

REUBEN H. DONNELLEY CORPORATION

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

Docket C-2060. Complaint, Oct. 8, 1971—Modified Order, Mar. 5, 1974.

Order reopening proceedings and modifying cease and desist order, 79 F.T.C. 599, 36 F.

R. 22148, by deleting two paragraphs of the order which require respondent to disclose the approximate numerical odds of winning each prize awarded in its promotional contests or the approximate number of recipients to whom the offer is directed if the numerical odds are not reasonably capable of calculation.

ORDER REOPENING PROCEEDING AND MODIFYING CEASE AND
DESIST ORDER

The Commission, on Jan. 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 Oct. 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
READER'S DIGEST ASSOCIATION, INC.
MODIFYING ORDER, ETC., IN REGARD TO THE ALLEGED
VIOLATION OF THE FEDERAL TRADE COMMISSION

Docket C-2075. Modified Order—Mar. 5, 1974

Order reopening proceedings and modifying cease and desist order, 79 FTC 696, 36 FR 22824, by deleting the requirement to disclose the approximate numerical odds of winning each prize awarded in its promotional contests or the approximate number of recipients to whom the offer is directed if the numerical odds are not reasonably capable of calculation.

ORDER REOPENING PROCEEDING AND MODIFYING CEASE AND
DESIST ORDER

The Commission, on Jan. 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 Nov. 2, 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 so that Subsection 1 A(1) will read:

A. (1) Failing to disclose clearly and conspicuously the total number of prizes which will be awarded, the nature of the prizes, and the approximate value of each prize.
and, further, to modify the order herein so that Subsection I B(4) will be deleted.

IN THE MATTER OF
THE GREAT ATLANTIC & PACIFIC TEA COMPANY INC.

Docket 8916. Interlocutory Order, March 7, 1974

Order denying motion to intervene and request for oral argument by National Association of Food Chains for purpose of requesting stay of proceedings and re-examination of Trade Regulation Rule Governing Retail Food Store Advertising and Marketing Practices.

Appearances

For the Commission: Joel P. Bennett, Michael McCarey, and Rosalind D. Lazarus.