T.C. 225.

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Order Reopening Proceedings

the said proceedings, rescinding the said orders and dismissing the said complaints; and

The Commission being of the opinion that neither the order to show cause nor the answers or statements with respect thereto raise any substantial issue of fact requiring resolution; and

The Commission for the reasons set forth in its order to show cause being of the opinion that the public interest will best be served by reopening the proceedings herein, rescinding its orders to cease and desist, and dismissing its complaints,

It is ordered, That these matters be, and they hereby are, reopened as to the respondents named herein.

It is further ordered, That the Commission's orders to cease and desist issued April 3, 1964, and June 4, 1964, be, and they hereby are, rescinded as to all respondents, and that the complaints as to such respondents be, and they hereby are, dismissed.
