

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

Docket C-2059. Complaint, Oct. 8, 1971—Modifying Order, Feb. 26, 1974

Order reopening proceeding and modifying cease and desist order, 79 F.T.C. 589, by deleting two (2) sections of the order which require respondent to disclose the approximate numerical odds of winning each prize awarded in its promotional "sweepstakes" contests or the approximate number of recipients to whom the offer is directed where odds are not reasonably capable of calculation.

Appearances

For the respondent: Dinsmore, Shohl, Coates & Deupree,
Cincinnati, Ohio.

ORDER REOPENING PROCEEDING AND MODIFYING CEASE AND
DESIST ORDER

The Commission, on January 22, 1974, having issued an order against respondent to show cause why the proceedings herein should not be reopened for the purpose of modifying the consent order to cease and desist entered on October 8, 1971; and

Respondent having answered that it has no objection to the reopening of the proceedings and the modification of the consent order, as set forth in the order to show cause.

Accordingly, *It is ordered*, That the matter be reopened, and that the order herein be modified in the following manner: strike section A(2); renumber sections A(3), A(4), A(5), and A(6) as, respectively, A(2), A(3), A(4), and A(5); strike section B(3); renumber sections B(4) and B(5) as, respectively, B(3) and B(4).

IN THE MATTER OF

REUBEN H. DONNELLEY CORPORATION

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