

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION
August 5, 2015

INVESTMENT ADVISERS ACT OF 1940
Release No. 4157 / August 5, 2015

INVESTMENT COMPANY ACT OF 1940
Release No. 31739 / August 5, 2015

ADMINISTRATIVE PROCEEDING
File No. 3-16037

In the Matter of

EDGAR R. PAGE AND
PAGEONE FINANCIAL INC.

ORDER GRANTING REVIEW AND
SCHEDULING BRIEFS

Pursuant to Commission Rule of Practice 411,¹ the petition of Edgar R. Page and PageOne Financial Inc., and the cross-petition of the Division of Enforcement for review of an administrative law judge's initial decision are GRANTED.² Pursuant to Rule of Practice 411(d), the Commission will determine what sanctions, if any, are appropriate in this matter.³

Accordingly, IT IS ORDERED, pursuant to Rule of Practice 450(a),⁴ that briefs be filed as follows:

Respondent's opening brief: Respondent shall file a brief, not to exceed 16,000 words, by September 4, 2015.

Division's principal and response brief: The Division shall file a brief, not to exceed 16,000 words, by October 5, 2015. This brief must address the issues presented by the Division's cross-petition for review and respond to respondent's opening brief.

Respondent's response and reply brief: Respondent shall file a brief, not to exceed 10,000 words, by October 19, 2015.

¹ 17 C.F.R. § 201.411.

² *Edgar R. Page and PageOne Financial Inc.*, Initial Decision Release No. 822 (June 25, 2015), 2015 WL 3898161.

³ 17 C.F.R. § 201.411(d).

⁴ 17 C.F.R. § 201.450(a).

Division's reply brief: The Division may file a reply brief, not to exceed 2,000 words, by November 14, 2015. This brief must be limited to the issues presented by the Division's cross-petition for review.

As provided by Rule of Practice 450(a), no briefs in addition to those specified in this schedule may be filed without leave of the Commission.⁵ Pursuant to Rule of Practice 180(c), failure to file a brief in support of the petition or cross-petition may result in dismissal of this review proceeding as to that party.⁶

For the Commission, by the Office of General Counsel, pursuant to delegated authority.

Brent J. Fields
Secretary

⁵ Attention is called to Rules of Practice 150-153, 17 C.F.R. §§ 201.150-153, with respect to form and service, and Rules of Practice 450(b) and (c), 17 C.F.R. § 201.450(b), 201.450(c), with respect to content and length limitations (except as modified in this order). The number of words includes any pleadings that are incorporated by reference.

⁶ 17 C.F.R. § 201.180(c).