

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 3498/January 12, 2016

ADMINISTRATIVE PROCEEDING
File No. 3-17003

In the Matter of

PETER J. EICHLER, JR.

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ORDER TO SHOW CAUSE

The Securities and Exchange Commission instituted this proceeding with an Order Instituting Proceedings (OIP) on December 14, 2015, pursuant to Sections 15(b) of the Securities Exchange Act of 1934 and 203(f) of the Investment Advisers Act of 1940. The proceeding is a follow-on proceeding based on *SEC v. Aletheia Research and Mgmt., Inc.*, No. 12-cv-10692 (C.D. Cal. May 11, 2015), *appeal pending*, No. 15-55887 (9th Cir.), in which Respondent Peter J. Eichler, Jr., was enjoined against violations of the antifraud provisions of the federal securities laws.

Eichler was served with the OIP in accordance with 17 C.F.R. § 201.141(a)(2)(i) on December 18, 2015, and his Answer was due by January 11, 2016. *See* OIP at 3; 17 C.F.R. §§ 201.160(b), .220(b). He failed to file an Answer or otherwise to defend the proceeding. Thus, he is in default, and the undersigned may determine the proceeding against him. *Id.*

Accordingly, Eichler IS ORDERED to SHOW CAUSE by January 22, 2016, why he should not be barred from the securities industry.

/S/ Carol Fox Foelak
Carol Fox Foelak
Administrative Law Judge