

any corporation, in commerce, engaged in the business of producing and/or distributing salt in any form, specifically including salt in a dry state produced by any dry mining method, or produced by any evaporation method, and salt in brine; *Provided, however*, That the respondent shall not be prohibited hereby from effectuating the proposed purchase of the assets referred to in the first paragraph of the Commission's order ruling on the petition filed by the respondent on June 7, 1961; *Provided further*, That the respondent shall not be prohibited hereby from effectuating the proposed purchases referred to in the first paragraph of the Commission's order ruling on the petition filed by the respondent on October 1, 1969.

TRADE ADVERTISING ASSOCIATES, INC., ET AL.

Docket 8582. Order, Dec. 9, 1969

Order reopening case for evidence whether name of publication "Trade Union News," etc., implies affiliation with a labor or trade union.

ORDER REOPENING PROCEEDING AND DIRECTING HEARINGS FOR
RECEIPT OF EVIDENCE

The Commission having issued on June 19, 1969, an order requiring respondents to show cause, if any there be, why the Commission should not reopen this proceeding and alter and modify the order to cease and desist entered herein on May 15, 1964 [65 F.T.C. 650]; and

Respondents having filed, on August 25, 1969, and October 27, 1969, respectively, an answer to the order to show cause and a memorandum in support thereof; and

Complaint counsel having filed, on November 14, 1969, an answering brief supporting the Commission's order to show cause; and

The Commission having determined that the foregoing pleadings raise a substantial factual issue requiring the receipt of evidence pursuant to Section 3.72(b) (3) of the Commission's rules:

It is ordered, That this proceeding be, and it hereby is, reopened and that this matter be assigned to a hearing examiner for the receipt of such testimony and evidence as may be offered in support of and in opposition to the factual issue as to whether the use by respondents of the names or designations "Trade Union News" and "Trade Union News of New Jersey" or the use of words or phrases of similar import or meaning (such as trade, labor, union, guild, brotherhood, workers) in the titling of their publications (with or without a qualifying statement or statements) in itself constitutes, or may be understood, as an implied