

IN THE MATTER OF

DETROIT AUTO DEALERS ASSOCIATION, INC., ET AL.

CONSENT ORDER IN REGARD TO ALLEGED VIOLATION OF SEC. 5 OF THE
FEDERAL TRADE COMMISSION ACT

Docket 9189. Complaint, Dec. 20, 1984—Decision, Dec. 3, 1986*

This consent order prohibits, among other things, twenty six Detroit, Mich.-area Chevrolet associations, dealerships and dealers from conspiring to not advertise in the classified sections of newspapers or to not advertise vehicle prices at all.

Appearances

For the Commission: *Dennis F. Johnson, Robert C. Jones, Richard B. Smith, Richard A. Wolff, Timothy Suich and Morris Bloom.*

For the respondents: *Lawrence F. Ranieszski and Robert Y. Weller, Colombo & Colombo, Birmingham, Mich. and James F. Rill, Jeffrey W. King and Christopher J. MacAvoy, Collier, Shannon, Rill & Scott, Washington, D.C.*

COMPLAINT

Pursuant to the provisions of the Federal Trade Commission Act, as amended, and by virtue of the authority vested in it by said Act, the Federal Trade Commission, having reason to believe that the respondent parties named in the caption hereof, and hereinafter more particularly described and designated as "respondents," have violated the provisions of said Act and it appearing to the Commission that a proceeding by it in respect thereof would be in the public interest, hereby issues its complaint stating its charges in that respect as follows:

PARAGRAPH 1. Each of the parties described below is hereby named as a respondent herein in the capacity set forth in the caption to this complaint. Each respondent named in his capacity as an officer of a corporate respondent formulates, directs and controls the acts and practices of said corporate respondent.

* The complaint was issued against associations, dealerships and dealers for Chrysler-Plymouth and Cadillac, as well. For the decisions issued against these respondents see 108 F.T.C. 243 and 249.

Respondent name	Principal place of business
Detroit Auto Dealers Association, Inc.	3290 W. Big Beaver Road, Troy, MI 48084
James Daniel Hayes	3290 W. Big Beaver Road, Troy, MI 48084
Tri-County Pontiac Dealers Association, Inc.	16000 W. Twelve Mile Road, Southfield, MI 48076
*Greater Detroit Chevrolet Dealers Association, Inc.	100 Renaissance Center, Suite 3100, Detroit, MI 48243
*Chrysler-Plymouth Dealers Association of Greater Detroit, Inc.	32711 Van Dyke, Warren, MI 48093
Greater Detroit Dodge Dealers Association, Inc.	24211 Gratiot Avenue, East Detroit, MI 48021
Metro Detroit AMC Dealers Association, Inc.	13600 Greenfield Road, Detroit, MI 48227
Metro Detroit Buick Dealers Association, Inc.	100 Renaissance Center, Suite 3100, Detroit, MI 48243
*Metro Detroit Cadillac Dealers Association, Inc.	100 Renaissance Center, Suite 3100, Detroit, MI 48243
Metropolitan Detroit Ford Dealers, Inc.	24760 W. Seven Mile Road, Detroit, MI 48219
Metropolitan Detroit Oldsmobile Dealers Association, Inc.	100 Renaissance Center, Suite 3100, Detroit, MI 48243
Metropolitan Lincoln-Mercury Dealers Association, Inc.	1950 W. Maple Road, Troy, MI 48084
Southeastern Michigan Volkswagen Dealers Association, Inc.	23615 Michigan Avenue, Dearborn, MI 48124
*Metro Detroit Chevrolet Dealers Association, Inc.***	100 Renaissance Center, Suite 3100, Detroit, MI 48243
*Chrysler-Plymouth Advertising Association of Greater Detroit, Inc.***	32711 Van Dyke, Warren, MI 48093
Metro Detroit AMC Advertising Association, Inc.	13600 Greenfield Road, Detroit, MI 48227
Metro Detroit Buick Dealers Advertising Association, Inc.**	100 Renaissance Center, Suite 3100, Detroit, MI 48243
Metro Detroit Ford Dealers Advertising Fund, Inc.	24760 W. Seven Mile Road, Detroit, MI 48219
Metropolitan Lincoln-Mercury Dealers Advertising Association, Inc.	1950 W. Maple Road, Troy, MI 48084
Tri-County Detroit Dodge Dealers Association, Inc.	24211 Gratiot Avenue, East Detroit, MI 48021
Barnett Pontiac-Datsun, Inc.	14505 Michigan Avenue, Dearborn, MI 48126
Robert F. Barnett	14505 Michigan Avenue, Dearborn, MI 48126
Jim Causley Pontiac-GMC Truck, Inc.	38111 Gratiot Avenue, Mt. Clemens, MI 48043
James F. Causley, Sr.	38111 Gratiot Avenue, Mt. Clemens, MI 48043
Jim Fresard Pontiac, Inc.	400 N. Main Street, Royal Oak, MI 48067
F. James Fresard	400 N. Main Street, Royal Oak, MI 48067
Red Holman Pontiac-Toyota-GMC Truck Co.	35300 Ford Road, Westland, MI 48185
Albert A. Holman	35300 Ford Road, Westland, MI 48185
Art Moran Pontiac-GMC, Inc.	29300 Telegraph Road, Southfield, MI 48034
Arthur C. Moran	29300 Telegraph Road, Southfield, MI 48034

Respondents designated with "" are charged under both Count I and Count II of the complaint. The other respondents are charged only under Count I.

Respondents designated with "" have had the complaint dismissed against them by Commission order dated

Respondent name	Principal place of business
Packer Pontiac Co. William M. Packer, Jr. Rinke Pontiac-GMC Co. Roland Rinke Bob Sellers Pontiac-GMC, Inc.	500 S. Opdyke Road, Pontiac, MI 48057 500 S. Opdyke Road, Pontiac, MI 48057 27100 Van Dyke Avenue, Warren, MI 48093 27100 Van Dyke Avenue, Warren, MI 48093 38000 Grand River Avenue, Farmington Hills, MI 48018
Robert B. Sellers	38000 Grand River Avenue, Farmington Hills, MI 48018
Shelton Pontiac-Buick, Inc. C.M. (Bud) Shelton Yvon J. Tessier** Porterfield Wilson Pontiac-GMC Truck, Inc. Poterfield Wilson Woody Pontiac Sales, Inc.	855 S. Rochester Road, Rochester, MI 48063 855 S. Rochester Road, Rochester, MI 48063 16100 Fort Street, Southgate, MI 48195 18650 Livernois, Detroit, MI 48221 18650 Livernois, Detroit, MI 48221 12140 Joseph Campau, Hamtramck, MI 48212
Woodrow W. Woody	12140 Joseph Campau, Hamtramck, MI 48212
*Jack Cauley Chevrolet, Inc.	7020 Orchard Lake Road, West Bloomfield, MI 48033
*John H. Cauley	7020 Orchard Lake Road, West Bloomfield, MI 48033
*Dexter Chevrolet Co. *Joseph B. Slatkin *Dick Genthe Chevrolet, Inc. *Richard E. Genthe Bernie Hout Chevrolet, Inc.**	20811 W. Eight Mile Road, Detroit, MI 48219 20811 W. Eight Mile Road, Detroit, MI 48219 15600 Eureka Road, Southgate, MI 48195 15600 Eureka Road, Southgate, MI 48195 35500 S. Gratiot Avenue, Mt. Clemens, MI 48043
Bernard C. Houthoofd**	35500 S. Gratiot Avenue, Mt. Clemens, MI 48043
James-Martin Chevrolet, Inc. James P. Large *Jefferson Chevrolet Co. James P. Tellier Raymond R. Tessmer *Lou LaRiche Chevrolet-Subaru, Inc. *Louis H. LaRiche *Walt Lazar Chevrolet, Inc. Walter N. Lazar John W. Lazar** Stephen R. Jasinski** Jack Meyers** Glen D. Cole** *Mark Chevrolet, Inc. *Harry C. Demorest *George Matick Chevrolet, Inc. George S. Matick, Jr. *Matthews-Hargreaves Chevrolet Co.	6250 Woodward Avenue, Detroit, MI 48202 6250 Woodward Avenue, Detroit, MI 48202 2130 E. Jefferson Avenue, Detroit, MI 48207 2130 E. Jefferson Avenue, Detroit, MI 48207 2130 E. Jefferson Avenue, Detroit, MI 48207 40875 Plymouth Road, Plymouth, MI 48170 40875 Plymouth Road, Plymouth, MI 48170 12000 Telegraph Road, Taylor, MI 48180 12000 Telegraph Road, Taylor, MI 48180 12000 Telegraph Road, Taylor, MI 48180 12000 Telegraph Road, Taylor, MI 48180 12000 Telegraph Road, Taylor, MI 48180 33200 Michigan Avenue, Wayne, MI 48184 33200 Michigan Avenue, Wayne, MI 48184 14001 Telegraph Road, Redford, MI 48239 14001 Telegraph Road, Redford, MI 48239 1616 S. Main Street, Royal Oak, MI 48067

Respondents designated with "" are charged under both Count I and Count II of this complaint. The other respondents are charged only under Count I.

Respondents designated with "" have had the complaint dismissed against them by Commission order dated August 6, 1986 (unpublished).

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Respondent name	Principal place of business
W. Robert Allen	1616 S. Main Street, Royal Oak, MI 48067
*Merollis Chevrolet Sales & Service	21800 Gratiot Avenue, East Detroit, MI 48021
*Norman A. Merollis	21800 Gratiot Avenue, East Detroit, MI 48021
*Ed Rinke Chevrolet-GMC Co.	26125 Van Dyke, Center Line, MI 48015
Edgar Rinke, Sr.**	26125 Van Dyke, Center Line, MI 48015
*Mike Savoie Chevrolet, Inc.	1900 W. Maple Road, Troy, MI 48084
Myron P. Savoie	1900 W. Maple Road, Troy, MI 48084
*Les Stanford Chevrolet, Inc.	21711 Michigan Avenue, Dearborn, MI 48123
Leslie J. Stanford	21711 Michigan Avenue, Dearborn, MI 48123
Stewart Chevrolet, Inc.	23755 Allen Road, Woodhaven, MI 48183
Gordon L. Stewart	23755 Allen Road, Woodhaven, MI 48183
*Tennyson Chevrolet, Inc.	32570 Plymouth Road, Livonia, MI 48150
*Harry Tennyson	32570 Plymouth Road, Livonia, MI 48150
*Buff Whelan Chevrolet, Inc.	40445 Van Dyke, Sterling Heights, MI 48078
*Robert F. Whelan**	40445 Van Dyke, Sterling Heights, MI 48078
*Bill Wink Chevrolet/GMC/Isuzu	10700 Ford Road, Dearborn, MI 48126
*William J. Wink, Jr.	10700 Ford Road, Dearborn, MI 48126
Michael P. Chinavare**	23951 Plymouth Road, Detroit, MI 48239
Greenfield AMC/Jeep-Renault, Inc.	13600 Greenfield Road, Detroit, MI 48227
Naiff H. Kelel	13600 Greenfield Road, Detroit, MI 48227
Zigmund F. Mielnicki	32899 Van Dyke Road, Warren, MI 48093
Village AMC/Jeep, Inc.	666 S. Woodward Avenue, Birmingham, MI 48011
Armstrong Buick-Opel, Inc.	30500 Plymouth Road, Livonia, MI 48150
Thomas Armstrong	30500 Plymouth Road, Livonia, MI 48150
Jim Carney Buick Co.	24231 Van Dyke, Center Line, MI 48015
Harold Dietrich, Inc.**	3939 S. Wayne Road, Wayne, MI 48184
Fischer Buick-Subaru, Inc.	1790 Maplelawn, Troy, MI 48084
Carl E. Fischer**	1790 Maplelawn, Troy, MI 48084
Bill Greig Buick-Opel, Inc.	600 S. Main Street, Royal Oak, MI 48067
William R. Greig, Sr.	600 S. Main Street, Royal Oak, MI 48067
Krajenke Buick Sales, Inc.	12801 Joseph Campau, Detroit, MI 48212
Clarence Krajenke	12801 Joseph Campau, Detroit, MI 48212
Mitchell Buick Sales, Inc.**	165 N. Gratiot Avenue, Mt. Clemens, MI 48043
Tamaroff Buick-Honda, Inc.	28585 Telegraph Road, Southfield, MI 48034
Marvin Tamaroff	28585 Telegraph Road, Southfield, MI 48034
*Audette Cadillac, Inc.	7100 Orchard Lake Road, West Bloomfield, MI 48033
*Charles Audette	7100 Orchard Lake Road, West Bloomfield, MI 48033
*Frank Audette	7100 Orchard Lake Road, West Bloomfield, MI 48033
*Crissman Cadillac, Inc.	1350 N. Woodward Avenue, Birmingham, MI 48011
*Charles Dalglish Cadillac-Peugeot, Inc.	6160 Cass Avenue, Detroit, MI 48202

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Respondent name	Principal place of business
*Charles Dalglish, Jr.	6160 Cass Avenue, Detroit, MI 48202
*Douglas Dalglish	6160 Cass Avenue, Detroit, MI 48202
*Dreisbach & Sons Cadillac Co.	24600 Grand River Avenue, Detroit, MI 48219
*Thomas S. Dreisbach	24600 Grand River Avenue, Detroit, MI 48219
*Arnold Jerome Cadillac, Inc.	675 S. Saginaw, Pontiac, MI 48053
*Roger Rinke Cadillac Co.	8333 Eleven Mile Road, Warren, MI 48093
*Roger J. Rinke	8333 Eleven Mile Road, Warren, MI 48093
*Richard Rinke**	8333 Eleven Mile Road, Warren, MI 48093
*McInerney, Inc.***	14100 W. Eight Mile Road, Oak Park, MI 48237
*Martin J. McInerney***	14100 W. Eight Mile Road, Oak Park, MI 48237
*Birmingham Chrysler-Plymouth, Inc.	2100 W. Maple Road, Troy, MI 48084
*Robert M. Brent	32711 Van Dyke Avenue, Warren, MI 48093
Daniel Dwyer**	32711 Van Dyke Avenue, Warren, MI 48093
*Lochmoor Chrysler-Plymouth, Inc.	18165 Mack Avenue, Detroit, MI 48224
Justin DeFrancis**	18165 Mack Avenue, Detroit, MI 48224
Dick Green	29301 Grand River Avenue, Farmington, MI 48024
James A. McInerney**	12200 Telegraph Road, Taylor, MI 48180
Thomas M. McInerney, Jr.**	12200 Telegraph Road, Taylor, MI 48180
Thomas M. McInerney, Sr.**	12200 Telegraph Road, Taylor, MI 48180
*Monicatti Chrysler-Plymouth Sales, Inc.	40755 Van Dyke Avenue, Sterling Heights, MI 48078
Northland Chrysler-Plymouth, Inc.	14100 W. Eight Mile Road, Oak Park, MI 48237
John J. McInerney**	14100 W. Eight Mile Road, Oak Park, MI 48237
*Roseville Chrysler-Plymouth, Inc.	25800 Gratiot Avenue, Roseville, MI 48066
*James Riehl	25800 Gratiot Avenue, Roseville, MI 48066
*Bill Snethkamp, Inc.	16400 Woodward Avenue, Highland Park, MI 48203
*William Snethkamp	16400 Woodward Avenue, Highland Park, MI 48203
*Thompson Chrysler-Plymouth, Inc.	16225 Fort Street, Southgate, MI 48195
Joseph P. Thompson	16225 Fort Street, Southgate, MI 48195
*Westborn Chrysler-Plymouth, Inc.	23300 Michigan Avenue, Dearborn, MI 48124

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Respondent name	Principal place of business
Colonial Dodge, Inc.	24211 Gratiot Avenue, East Detroit, MI 48021
Arthur J. Roshak	24211 Gratiot Avenue, East Detroit, MI 48021
Crestwood Dodge, Inc.	32850 Ford Road, Garden City, MI 48135
Garrity Motor Sales, Inc.	11500 Joseph Campau, Hamtramck, MI 48212
James A. Garrity	11500 Joseph Campau, Hamtramck, MI 48212
Mt. Clemens Dodge, Inc.	43774 N. Gratiot Avenue, Mt. Clemens, MI 48043
Northwestern Dodge, Inc.	10500 W. Eight Mile Road, Ferndale, MI 48220
Oakland Dodge, Inc.	101 W. Fourteen Mile Road, Madison Heights, MI 48071
Donald Thomson**	101 W. Fourteen Mile Road, Madison Heights, MI 48071
Pointe Dodge, Inc.	18001 Mack Avenue, Detroit, MI 48224
Kenneth Meade	18001 Mack Avenue, Detroit, MI 48224
Sterling Heights Dodge, Inc.	40111 Van Dyke, Sterling Heights, MI 48087
Anthony J. Viviano	40111 Van Dyke, Sterling Heights, MI 48087
Town & Country Dodge, Inc.**	31015 Grand River Avenue, Farmington, MI 48024
John Cueter	31015 Grand River Avenue, Farmington, MI 48024
Van Dyke Dodge, Inc.	28400 Van Dyke, Warren MI 48093
Frank Galeana	28400 Van Dyke, Warren, MI 48093
Avis Ford, Inc.	29200 Telegraph Road, Southfield, MI 48034
Warren E. Avis	29200 Telegraph Road, Southfield, MI 48034
Jerry Bielfield Co.	8333 Michigan Avenue, Detroit, MI 48210
Jerry M. Bielfield	8333 Michigan Avenue, Detroit, MI 48210
Bob Ford, Inc.	14585 Michigan Avenue, Dearborn, MI 48126
John Ford	14585 Michigan Avenue, Dearborn, MI 48126
Jack Demmer Ford, Inc.	37300 Michigan Avenue, Wayne, MI 48184
John E. Demmer	37300 Michigan Avenue, Wayne, MI 48184
Richard Flannery	5900 Highland Road, Pontiac, MI 48054
Gorno Brothers, Inc.	22025 Allen Road, Woodhaven, MI 48183
Jerome-Duncan, Inc.	8000 Ford Country Lane, Sterling Heights, MI 48077
Richard J. Duncan	8000 Ford Country Lane, Sterling Heights, MI 48077
Al Long Ford, Inc.	13711 E. Eight Mile Road, Warren, MI 48089
McDonald Ford Sales, Inc.	550 W. Seven Mile Road, Northville, MI 48167
Pat Milliken Ford, Inc.	9600 Telegraph Road, Detroit, MI 48239
W.B. (Pat) Milliken	9600 Telegraph Road, Detroit, MI 48239

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Respondent name	Principal place of business
Russ Milne Ford, Inc.	43870 N. Gratiot Avenue, Mt. Clemens, MI 48043
Russell H. Milne	43870 N. Gratiot Avenue, Mt. Clemens, MI 48043
North Brothers Ford, Inc.	33300 Ford Road, Westland, MI 48185
James B. North	33300 Ford Road, Westland, MI 48185
Roy O'Brien**	22201 E. Nine Mile Road, St. Clair Shores, MI 48080
Roy E. O'Brien**	22201 E. Nine Mile Road, St. Clair Shores, MI 48080
Ed Schmid Ford, Inc.	21600 Woodward Avenue, Ferndale, MI 48220
Edward F. Schmid	21600 Woodward Avenue, Ferndale, MI 48220
Stark Hickey West, Inc.	24760 W. Seven Mile Road, Detroit, MI 48219
William Hickey	24760 W. Seven Mile Road, Detroit, MI 48219
Bob Thibodeau, Inc.	26333 Van Dyke Avenue, Center Line, MI 48015
Robert Thibodeau	26333 Van Dyke Avenue, Center Line, MI 48015
Ray Whitfield Ford	10725 S. Telegraph Road, Taylor, MI 48180
Raymond J. Whitfield	10725 S. Telegraph Road, Taylor, MI 48180
Arnold Lincoln-Mercury Co.	29000 Gratiot Avenue, Roseville, MI 48066
Arnold Feuerman	29000 Gratiot Avenue, Roseville, MI 48066
Avon Lincoln-Mercury, Inc.	1185 S. Rochester Road, Rochester, MI 48063
Bob Borst Lincoln-Mercury, Inc.	1950 W. Maple Road, Troy, MI 48084
Robert C. Borst	1950 W. Maple Road, Troy, MI 48084
Crest Lincoln-Mercury Sales, Inc.	36200 Van Dyke Avenue, Sterling Heights, MI 48077
William Ritchie	36200 Van Dyke Avenue, Sterling Heights, MI 48077
Paul Meier**	36200 Van Dyke Avenue, Sterling Heights, MI 48077
Bob Dusseau, Inc.	31625 Grand River Avenue, Farmington, MI 48024
Robert Dusseau	31625 Grand River Avenue, Farmington, MI 48024
Stu Evans Lincoln-Mercury, Inc., of Garden City	32000 Ford Road, Garden City, MI 48135
Stu Evans Lincoln-Mercury, Inc., of Southgate	16800 Fort Street, Southgate, MI 48195
Stewart Evans	16800 Fort Street, Southgate, MI 48195
Hines Park Lincoln-Mercury, Inc.	40601 Ann Arbor Road, Plymouth, MI 48170

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Respondent name	Principal place of business
George Kolb	40601 Ann Arbor Road, Plymouth, MI 48170
Krug Lincoln-Mercury, Inc.	21531 Michigan Avenue, Dearborn, MI 48124
*Sigmund Krug***	21531 Michigan Avenue, Dearborn, MI 48124
Bob Maxey Lincoln-Mercury Sales, Inc.	16901 Mack Avenue, Detroit, MI 48224
Robert Maxey	16901 Mack Avenue, Detroit, MI 48224
Park Motor Sales Co.	18100 Woodward Avenue, Detroit, MI 48205
Star Lincoln-Mercury, Inc.	24350 W. Twelve Mile Road, Southfield, MI 48034
Stanley A. Wilk	24350 W. Twelve Mile Road, Southfield, MI 48034
Charnock Oldsmobile, Inc.	24555 Michigan Avenue, Dearborn, MI 48124
Dan Charnock**	24555 Michigan Avenue, Dearborn, MI 48124
J. Herbert Charnock	24555 Michigan Avenue, Dearborn, MI 48124
Al Dittrich	1155 Oakland Avenue, Pontiac, MI 48055
Drummy Oldsmobile, Inc.	14925 E. Eight Mile Road, East Detroit, MI 48021
John L. Drummy, Sr.	14925 E. Eight Mile Road, East Detroit, MI 48021
Gage Oldsmobile, Inc.	21710 Woodward Avenue, Ferndale, MI 48220
Bill Rowan Oldsmobile, Inc.	15800 Eureka Road, Southgate, MI 48195
William H. Rowan	15800 Eureka Road, Southgate, MI 48195
Roy D. Dodson**	15800 Eureka Road, Southgate, MI 48195
Suburban Oldsmobile-Datsun, Inc.	1810 Maplelawn, Troy, MI 48099
Autobahn Motors, Inc.	1765 S. Telegraph Road, Bloomfield Hills, MI 48013
Paul Carrick	1765 S. Telegraph Road, Bloomfield Hills, MI 48013
McAlister Motors, Inc.	44460 N. Gratiot Avenue, Mt. Clemens, MI 48043
W. Desmond McAlister	44460 N. Gratiot Avenue, Mt. Clemens, MI 48043
Melton Motors, Inc.	15100 Eureka Road, Southgate, MI 48195
George Melton	15100 Eureka Road, Southgate, MI 48195
Sterling Motors, Inc.	7500 E. Fifteen Mile Road, Sterling Heights, MI 48077
Robert Zankl	7500 E. Fifteen Mile Road, Sterling Heights, MI 48077
Wood Motors, Inc.	15351 Gratiot Avenue, Detroit, MI 48205
Donald Wood	15351 Gratiot Avenue, Detroit, MI 48205
LaFontaine Toyota**	22805 Michigan Avenue, Dearborn, MI 48124
Michael T. LaFontaine**	22805 Michigan Avenue, Dearborn, MI 48124
Page Toyota, Inc.**	21262 Telegraph Road, Southfield, MI 48075
Robert Page**	21262 Telegraph Road, Southfield, MI 48075
Al Foster**	1951 S. Telegraph, Bloomfield Hills, MI 48013
Edward Lewis**	2100 Fort Street, Condo 6, Trenton, MI 48183
Gerald Malooly**	17677 Mack Avenue, Detroit, MI 48224

Respondents designated with "" are charged under both Count I and Count II of this complaint. The other respondents are charged only under Count I.

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Respondents designated with "" have had Count II of the complaint dismissed against them by Commission order dated August 6, 1986 (unpublished).

Respondent name	Principal place of business
Gerald Pollock**	16600 Fort Street, Southgate, MI 48195
Gerald Skokowski**	17677 Mack Avenue, Detroit, MI 48224
Theodore H. Solden**	40130 Steel Drive, Sterling Heights, MI 48078
William VanHecke**	50111 Van Dyke, Utica, MI 48087

PAR. 2. For the purposes of this complaint, the following definitions shall apply:

(a) *Dealer* is any natural person, corporate entity, partnership, association, joint venture, trust or any other organization or entity which receives on consignment or purchases motor vehicles for sale or lease to the public.

(b) *Detroit area* is the Detroit, Michigan metropolitan area, comprising Macomb County, Wayne County and Oakland County in the State of Michigan.

(c) *And* and *or* have both conjunctive and disjunctive meanings.

PAR. 3. (a) Respondents, other than respondent associations and respondent James Daniel Hayes, are and have been dealers or dealer employees engaged in the business of selling or leasing motor vehicles from their places of business located in the Detroit area, including selling or leasing motor vehicles for transportation to other states, transporting motor vehicles to other states for sale or lease, receiving motor vehicles from other states, and selling or leasing motor vehicles financed by financial institutions located in other states and insured by insurance companies located in other states. At all relevant times hereto, in the course of their business, respondents, other than respondent associations and respondent James Daniel Hayes, and others in the Detroit area involved in the acts and practices described in this complaint have maintained a substantial course of business, including the acts and practices as hereinafter set forth, which are in or affect commerce, as "commerce" is defined in the Federal Trade Commission Act.

(b) Respondent associations are member organizations whose memberships consist entirely, or almost entirely, of Detroit area dealers. At all relevant times hereto, as a result of the activities of respondent associations' dealer members, including the acts and practices described in this complaint, respondent associations and respondent James Daniel Hayes have engaged in activities which are in or affect commerce, as "commerce" is defined in the Federal Trade Commission Act.

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Complaint 108 F.T.C.

COUNT I

Alleging violation of Section 5 of the Federal Trade Commission Act, the allegations of Paragraphs 1, 2 and 3 are incorporated by reference herein as if fully set forth verbatim.

PAR. 4. Respondents are now engaging and have engaged, in agreement, contract, combination or conspiracy with each other and with other persons, in the following acts and practices, among others, as shown by minutes of dealer association meetings, newspaper advertisements (see Appendix A), and other evidence:

A. Adopting and adhering to a schedule limiting hours of operation for the sale or lease of motor vehicles in the Detroit area, including limiting weekday evening hours to Mondays and Thursdays and maintaining no hours on Saturdays, except for occasional special sales; and

B. Attempting to persuade and taking action to persuade dealers in the Detroit area to adopt or adhere to a schedule limiting hours of operation for the sale or lease of motor vehicles, including limiting weekday evening hours to Mondays and Thursdays and maintaining no hours on Saturdays.

PAR. 5. Respondents are now engaging and have engaged, in agreement, contract, combination or conspiracy with each other and with other persons, in various acts or practices in furtherance of the acts and practices referred to in Paragraph 4, including among other things:

A. Threatening physical harm to owners, officers and employees, and families of owners, officers and employees, of dealers in the Detroit area that attempt to sell or lease motor vehicles on Saturdays or on weekday evenings other than Mondays and Thursdays;

B. Threatening to damage and damaging the property of dealers in the Detroit area that attempt to sell or lease motor vehicles on Saturdays or on weekday evenings other than Mondays and Thursdays; and

C. Obstructing or interfering with the lawful business of dealers in the Detroit area that attempt to sell or lease motor vehicles on Saturdays or on weekday evenings other than Mondays and Thursdays.

COUNT II

Alleging violation of Section 5 of the Federal Trade Commission Act, the allegations of Paragraphs 1, 2 and 3 are incorporated by reference herein as if fully set forth verbatim, except that the allegations of this Count II are made only against respondents denoted with an "*" in the caption and Paragraph 1 hereof.

PAR. 6. Respondents are now engaging and have engaged, in agree-

ment, contract, combination or conspiracy with each other and with other persons, in one or both of the following acts and practices, among others:

A. Restricting the advertising of motor vehicles in the classified section of newspapers in the Detroit area; and

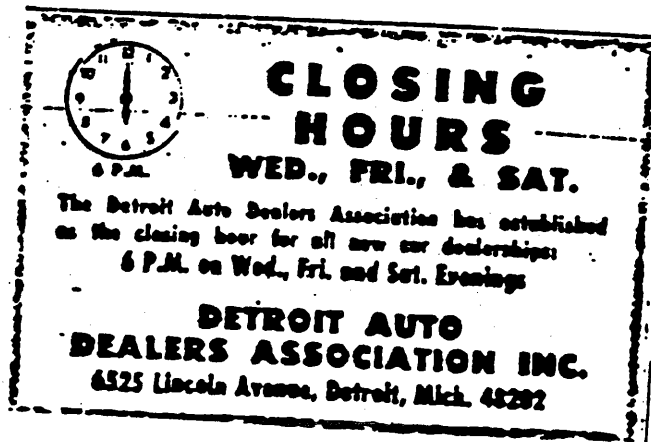
B. Restricting the advertising or publishing of the prices of motor vehicles in the Detroit area.

Violations Charged

PAR. 7. The acts and practices alleged herein have had and are now having the purpose and effect of foreclosing, reducing and restraining competition among dealers in the Detroit area in the sale or lease of motor vehicles, and, thus, are to the prejudice and injury of the public, and constitute unfair methods of competition in or affecting commerce or unfair acts and practices in or affecting commerce in violation of Section 5 of the Federal Trade Commission Act. The unfair methods of competition and unfair acts and practices of respondents, as alleged herein, are continuing and will continue in the absence of the relief herein requested.

APPENDIX A

DETROIT NEWS
7/7/65, p. 11D



CLOSING HOURS
WED., FRI., & SAT.

The Detroit Auto Dealers Association has established
as the closing hour for all new car dealerships:
6 P.M. on Wed., Fri. and Sat. Evenings

**DETROIT AUTO
DEALERS ASSOCIATION INC.**
6525 Lincoln Avenue, Detroit, Mich. 48202

DETROIT NEWS
6/12/69, p. 17C

PUBLIC NOTICE

A RECENT SURVEY AMONG INDIVIDUAL
CHRYSLER-PLYMOUTH DEALERS REVEALS
**A MAJORITY OF THE CHRYSLER-PLYMOUTH
DEALERS IN THE GREATER DETROIT AREA**

**PLAN TO CLOSE SATURDAYS
DURING THE SUMMER MONTHS, TO ALLOW
THEIR SALESMEN MORE TIME WITH
THEIR FAMILIES.**

**BUT WILL BE OPEN
Monday & Thursday Evenings For Your Convenience
UNTIL 9 P.M.**

TUESDAY, WEDNESDAY & FRIDAY UNTIL 6 p.m.

**AN EFFORT TO REMAIN ABEAST OF THE TIMES,
WITHOUT SACRIFICE TO CUSTOMER ACCOMMODATION AND SERVICE.**

Mero Chrysler-Plymouth, Inc.
Belle Barrett Chrysler-Plymouth, Inc.
Birmingham Chrysler-Plymouth Co.
Koe Brown, Inc.
Bill Cochran, Inc.
Colony Chrysler-Plymouth, Inc.
Kumars Motor Sales, Inc.

Ed Davis, Inc.
Dewariver Chrysler-Plymouth, Inc.
Folster Auto Sales, Inc.
Dick Green Chrysler-Plymouth, Inc.
Jim Grissom Chrysler-Plymouth, Inc.
Gresco Pointe Chrysler-Plymouth, Inc.
Johnny Motor Sales, Inc.

Lepper-Geoths, Inc.
Lechner Chrysler-Plymouth, Inc.
Mason Chrysler-Plymouth, Inc.
Mancetti Chrysler-Plymouth Sales, Inc.
Northland Chrysler-Plymouth, Inc.
Oakland Chrysler-Plymouth, Inc.
B. I. Rathjen Chrysler-Plymouth, Inc.
Western Chrysler-Plymouth, Inc.

Raynal Plymouth Co.
Radford Sales & Service
Razoville Chrysler-Plymouth, Inc.
Schaetz Motors, Inc.
Bill Southkamp, Inc.
Thompson Chrysler-Plymouth, Inc.
Town & Country Chrysler-Plymouth, Inc.

P DETROIT NEWS
6/13/69, p. 18C



Effective Saturday, May 31st

PONTIAC DEALERS

OF

The Greater Detroit Area

Will Close Saturdays

For The Summer Months

Allowing Our Salesmen The Needed

Time With Their Families.

We Will Be Open

Monday & Thursday Till 9 P.M.

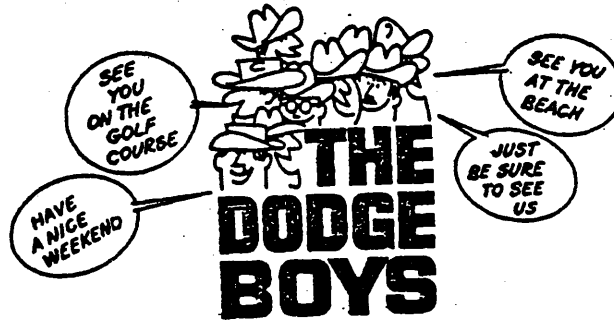
Tuesday, Wednesday & Friday Till 6 P.M.

ARLETTE PONTIAC, INC. Troy, Mich.	ELDRICH PONTIAC, INC. Detroit, Mich.	WOODY PONTIAC SALES Warren, Mich.	ACE WILSON'S ROYAL PONTIAC Royal Oak, Mich.
BOB CABLEY PONTIAC, INC. Detroit, Mich.	ORRICE CRAIG PONTIAC Farmington, Mich.	BIGGINS PONTIAC CO. Farmdale, Mich.	BOB SWELTON PONTIAC-BUICK Rochester, Mich.
BOB BOLKMAN PONTIAC CO. Warland, Mich.	GLENN PONTIAC, INC. Detroit, Mich.	GENIE PONTIAC CO. Warren, Mich.	SIMPSON PONTIAC SALES, INC. Southgate, Mich.
BLEWETT PONTIAC, INC. Dearborn, Mich.	PACKER PONTIAC CO. Detroit, Mich.	BAKDY WOOD PONTIAC Mt. Clemens, Mich.	CHARLE BOCKE PONTIAC, INC. Detroit, Mich.

DETROIT NEWS
6/13/69, p. 17c

By popular demand, Saturday has been moved to Monday, Tuesday, and Thursday evenings at most of the Dodge Boys!

Both our customers and employees say they'd rather see us open evenings than on Saturday. Being Good Guys, we're glad to accommodate them. From now on, practically all of the Detroit Area Dodge Boys will be open Monday, Tuesday, and Thursday evenings until 9:00 and will be closed all day Saturday. (Check with your Dodge Dealer to be sure.)



ANOTHER PUBLIC SERVICE FROM
The Detroit Area Dodge Boys.

—See Dodge and the Big name about our drivers in action this Sunday at the "Motor Show 69"—Michigan International Convention, Jackson, Michigan.



DETROIT NEWS
6/17/69, p. 15c

ATTENTION OLDSMOBILE BUYERS

**EFFECTIVE JUNE 21st THE
FOLLOWING OLDSMOBILE DEALERS
WILL BE CLOSED SATURDAYS
UNTIL SEPTEMBER 6th**

New Weekday Sale Hours Will Be As Follows:

**MONDAY 9 A.M. TO 9 P.M. WEDNESDAY 9 A.M. TO 6 P.M.
TUESDAY 9 A.M. TO 9 P.M. THURSDAY 9 A.M. TO 9 P.M.
FRIDAY 9 A.M. TO 6 P.M.**

WE THANK YOU FOR YOUR PATRONAGE

**GAGE
OLDSMOBILE**
21710 Woodward
399-3200

**SUPERIOR
OLDSMOBILE**
15000 W. 7 Mile Rd.
342-7000

**ROSEDALE
MOTORS INC.**
17411 Grand River
VE 5-4600

DETROIT FREE PRESS
6/19/69, p. 13D

PUBLIC NOTICE

YOUR METROPOLITAN DETROIT

BUICK

DEALERS WISH TO ADVISE
YOU OF THEIR

NEW SUMMER HOURS

WE WILL BE OPEN
MONDAY-TUESDAY AND THURSDAY
UNTIL 9 P.M.

WEDNESDAY AND FRIDAY
UNTIL 6 P.M.

WE WILL BE CLOSED
ALL DAY SATURDAY AND SUNDAY

**DETROIT METROPOLITAN
BUICK DEALERS ASSOC.**

DETROIT FREE PRESS
6/5/70, p. 10C

NOTICE

CHRYSLER-PLYMOUTH DEALERS
OF GREATER DETROIT ANNOUNCE

They will be closed **SATURDAYS**
during **JUNE, JULY & AUGUST**, to
allow their employees more time
with their families.

BUT WILL BE OPEN

Monday & Thurs. Evenings 'til 9 P.M.

Tues., Wed & Fri. 'til 6 P.M.

FOR YOUR CONVENIENCE

DETROIT FREE PRESS
6/25/70, p. 9B

Public Notice

SO OUR EMPLOYEES CAN SPEND MORE
TIME WITH THEIR FAMILIES DURING THE SUMMER . . .

PONTIAC DEALERS WILL BE CLOSED SATURDAYS

EFFECTIVE JULY 4th

OUR SUMMER HOURS ARE:

MONDAYS AND THURSDAYS 'TIL 9 P.M.

TUES., WEDS. & FRIDAYS 'TIL 6 P.M.

thru July and August

ARLETTE PONTIAC, INC. Troy, Mich.	BLINVEST PONTIAC, INC. Dorset, Mich.	BIGSIRS PONTIAC CO. Burdette, Mich.	ACE WILSON'S ROYAL PONTIAC Royal Oak, Mich.
JIM GANLEY PONTIAC, INC. Dearborn, Mich.	BRUCE CRAIG PONTIAC Plymouth, Mich.	BIRKE PONTIAC CO. Warren, Mich.	BOB BRILTON PONTIAC-BOJER Berkshire, Mich.
BOB HOLMAN PONTIAC CO. Warland, Mich.	PACKER PONTIAC, INC. Dearborn, Mich.	BRIST WOOD PONTIAC Mt. Clemens, Mich.	SIMPSON PONTIAC SALES, INC. Farmington, Mich.
BARNETT PONTIAC, INC. Dearborn, Mich.	WUDDY PONTIAC SALES Hamtramck, Mich.	PONTIAC RETAIL STORE Farmington, Mich.	

DETROIT NEWS
6/28/70, p. 15C

NEVER ON SATURDAY

(DURING JULY AND AUGUST)

We'd like to remind you that The Chevrolet Dealers of Greater Detroit will be closed on Saturday during the months of July and August. *But all of us will be open until 9:00 every Monday and Thursday throughout the summer. Come on up and see us sometime.*

THE METROPOLITAN DETROIT
CHEVROLET DEALERS

DETROIT NEWS
5/14/71, p. 12C



ATTENTION, ALL WEEKEND CAR SHOPPERS!

THERE ARE JUST
2
SATURDAYS LEFT
TO
SHOP FOR A
DODGE DEAL

The Good Guys (your Dodge Dealers) want their sales people, office staffs and parts-service specialists to enjoy weekends with their families all summer long. That's why most Detroit-area Dodge Dealers will be CLOSED SATURDAYS during June, July and August. But, they'll be open MONDAY thru FRIDAY eager to please you in every way!

Colonial Dodge	Mount Clemens Dodge
Crestwood Dodge	Northwestern Dodge
Eastowne Dodge	Pointe Dodge
Garrity Motor Sales	Raynal Brothers
Fernwood Dodge	South Pointe Dodge
Hunter Dodge	Sterling Heights Dodge
Husak Brothers	Town & Country Dodge
McMan Dodge	Van Dyke Dodge
Motor City Dodge	Jim Vince Dodge
	Tel-Twaive Dodge

DETROIT FREE PRESS
5/22/71, p. 11B

 **PUBLIC NOTICE** 


SO THAT ALL OF OUR SALES PERSONNEL MAY ENJOY
THE SUMMER WEEKENDS WITH THEIR FAMILIES, THE

**CHRYSLER-PLYMOUTH
DEALERS**

OF THE GREATER DETROIT AREA

**WILL CLOSE SATURDAYS
DURING THE SUMMER
COMMENCING MAY 29, 1971**

FOR YOUR CONVENIENCE WE WILL BE OPEN
MONDAY & THURSDAY EVENINGS TIL 9 PM
TUESDAY, WEDNESDAY & FRIDAY EVENINGS TIL 6 PM

 THIS ADDITIONAL LEISURE TIME IS VOL-
UNTARILY DONATED BY YOUR PUBLIC
SPIRITED CHRYSLER-PLYMOUTH DEAL-
ERS IN AN EFFORT TO PROMOTE BETTER
EMPLOYEE & COMMUNITY RELATIONS

DETROIT FREE PRESS
5/24/71, p. 10C

NEVER ON SATURDAY

DURING JUNE, JULY AND AUGUST

All Chevrolet Dealers of Greater Detroit will be closed Saturdays during the months of June, July and August, so our salesmen can enjoy the summer. Which means we'll all be in better spirits to make good Chevy deals throughout the rest of the week . . . and Monday and Thursday evenings until 9:00. See you then. And we hope you'll enjoy your Saturdays as much as we will.

**THE METROPOLITAN DETROIT
CHEVROLET DEALERS**

DETROIT FREE PRESS
5/27/71, p. 12B

Public Notice

SO OUR EMPLOYEES CAN SPEND MORE
TIME WITH THEIR FAMILIES DURING THE SUMMER...

PONTIAC DEALERS WILL BE CLOSED SATURDAY

EFFECTIVE MAY 29th

OUR SUMMER HOURS ARE:
MONDAYS AND THURS. 'TIL 9 P.M.
TUES., WEDS. & FRI. 'TIL 6 P.M.
UNTIL SEPTEMBER

ADDITTI PONTIAC, INC. Troy, Mich.	BRUCE CRAIG PONTIAC Plymouth, Mich.	BRINK PONTIAC CO. Warren, Mich.	PORTERFIELD WILSON PONT. Detroit, Mich.
BARNETT PONTIAC, INC. Dearborn, Mich.	BIGGINS PONTIAC CO. Farmdale, Mich.	DUO SHELTON PONTIAC BUICK Rochester, Mich.	RANDY WOOD PONTIAC Mt. Clemens, Mich.
BW CARVILL PONTIAC, INC. Detroit, Mich.	BYD BOLMAN PONTIAC CO. Westland, Mich.	Simpson Pontiac Sales Inc. Southgate, Mich.	WOODY PONTIAC SALES Farmington, Mich.
CHICKY PONTIAC, INC. Detroit, Mich.	PACKER PONTIAC CO. Detroit, Mich.	Grv. Whelan Royal Pontiac Royal Oak, Mich.	

DETROIT FREE PRESS
5/27/71, p. 10B



Complaint

108 F.T.C.

DETROIT FREE PRESS
5/28/71, p. 2B

We're buggin' out on Saturdays.



Starting tomorrow, we'll be closed every Saturday 'til Labor Day so we can enjoy more of the summer season with our families. In the meantime, our Sales and Service facilities will be open Monday thru Friday as usual.

Why don't you bug out, too. Come on in and see us... except Saturdays.

SUBURBAN VOLKSWAGEN, INC.
2677 Washington Avenue
Troy, Mich.
BILTON MOTORS, INC.
15100 Eureka
Farmington
MALLISTER MOTORS, INC.
44601 Kalamazoo
Grand Haven
GREEN MOTORS, INC.
4th Street
Grand Haven
SILVER AUTOS, INC.

BILL COLLING VOLKSWAGEN, INC.
1821 Maplewood Boulevard
Troy
AUTOLANX MOTORS, INC.
1765 South Telegraph Road
Farmington
HOWARD COOPER VOLKSWAGEN, INC.
2475 South State Street
Ann Arbor
WOOD MOTORS, INC.
11251 Grand Avenue
Farmington
GUD CLARE, INC.
11251 Grand Avenue

BOB ZANIC VOLKSWAGEN, INC.
15 Mile and Van Dyke
Sterling Heights
SEAWAY MOTORS, INC.
6375 West Fort Street
Detroit



DETROIT FREE PRESS
5/23/72, p. 9B

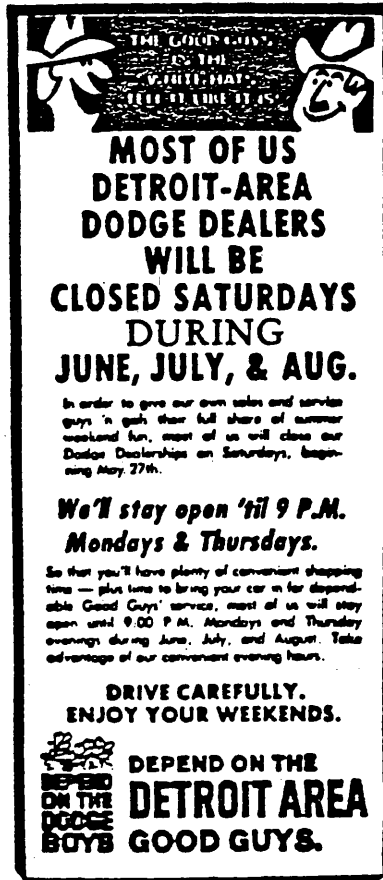
NEVER ON SATURDAY

BEGINNING MAY 27,
THROUGH AUGUST

We'd like to remind you that The Chevrolet Dealers of Greater Detroit will be closed on Saturday beginning May 27, through August. But all of us will be open until 9:00 every Monday and Thursday throughout the summer. Come on up and see us sometime.

**THE METROPOLITAN DETROIT
CHEVROLET DEALERS**

DETROIT NEWS
5/24/72, p. 21c



**THE GOOD GUYS
IN THE
WHITE HAT
ARE ALWAYS
HERE TO HELP YOU**

**MOST OF US
DETROIT-AREA
DODGE DEALERS
WILL BE
CLOSED SATURDAYS
DURING
JUNE, JULY, & AUG.**

In order to give our own sales and service guys 'n gals their full share of summer weekend fun, most of us will close our Dodge Dealerships on Saturdays, beginning May 27th.

***We'll stay open 'til 9 P.M.
Mondays & Thursdays.***

So that you'll have plenty of convenient shopping time — plus time to bring your car in for dependable Good Guys' service, most of us will stay open until 9:00 P.M. Mondays and Thursday evenings during June, July, and August. Take advantage of our convenient evening hours.

**DRIVE CAREFULLY.
ENJOY YOUR WEEKENDS.**

**DEPEND ON THE
DETROIT AREA
DODGE
BOYS GOOD GUYS.**

DETROIT FREE PRESS
5/25/72, p. 17C

Public Notice

SO OUR EMPLOYEES CAN SPEND MORE
TIME WITH THEIR FAMILIES DURING THE SUMMER . . .

PONTIAC DEALERS WILL BE CLOSED SATURDAYS

EFFECTIVE MAY 27TH

OUR SUMMER HOURS ARE:
MONDAYS AND THURSDAYS 'TIL 9 P.M.
TUES., WEDS. & FRIDAYS 'TIL 6 P.M.
UNTIL SEPTEMBER

SMITHE PONTIAC, INC.
Troy, Mich.

BARRETT PONTIAC, INC.
Dearborn Mich.

DELCASTRO PONTIAC, INC.
Farmdale, Mich.

JIM CARRELY PONTIAC, INC.
Dearborn, Mich.

BRUCE CRAIG PONTIAC
Plymouth, Mich.

DEB KELMAN PONTIAC CO.
Warroad, Mich.

SCHELLER PONTIAC, INC.
Pontiac, Mich.

PACKER PONTIAC CO.
Dearborn, Mich.

DIKKE PONTIAC CO.
Warren, Mich.

BOB SELLERS PONTIAC, INC.
Dearborn, Mich.

BOB SWELTON PONTIAC-BUICK
Dearborn, Mich.

GRIMMON PONTIAC SALES INC.
Southgate, Mich.

ACE WILSON ROYAL PONTIAC
Royal Oak, Mich.

PORTERFIELD WILSON PONTIAC
Dearborn, Mich.

HARDY WOOD PONTIAC
Mt. Clemens, Mich.

WOODY PONTIAC SALES
Farmington, Mich.

PONTIAC RETAIL STORE
Dearborn, Mich.

DETROIT FREE PRESS
5/26/72, p. 10C

Closed Saturdays for the summer at the sign of the cat!

Effective immediately, all Detroit area Lincoln-Mercury dealers will be closed Saturdays to give employees full weekends with their families. Your understanding in visiting Monday thru Friday (including Monday and Thursday nights 'til 9 o'clock) is appreciated.



DETROIT FREE PRESS
5/26/72, p. 11C

Detroit Area Oldsmobile Dealers Will Be Closed Saturday and Memorial Day.

NEW SUMMER HOURS:

**Mondays and Thursdays, Open 'Til 8 P.M.
Tuesdays, Wednesdays and Fridays,
Open 'Til 6 P.M. — Closed Saturdays**

Chernock Oldsmobile

24555 Michigan Avenue, Dearborn, 565-6500

Drummy Oldsmobile

14925 E. 8 Mile Road, East Detroit, 772-2200

Edmond Motor Sales

12101 Joseph Campau, Hamtramck, 365-5500

Gage Oldsmobile

21710 Woodward Avenue, Ferndale, 399-3200

Glassman Oldsmobile

28000 Telegraph Road, Southfield, 354-3300

Hargrove Oldsmobile

33073 Michigan Avenue, Wayne, 721-3630

Key Oldsmobile

2446 E. 12 Mile Road, Warren, 751-6100

Bill Lee Oldsmobile

295 South Gratiot, Mt. Clemens, 465-0456

Rosedale Motors

17411 Grand River, Detroit, 272-6212

Bill Rowan Oldsmobile

15800 Eureka, Southgate, 282-3100

Bob Saks Oldsmobile

15205 E. Jefferson, Grosse Pointe Park, 821-5000

Suburban Motors Company


565 S. Woodward Avenue, Birmingham, 644-4440

Superior Oldsmobile


15000 W. 7 Mile Road, Detroit, 342-7000

Detroit Oldsmobile Dealers Association

DETROIT NEWS
6/1/72, p. 15D



PUBLIC NOTICE




SO THAT ALL OF OUR SALES PERSONNEL MAY ENJOY
THE SUMMER WEEKENDS WITH THEIR FAMILIES, THE

CHRYSLER-PLYMOUTH DEALERS

OF THE GREATER DETROIT AREA

WILL CLOSE SATURDAYS DURING THE SUMMER

FOR YOUR CONVENIENCE WE WILL BE OPEN
MONDAY & THURSDAY EVENINGS 'TIL 9 PM
TUESDAY, WEDNESDAY & FRIDAY EVENINGS 'TIL 6 PM



THIS ADDITIONAL LEISURE TIME IS VOL-
UNTARILY DONATED BY YOUR PUBLIC
SPIRITED CHRYSLER-PLYMOUTH DEAL-
ERS IN AN EFFORT TO PROMOTE BETTER
EMPLOYEE & COMMUNITY RELATIONS

Detroit Free Press
5/24/73, p. 17c

PUBLIC NOTICE

**CHRYSLER PLYMOUTH DEALERS
OF GREATER DETROIT
WILL BE**

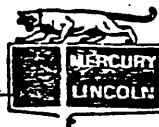
**CLOSED SATURDAYS
MAY 26th THRU SEPT. 1st**

**OPEN MONDAYS & THURSDAYS TIL 9 P.M.
TUESDAY, WEDNESDAY, FRIDAY TIL 6 P.M.**

Detroit Free Press
5/26/73, p. 10c

Closed Saturdays for the Summer at the sign of the cat!

Effective immediately and through August, all Detroit area Lincoln-Mercury dealers will be closed Saturdays to give employees full weekends with their families. Your understanding in visiting Monday thru Friday (including Monday and Thursday nights until 9 o'clock) is appreciated.



Detroit Free Press
5/30/73, p. 12c

 **GREATER DETROIT** 
CHEVROLET DEALERS

ANNOUNCES NEW SUMMER HOURS

For the convenience of our employees and their families, the Greater Detroit Chevrolet Dealers, will be closed on Saturdays, during the months of June, July, and August.

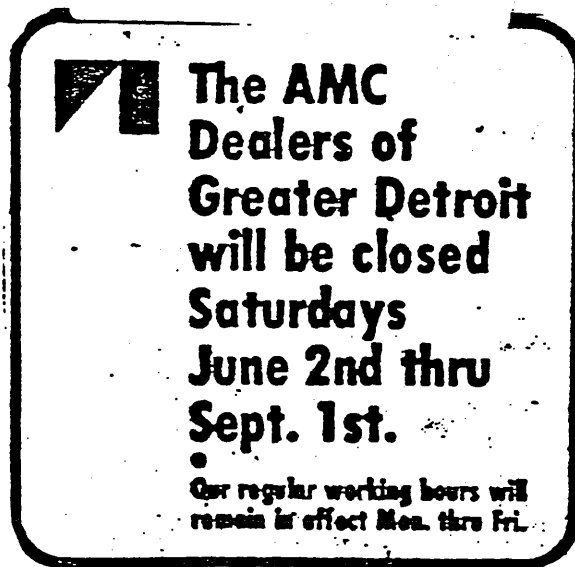
Our Sales Department will be open during the following hours

**MONDAY AND THURSDAY
8:30 A.M. TO 9:00 P.M.**

**TUESDAY, WEDNESDAY AND FRIDAY
8:30 A.M. to 6 P.M.**

 **"HAVE A SAFE AND HAPPY SUMMER"** 

Detroit News
5/30/73, p. 21C



Detroit Free Press
6/2/73, p. 9c



NOW—THRU SEPT 10th
DETROIT AREA
DODGE DEALERS
WILL BE
CLOSED SATURDAYS
DURING
JUNE, JULY & AUG.

In order to give our sales and service guys 'n gals their full share of summer weekend fun, we will close our Dodge Dealerships on Saturdays beginning June 2.

We'll stay open 'til 9 p.m.
Mondays & Thursdays

So that you'll have plenty of convenient shopping time—plus time to bring your car in for dependable Good Guys' service, most of us will stay open until 9:00 PM Monday and Thursday evenings during June, July, and August. Take Advantage of our convenient evening hours.

DRIVE CAREFULLY
ENJOY YOUR WEEKEND



DEPEND ON THE
DETROIT AREA
GOOD GUYS

DETROIT FREE PRESS
11/28/73, p. 14B



1973 THE DODGE BOYS

We Detroit Area Good Guys

are doing our bit to ease the energy crisis.

One less day of heating lights, our people driving to and from their jobs—it'll all add up to help ease the crunch. And if everyone will just add his "little bit" to help ease the shortage, we'll all make it through these tight times!



Naturally, we'll be open Mondays through Fridays, as usual—and many of our showrooms will be open Monday and Thursday evenings for your convenience.

We're doing our bit, and we're depending on your help, too!

ED CARPENTER SALES 33440 Michigan Ave. Wayne, Mich. 48184	Jack Henderson Dodge, Inc. 9700 Belleville Rd. Belleville, Mich. 48111	Northwestern Dodge, Inc. 10500 W. Eight Mile Farmdale, Mich. 48227	Sterling Heights Dodge, Inc. 40111 Van Dyke Sterling Hgts., Mich. 48087
COLONIAL DODGE, INC. 74211 Greater Ave. East Detroit, Mich. 48201	HUSAK BROTHERS, INC. 8421 Michigan Ave. Detroit, Mich. 48210	OAKLAND DODGE, INC. 101 W. 14 Mile Rd. Madison Hgts., Mich. 48071	Tel-Tanaka Dodge, Inc. 24625 W. 12 Mile Southfield, Mich. 48075
CRESTWOOD DODGE, INC. 32850 Ford Rd. Garden City, Mich. 48135	G. E. Miller Sales & Service 127 Hutton St. Northville, Mich. 48167	POINTE DODGE, INC. 18001 Mack Ave. Detroit, Mich. 48224	Town & Country Dodge, Inc. 31015 Grand River Farmington, Mich. 48024
FERWOOD DODGE, INC. 23000 Woodward Ave. Farmdale, Mich. 48220	Motor City Dodge, Inc. 855 Oakland Pawtucket, Mich. 48055	Raynal Brothers Company 9103 Chalmers Detroit, Mich. 48213	VAN DYKE DODGE, INC. 28400 Van Dyke Warren, Mich. 48093
Garnly Motor Sales, Inc. 11500 Joseph Cannon Hamtramck, Mich. 48212	Mt. Clemens Dodge, Inc. 43774 N. Grand Ave. Mt. Clemens, Mich. 48043	SOUTH POINTE DODGE 13500 Telegraph Taylor, Mich. 48180	JIM VINCE DODGE, INC. 2319 Park St. Wyandotte, Mich. 48197

A-27

Detroit News
11/29/73, p. 22 C





**GREATER DETROIT
CHEVROLET DEALERS**

*until further notice
will be closed on
Saturdays starting Dec. 1, 1973*

For your shopping convenience
we will remain open

**MON. & THURS. NIGHTS TIL 9 P.M.
TUES.-WED.-FRI. 8:30 A.M.-6:00 P.M.**

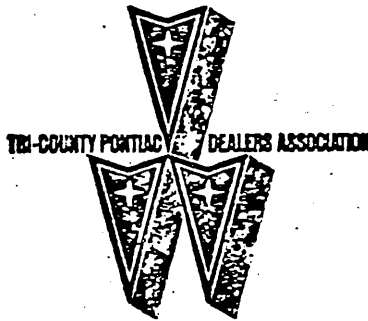


SPECIAL ANNOUNCEMENT

YOUR TRI-COUNTY PONTIAC DEALERS WILL NOW BE CLOSED ON SATURDAYS

No one knows how long the energy crisis will last, but we all want to do our part to help. So, the 22 Tri-County Pontiac Dealers have decided to close their showrooms every Saturday, beginning December 1st. This means we'll be decreasing our power consumption by approximately 15%.

*Detroit News
11/29/73 p. 12 C*



**AUDETTE
PONTIAC, INC.**
1818 Maple Road
Troy, Michigan 48064
843-8888

**BARNETT
PONTIAC, INC.**
16505 Michigan Avenue
Dearborn, Michigan 48128
248-1122

**JIM FRESARD
PONTIAC, INC.**
608 North Main
Burrill Oak, Michigan 48067
847-4188

**SHELTON
PONTIAC-BUICK, INC.**
833 S. Rochester Road
Rochester, Michigan 48063
861-3699

**BELCASTRO
PONTIAC, INC.**
22221 Woodward
Farmdale, Michigan 48229
641-8634

**JIM CAUSLEY
PONTIAC, INC.**
17877 Mack Avenue
Dearborn, Michigan 48224
283-1788

**BRUCE CRAIG
PONTIAC, INC.**
847 W. Ann Arbor Road
Plymouth, Michigan 48178
863-2188

**JACK W. HAUPT
SALES, INC.**
7151 N. Main Street
Clarkston, Michigan 48018
625-5588

**RED HOLMAN
PONTIAC CO.**
25220 Ford Road
Westland, Michigan 48185

*We pledge to use less energy today,
so that everyone can have more tomorrow.*

**ART MORAN
PONTIAC, INC.**
22320 Telegraph
Southfield, Mich. 48067
283-9888

**RUSS JOHNSON
SALES, INC.**
1280 N. Lapeer Rd.
Lake Orion, Michigan 48625
863-6268

**McMULLEN
PONTIAC, INC.**
24726 Elizabeth Lake Road
Pontiac, Michigan 48343
841-2688

**KELLY MINNICK,
INC.**
7511 Auburn
Troy, Michigan 48067

**PACKER PONTIAC
COMPANY**
18718 Livorno
Dearborn, Michigan 48221
863-9788

**PONTIAC RETAIL
STORE**
88 University Drive
Pontiac, Michigan 48653
333-7951

**RINKE
PONTIAC CO.**
27106 Van Dyke
Warren, Michigan 48093
638-2828

**BOB SELLERS
PONTIAC, INC.**
22520 Grand River Avenue
Dearborn, Michigan 48218
871-7888

**SIMPSON PONTIAC
SALES, INC.**
18104 Fort Street
Southgate, Michigan 48182
382-7288

**SKINNER-FRUM
AUTO SALES, INC.**
88211 S. Main Street
Richwood, Michigan 48062
283-3241

**PORTERFIELD WILSON
PONTIAC, INC.**
18284 Grand River Avenue
Dearborn, Michigan 48227
826-8188

**RANDY WOOD
PONTIAC, INC.**
28111 Grand Avenue
East Chelsea, Michigan 48042
486-1281, 778-8118 (Dearborn)

**WOODY PONTIAC
SALES, INC.**
12148 Jct. Campus
Dearborn, Michigan 48212
871-1888

Detroit News, 11/29/73, p. 22c

**METRO
BUICK-OPEL DEALERS**

**UNTIL FURTHER NOTICE THE
METRO BUICK-OPEL DEALERS
WILL BE CLOSED**

**SATURDAY . . . BEGINNING
DECEMBER 1, 1973 . . .**

**FOR YOUR SHOPPING
CONVENIENCE, WE WILL**

**REMAIN OPEN UNTIL 9:00 P.M.
MONDAY AND THURSDAY**



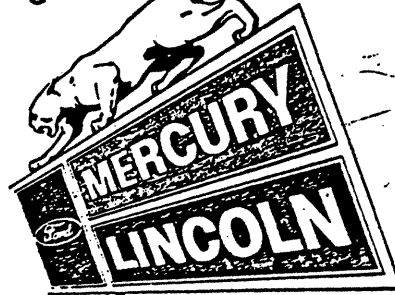
**MONDAY AND THURSDAY
8:30 A.M. TO 9:00 P.M.**



**TUESDAY, WEDNESDAY & FRIDAY
8:30 A.M. TO 6 P.M.**

DETROIT FREE PRESS
11/29/73, p. 14C

At the sign
of the cat.



We're closed on Saturdays.

Because we wish to afford our sales personnel as much time to enjoy family life as other working people, we've decided to close our showrooms on Saturdays. Our service departments have not been open on Saturdays for quite a while.

Also, the energy crisis is persuading many businesses to curtail their operating hours. Not only is there a real need to conserve energy, but, frankly, the higher cost of utilities has been an incentive to reduce overhead.

We believe our change in hours will not inconvenience our customers. In fact, we're sure we can better accommodate you by keeping our showrooms open until 9 p.m. on Monday and Thursday nights. We're looking forward to seeing you then, at the sign of the cat.

Visit your Detroit area
Lincoln-Mercury Dealer.
Open Monday and Thursday till 9 p.m.
for your shopping convenience.



Now Detroit Metropolitan Ford Dealers will be closed On Saturdays

Until further notice participating
Detroit Metropolitan Ford Dealers
will be closed Saturday beginning
December 1, 1973.

For your convenience we will be open
until 9:00 P.M. Monday and Thursday,
and until 6:00 P.M. Tuesday, Wednesday
and Friday.

Detroit Metropolitan-Ford

*Detroit Free Press
11/30/73, p. 2D*

Detroit News
12/9/73, p. 22 C

**CLOSED
SATURDAYS!**

The Ford Dealers of Metropolitan Detroit voted overwhelmingly to close their new and used car sales rooms on Saturdays. .

As a result, Avis Ford will be closed Saturdays immediately, until further notice. Avis Ford will be open Monday and Thursday nights til 9 p.m. for your convenience.

DECISION AND ORDER

The Commission having heretofore issued its two count complaint charging the respondents named in the complaint issued in this matter on December 20, 1984, with violation of Section 5 of the Federal Trade Commission Act, as amended, and the respondents having been served with a copy of that complaint, together with a notice of contemplated relief; and

The Chevrolet association, the Chevrolet dealers, and the Chevrolet individual respondents identified in Attachments A, B and C to this order, their attorneys, and counsel for the Commission having thereafter executed an agreement containing a consent order for Count II of the complaint, an admission by the identified respondents of all the jurisdictional facts set forth in the complaint, a statement that the signing of said agreement is for settlement purposes only and does not constitute an admission by respondents that the law has been violated as alleged in Count II of such complaint, and waivers and other provisions as required by the Commission's Rules; and

The Secretary of the Commission having thereafter withdrawn Count II of the complaint from adjudication in accordance with Section 3.25(c) of its Rules; and

The Commission having considered the matter and having thereupon accepted the executed consent agreement and placed such agreement on the public record for a period of sixty (60) days, now in further conformity with the procedure prescribed in Section 3.25(f) of its Rules, the Commission hereby makes the following jurisdictional findings and enters the following order:

1. Respondent Chevrolet dealers identified in Attachment A are all corporations with their principal places of business located at the addresses shown in Attachment A.

2. Individual respondents identified in Attachment B are officers of various Chevrolet dealers, as shown in Attachment B, and as such they formulate, direct and control the acts and practices of the dealers for which they are officers.

3. The respondent Chevrolet association identified in Attachment C is an incorporated trade association for Chevrolet motor vehicle dealers with its principal place of business located at the address shown in Attachment C.

4. The Federal Trade Commission has jurisdiction of the subject matter of this proceeding as it relates to Count II of the complaint and of the respondents listed in Attachments A, B and C, and the proceeding is in the public interest.

ORDER

For purposes of this order, the following definitions shall apply:

1. *Person* means any natural person, corporation, partnership, association, joint venture, trust or any other organization or entity, but not governmental entities.

2. *Dealer* means any person who receives on consignment, or purchases, motor vehicles for sale or lease to the public, and any director, officer, employee, representative or agent of any such person.

3. *Other dealer* means any dealer not named in this order.

4. *Dealer association* means any trade, civic, service, or social association whose membership is comprised primarily of dealers.

5. *Detroit area* means the Detroit, Michigan metropolitan area, comprising Macomb County, Wayne County and Oakland County in the State of Michigan.

6. *Respondent* means any corporation listed in Attachment A, any individual listed in Attachment B, or any association listed in Attachment C, and the officers, directors, representatives, agents, divisions, subsidiaries, and successors and assigns of any listed corporation or association.

I.

It is ordered, That each respondent shall cease and desist from, directly or indirectly, or through any corporate or other device, entering into or continuing or carrying out any agreement, contract, combination or conspiracy with any respondent or any other dealer or dealer association in the Detroit area which has the purpose or effect of:

A. Restricting, regulating or limiting the advertising of any motor vehicle in the classified section of any newspaper or the advertising or publishing by any person of any price, term, or condition of sale of any motor vehicle, except to the extent that the restriction, regulation or limitation of such advertising is necessary for the purpose of engaging in lawful joint advertising; or

B. Maintaining, adopting or adhering to any policy, act or practice that restricts, regulates or limits the advertising by any person of any motor vehicle in the classified section of any newspaper or the advertising or publishing by any person of any price, term, or condition of sale of any motor vehicle, except to the extent that the restriction, regulation or limitation of such advertising is necessary for the purpose of engaging in lawful joint advertising.

II.

It is further ordered, That each respondent shall cease and desist from, directly or indirectly, or through any corporate or other device, performing any of the following acts or practices, or encouraging any person to perform any of the following acts or practices, or entering into or continuing or carrying out any agreement, contract, combination or conspiracy with any other person in the Detroit area to do or perform any of the following acts or practices:

A. Requesting, recommending, coercing, influencing, encouraging or persuading, or attempting to request, recommend, coerce, influence, encourage or persuade, any other respondent or any other dealer in the Detroit area to maintain, adopt or adhere to any policy, act or practice that restricts, regulates or limits the advertising by any person of any motor vehicle in the classified section of any newspaper or the advertising or publishing by any person of any price, term, or condition of sale of any motor vehicle, except to the extent that the restriction, regulation or limitation of such advertising is necessary for the purpose of engaging in lawful joint advertising; or

B. Requesting, recommending, coercing, influencing, encouraging or persuading, or attempting to request, recommend, coerce, influence, encourage or persuade, any other respondent or any other dealer in the Detroit area to change his advertised or published prices.

III.

It is further ordered, That nothing contained in Parts I or II above shall be construed to prohibit: (a) any respondent association from formulating, adopting, disseminating to its members, and enforcing lawful guidelines governing the conduct of its members with respect to advertisements that such respondent association reasonably believes would be false or deceptive within the meaning of Section 5 of the Federal Trade Commission Act; (b) any other respondent from participating in such activities as identified in Subpart (a) of an association of which such respondent is a member; or (c) any respondent from informing or advising anyone regarding what the respondent reasonably believes to be the requirements of any other existing or proposed federal, state, or local law, regulation, or order, or publishing such interpretations thereof.

IV.

It is further ordered, That the respondent association listed in Attachment C shall cease and desist from failing to maintain for five (5) years following the taking of any action against a person alleged to have violated any advertising guidelines as described in Part III of this order, in a separate file segregated by the name of any person against whom such action was taken, any document that embodies, discusses, mentions, refers, or relates to the action taken and any allegation relating to it.

V.

It is further ordered, That the respondent association listed in Attachment C shall:

A. Within sixty (60) days of the date this order becomes final, amend its by-laws to incorporate by reference this order, and provide each member with a copy of this order and the amended by-laws;

B. For three (3) years from the date this order becomes final, provide each new member with a copy of this order and the amended by-laws within thirty (30) days of the new member's admission to the association.

VI.

It is further ordered, That, for a period of three (3) years from the date this order becomes final, the respondent association listed in Attachment C shall notify the Commission at least sixty (60) days prior to the adoption of any advertising guidelines as described in Part III of this order.

VII.

It is further ordered, That each respondent shall, within sixty (60) days after this order becomes final, and then annually thereafter for a period of three (3) years, file with the Commission a report, in writing, signed by the respondent, setting forth in detail the manner and form in which it has complied with this order.

VIII.

It is further ordered, That each corporate respondent shall notify the Commission at least thirty (30) days prior to any proposed change

in that corporate respondent, such as dissolution, assignment or sale, resulting in the emergence of a successor corporation, the creation or dissolution of subsidiaries or any other change in that corporate respondent that may affect compliance obligations arising out of this order. In the case of each natural person respondent named herein, for a period of three (3) years from the date this order becomes final, said respondent shall promptly notify the Commission of the discontinuance of his present business or employment and of any new affiliation or employment with any dealer or dealer association. Such notice shall include the respondent's new business address and a statement of the nature of the business or employment in which said respondent is newly engaged, as well as a description of the respondent's duties and responsibilities in connection with the business or employment.

ATTACHMENT A

Jack Cauley Chevrolet, Inc.
7020 Orchard Lake Road
West Bloomfield, Michigan 48033

Dexter Chevrolet Co.
20811 W. Eight Mile Road
Detroit, Michigan 48219

Dick Genthe Chevrolet, Inc.
15600 Eureka Road
Southgate, Michigan 48195

Jefferson Chevrolet Co.
2130 E. Jefferson Avenue
Detroit, Michigan 48207

Lou LaRiche Chevrolet-Subaru, Inc.
40875 Plymouth Road
Plymouth, Michigan 48170

Walt Lazar Chevrolet, Inc.
12000 Telegraph Road
Taylor, Michigan 48180

Mark Chevrolet, Inc.
33200 Michigan Avenue
Wayne, Michigan 48184

George Matick Chevrolet, Inc.
14001 Telegraph Road
Redford, Michigan 48239

Matthews-Hargreaves Chevrolet Co.
1616 South Main Street
Royal Oak, Michigan 48067

Merollis Chevrolet Sales & Service, Inc.
21800 Gratiot Avenue
East Detroit, Michigan 48021

Ed Rinke Chevrolet-GMC Co.
26125 Van Dyke
Center Line, Michigan 48015

Mike Savoie Chevrolet, Inc.
1900 West Maple Road
Troy, Michigan 48084

Les Stanford Chevrolet, Inc.
21711 Michigan Avenue
Dearborn, Michigan 48123

Tennyson Chevrolet, Inc.
32570 Plymouth Road
Livonia, Michigan 48150

Buff Whelan Chevrolet, Inc.
40445 Van Dyke
Sterling Heights, Michigan 48077

Wink Chevrolet Co.
d/b/a Bill Wink Chevrolet/GMC
10700 Ford Road
Dearborn, Michigan 48126

ATTACHMENT B

John H. Cauley
Jack Cauley Chevrolet, Inc.
7020 Orchard Lake Road
West Bloomfield, Michigan 48033

Harry C. Demorest
Mark Chevrolet, Inc.
33200 Michigan Avenue
Wayne, Michigan 48184

Joseph B. Slatkin
Dexter Chevrolet Co.
20811 W. Eight Mile Road
Detroit, Michigan 48219

Norman A. Merollis
Merollis Chevrolet Sales & Service, Inc.
21800 Gratiot Avenue
East Detroit, Michigan 48021

Richard E. Genthe
Dick Genthe Chevrolet, Inc.
15600 Eureka Road
Southgate, Michigan 48195

Harry Tennyson
Tennyson Chevrolet, Inc.
32570 Plymouth Road
Livonia, Michigan 48150

Louis H. LaRiche
Lou LaRiche Chevrolet-Subaru, Inc.
40875 Plymouth Road
Plymouth, Michigan 48170

William J. Wink, Jr.
Wink Chevrolet Co.
d/b/a Bill Wink Chevrolet/GMC
10700 Ford Road
Dearborn, Michigan 48126

Walter N. Lazar
Walt Lazar Chevrolet, Inc.
12000 Telegraph Road
Taylor, Michigan 48180

ATTACHMENT C

Greater Detroit Chevrolet Dealers Association, Inc.
100 Renaissance Center, Suite 3100
Detroit, Michigan 48243

IN THE MATTER OF

DETROIT AUTO DEALERS ASSOCIATION, INC., ET AL.

CONSENT ORDER IN REGARD TO ALLEGED VIOLATION OF SEC. 5 OF THE
FEDERAL TRADE COMMISSION ACT*Docket 9189. Complaint,* Dec. 20, 1984—Decision, Dec. 3, 1986*

This consent order prohibits, among other things, eleven Detroit, Mich.-area Chrysler-Plymouth associations, dealerships and dealers from conspiring to not advertise in the classified sections of newspapers or to not advertise vehicle prices at all.

Appearances

For the Commission: *Dennis F. Johnson, Robert C. Jones, Richard B. Smith, Richard A. Wolff, Timothy Suich and Morris Bloom.*

For the respondents: *Howard E. O'Leary, Dykema, Gossett, Spencer, Goodnow & Trigg, Washington, D.C.*

DECISION AND ORDER

The Commission having heretofore issued its two count complaint charging the respondents named in the complaint issued in this matter on December 20, 1984, with violation of Section 5 of the Federal Trade Commission Act, as amended, and the respondents having been served with a copy of that complaint, together with a notice of contemplated relief; and

The Chrysler-Plymouth association, the Chrysler-Plymouth dealers, and the Chrysler-Plymouth individual respondents identified in Attachments A, B and C to this order, their attorneys, and counsel for the Commission having thereafter executed an agreement containing a consent order for Count II of the complaint, an admission by the identified respondents of all the jurisdictional facts set forth in the complaint, a statement that the signing of said agreement is for settlement purposes only and does not constitute an admission by respondents that the law has been violated as alleged in Count II of such complaint, and waivers and other provisions as required by the Commission's Rules; and

The Secretary of the Commission having thereafter withdrawn Count II of the complaint from adjudication in accordance with Section 3.25(c) of its Rules; and

The Commission having considered the matter and having there-

*Complaint previously published at 108 F.T.C. 193.

upon accepted the executed consent agreement and placed such agreement on the public record for a period of sixty (60) days, now in further conformity with the procedure prescribed in Section 3.25(f) of its Rules, the Commission hereby makes the following jurisdictional findings and enters the following order:

1. Respondent Chrysler-Plymouth dealers identified in Attachment A are all corporations with their principal places of business located at the addresses shown in Attachment A.

2. Individual respondents identified in Attachment B are officers of various Chrysler-Plymouth dealers, as shown in Attachment B, and as such they formulate, direct and control the acts and practices of the dealers for which they are officers.

3. The respondent Chrysler-Plymouth association identified in Attachment C is an incorporated trade association for Chrysler-Plymouth motor vehicle dealers with its principal place of business located at the address shown in Attachment C.

4. The Federal Trade Commission has jurisdiction of the subject matter of this proceeding as it relates to Count II of the complaint and of the respondents listed in Attachments A, B and C, and the proceeding is in the public interest.

ORDER

For purposes of this order, the following definitions shall apply:

1. *Person* means any natural person, corporation, partnership, association, joint venture, trust or any other organization or entity, but not governmental entities.

2. *Dealer* means any person who receives on consignment, or purchases, motor vehicles for sale or lease to the public, and any director, officer, employee, representative or agent of any such person.

3. *Other dealer* means any dealer not named in this order.

4. *Dealer association* means any trade, civic, service, or social association whose membership is comprised primarily of dealers.

5. *Detroit area* means the Detroit, Michigan metropolitan area, comprising Macomb County, Wayne County and Oakland County in the State of Michigan.

6. *Respondent* means any corporation listed in Attachment A, any individual listed in Attachment B, or any association listed in Attachment C, and the officers, directors, representatives, agents, divisions, subsidiaries, and successors and assigns of any listed corporation or association.

I.

It is ordered, That each respondent shall cease and desist from, directly or indirectly, or through any corporate or other device, entering into or continuing or carrying out any agreement, contract, combination or conspiracy with any respondent or any other dealer or dealer association in the Detroit area which has the purpose or effect of:

A. Restricting, regulating or limiting the advertising of any motor vehicle in the classified section of any newspaper or the advertising or publishing by any person of any price, term, or condition of sale of any motor vehicle, except to the extent that the restriction, regulation or limitation of such advertising is necessary for the purpose of engaging in lawful joint advertising; or

B. Maintaining, adopting or adhering to any policy, act or practice that restricts, regulates or limits the advertising by any person of any motor vehicle in the classified section of any newspaper or the advertising or publishing by any person of any price, term, or condition of sale of any motor vehicle, except to the extent that the restriction, regulation or limitation of such advertising is necessary for the purpose of engaging in lawful joint advertising.

II.

It is further ordered, That each respondent shall cease and desist from, directly or indirectly, or through any corporate or other device, performing any of the following acts or practices, or encouraging any person to perform any of the following acts or practices, or entering into or continuing or carrying out any agreement, contract, combination or conspiracy with any other person in the Detroit area to do or perform any of the following acts or practices:

A. Requesting, recommending, coercing, influencing, encouraging or persuading, or attempting to request, recommend, coerce, influence, encourage or persuade, any other respondent or any other dealer in the Detroit area to maintain, adopt or adhere to any policy, act or practice that restricts, regulates or limits the advertising by any person of any motor vehicle in the classified section of any newspaper or the advertising or publishing by any person of any price, term, or condition of sale of any motor vehicle, except to the extent that the restriction, regulation or limitation of such advertising is necessary for the purpose of engaging in lawful joint advertising; or

B. Requesting, recommending, coercing, influencing, encouraging or persuading, or attempting to request, recommend, coerce, influ-

ence, encourage or persuade, any other respondent or any other dealer in the Detroit area to change his advertised or published prices.

III.

It is further ordered, That nothing contained in Parts I or II above shall be construed to prohibit: (a) any respondent association from formulating, adopting, disseminating to its members, and enforcing lawful guidelines governing the conduct of its members with respect to advertisements that such respondent association reasonably believes would be false or deceptive within the meaning of Section 5 of the Federal Trade Commission Act; (b) any other respondent from participating in such activities as identified in Subpart (a) of an association of which such respondent is a member; or (c) any respondent from informing or advising anyone regarding what the respondent reasonably believes to be the requirements of any other existing or proposed federal, state, or local law, regulation, or order, or publishing such interpretations thereof.

IV.

It is further ordered, That the respondent association listed in Attachment C shall cease and desist from failing to maintain for five (5) years following the taking of any action against a person alleged to have violated any advertising guidelines as described in Part III of this order, in a separate file segregated by the name of any person against whom such action was taken, any document that embodies, discusses, mentions, refers, or relates to the action taken and any allegation relating to it.

V.

It is further ordered, That the respondent association listed in Attachment C shall:

- A. Within sixty (60) days of the date this order becomes final, amend its by-laws to incorporate by reference this order, and provide each member with a copy of this order and the amended by-laws;
- B. For three (3) years from the date this order becomes final, provide each new member with a copy of this order and the amended by-laws within thirty (30) days of the new member's admission to the association.

VI.

It is further ordered, That, for a period of three (3) years from the date this order becomes final, the respondent association listed in Attachment C shall notify the Commission at least sixty (60) days prior to the adoption of any advertising guidelines as described in Part III of this order.

VII.

It is further ordered, That each respondent shall, within sixty (60) days after this order becomes final, and then annually thereafter for a period of three (3) years, file with the Commission a report, in writing, signed by the respondent, setting forth in detail the manner and form in which it has complied with this order.

VIII.

It is further ordered, That each corporate respondent shall notify the Commission at least thirty (30) days prior to any proposed change in that corporate respondent, such as dissolution, assignment or sale, resulting in the emergence of a successor corporation, the creation or dissolution of subsidiaries or any other change in that corporate respondent that may affect compliance obligations arising out of this order. In the case of each natural person respondent named herein, for a period of three (3) years from the date this order becomes final, said respondent shall promptly notify the Commission of the discontinuance of his present business or employment and of any new affiliation or employment with any dealer or dealer association. Such notice shall include the respondent's new business address and a statement of the nature of the business or employment in which said respondent is newly engaged, as well as a description of the respondent's duties and responsibilities in connection with the business or employment.

ATTACHMENT A

Birmingham Chrysler-Plymouth, Inc.
2100 West Maple Road
Troy, Michigan 48084

Bill Snethkamp, Inc.
16430 Woodward Avenue
Highland Park, Michigan 48006

Lochmoor Chrysler-Plymouth, Inc.
18165 Mack Avenue
Detroit, Michigan 48224

Thompson Chrysler-Plymouth, Inc.
16225 Fort Street
Southgate, Michigan 48195

Shelby Oil Company, Inc.
d/b/a Monicatti Chrysler-Plymouth Sales
40755 Van Dyke Avenue
Sterling Heights, Michigan 48078

Westborn Chrysler-Plymouth, Inc.
23300 Michigan Avenue
Dearborn, Michigan 48124

Roseville Chrysler-Plymouth, Inc.
25800 Gratiot Avenue
Roseville, Michigan 48006

ATTACHMENT B

Robert M. Brent
Warren Chrysler-Plymouth, Inc.
32711 Van Dyke Avenue
Warren, Michigan 48093

William Snethkamp
Bill Snethkamp, Inc.
16430 Woodward Avenue
Highland Park, Michigan 48023

James Riehl
Roseville Chrysler-Plymouth, Inc.
25800 Gratiot Avenue
Roseville, Michigan 48006

ATTACHMENT C

Chrysler-Plymouth Dealers Association of Greater Detroit, Inc.
32711 Van Dyke
Warren, Michigan 48093

IN THE MATTER OF

DETROIT AUTO DEALERS ASSOCIATION, INC., ET AL.

CONSENT ORDER IN REGARD TO ALLEGED VIOLATION OF SEC. 5 OF THE
FEDERAL TRADE COMMISSION ACT

Docket 9189. Complaint, Dec. 20, 1984—Decision, Dec. 3, 1986*

This consent order prohibits, among other things, thirteen Detroit, Mich.-area Cadillac associations, dealerships and dealers from conspiring to not advertise in the classified sections of newspapers or to not advertise vehicle prices at all.

Appearances

For the Commission: *Dennis F. Johnson, Robert C. Jones, Richard B. Smith, Richard A. Wolff, Timothy Suich and Morris Bloom.*

For the respondents: *Lawrence F. Raniszkeski and Robert Y. Weller, Colombo & Colombo, Birmingham, Mich. and James F. Rill, Jeffrey W. King and Christopher J. MacAvoy, Collier, Shannon, Rill & Scott, Washington, D.C.*

DECISION AND ORDER

The Commission having heretofore issued its two count complaint charging the respondents named in the complaint issued in this matter on December 20, 1984, with violation of Section 5 of the Federal Trade Commission Act, as amended, and the respondents having been served with a copy of that complaint, together with a notice of contemplated relief; and

The Cadillac association, the Cadillac dealers, and the Cadillac individual respondents identified in Attachments A, B and C to this order, their attorneys, and counsel for the Commission having thereafter executed an agreement containing a consent order for Count II of the complaint, an admission by the identified respondents of all the jurisdictional facts set forth in the complaint, a statement that the signing of said agreement is for settlement purposes only and does not constitute an admission by respondents that the law has been violated as alleged in Count II of such complaint, and waivers and other provisions as required by the Commission's Rules; and

The Secretary of the Commission having thereafter withdrawn Count II of the complaint from adjudication in accordance with Section 3.25(c) of its Rules; and

The Commission having considered the matter and having thereupon accepted the executed consent agreement and placed such agreement on the public record for a period of sixty (60) days, now in further conformity with the procedure prescribed in Section 3.25(f) of its Rules, the Commission hereby makes the following jurisdictional findings and enters the following order:

1. Respondent Cadillac dealers identified in Attachment A are all corporations with their principal places of business located at the addresses shown in Attachment A.

2. Individual respondents identified in Attachment B are officers of various Cadillac dealers, as shown in Attachment B, and as such they formulate, direct and control the acts and practices of the dealers for which they are officers.

3. The respondent Cadillac association identified in Attachment C is an incorporated trade association for Cadillac motor vehicle dealers with its principal place of business located at the address shown in Attachment C.

4. The Federal Trade Commission has jurisdiction of the subject matter of this proceeding as it relates to Count II of the complaint and of the respondents listed in Attachments A, B and C, and the proceeding is in the public interest.

ORDER

For purposes of this order, the following definitions shall apply:

1. *Person* means any natural person, corporation, partnership, association, joint venture, trust or any other organization or entity, but not governmental entities.

2. *Dealer* means any person who receives on consignment, or purchases, motor vehicles for sale or lease to the public, and any director, officer, employee, representative or agent of any such person.

3. *Other dealer* means any dealer not named in this Order.

4. *Dealer association* means any trade, civic, service, or social association whose membership is comprised primarily of dealers.

5. *Detroit area* means the Detroit, Michigan metropolitan area, comprising Macomb County, Wayne County and Oakland County in the State of Michigan.

6. *Respondent* means any corporation listed in Attachment A, any individual listed in Attachment B, or any association listed in Attachment C, and the officers, directors, representatives, agents, divisions, subsidiaries, and successors and assigns of any listed corporation or association.

I.

It is ordered, That each respondent shall cease and desist from, directly or indirectly, or through any corporate or other device, entering into or continuing or carrying out any agreement, contract, combination or conspiracy with any respondent or any other dealer or dealer association in the Detroit area which has the purpose or effect of:

A. Restricting, regulating or limiting the advertising of any motor vehicle in the classified section of any newspaper or the advertising or publishing by any person of any price, term, or condition of sale of any motor vehicle, except to the extent that the restriction, regulation or limitation of such advertising is necessary for the purpose of engaging in lawful joint advertising; or

B. Maintaining, adopting or adhering to any policy, act or practice that restricts, regulates or limits the advertising by any person of any motor vehicle in the classified section of any newspaper or the advertising or publishing by any person of any price, term, or condition of sale of any motor vehicle, except to the extent that the restriction, regulation or limitation of such advertising is necessary for the purpose of engaging in lawful joint advertising.

II.

It is further ordered, That each respondent shall cease and desist from, directly or indirectly, or through any corporate or other device, performing any of the following acts or practices, or encouraging any person to perform any of the following acts or practices, or entering into or continuing or carrying out any agreement, contract, combination or conspiracy with any other person in the Detroit area to do or perform any of the following acts or practices:

A. Requesting, recommending, coercing, influencing, encouraging or persuading, or attempting to request, recommend, coerce, influence, encourage or persuade, any other respondent or any other dealer in the Detroit area to maintain, adopt or adhere to any policy, act or practice that restricts, regulates or limits the advertising by any person of any motor vehicle in the classified section of any newspaper or the advertising or publishing by any person of any price, term, or condition of sale of any motor vehicle, except to the extent that the restriction, regulation or limitation of such advertising is necessary for the purpose of engaging in lawful joint advertising; or

B. Requesting, recommending, coercing, influencing, encouraging or persuading, or attempting to request, recommend, coerce, influ-

ence, encourage or persuade, any other respondent or any other dealer in the Detroit area to change his advertised or published prices.

III.

It is further ordered, That nothing contained in Parts I or II above shall be construed to prohibit: (a) any respondent association from formulating, adopting, disseminating to its members, and enforcing lawful guidelines governing the conduct of its members with respect to advertisements that such respondent association reasonably believes would be false or deceptive within the meaning of Section 5 of the Federal Trade Commission Act; (b) any other respondent from participating in such activities as identified in Subpart (a) of an association of which such respondent is a member; or (c) any respondent from informing or advising anyone regarding what the respondent reasonably believes to be the requirements of any other existing or proposed federal, state, or local law, regulation, or order, or publishing such interpretations thereof.

IV.

It is further ordered, That the respondent association listed in Attachment C shall cease and desist from failing to maintain for five (5) years following the taking of any action against a person alleged to have violated any advertising guidelines as described in Part III of this order, in a separate file segregated by the name of any person against whom such action was taken, any document that embodies, discusses, mentions, refers, or relates to the action taken and any allegation relating to it.

V.

It is further ordered, That the respondent association listed in Attachment C shall:

A. Within sixty (60) days of the date this order becomes final, amend its by-laws to incorporate by reference this order, and provide each member with a copy of this Order and the amended by-laws;

B. For three (3) years from the date this order becomes final, provide each new member with a copy of this order and the amended by-laws within thirty (30) days of the new member's admission to the association.

VI.

It is further ordered, That, for a period of three (3) years from the date this order becomes final, the respondent association listed in Attachment C shall notify the Commission at least sixty (60) days prior to the adoption of any advertising guidelines as described in Part III of this order.

VII.

It is further ordered, That each respondent shall, within sixty (60) days after this order becomes final, and then annually thereafter for a period of three (3) years, file with the Commission a report, in writing, signed by the respondent, setting forth in detail the manner and form in which it has complied with this order.

VIII.

It is further ordered, That each corporate respondent shall notify the Commission at least thirty (30) days prior to any proposed change in that corporate respondent, such as dissolution, assignment or sale, resulting in the emergence of a successor corporation, the creation or dissolution of subsidiaries or any other change in that corporate respondent that may affect compliance obligations arising out of this order. In the case of each natural person respondent named herein, for a period of three (3) years from the date this order becomes final, said respondent shall promptly notify the Commission of the discontinuance of his present business or employment and of any new affiliation or employment with any dealer or dealer association. Such notice shall include the respondent's new business address and a statement of the nature of the business or employment in which said respondent is newly engaged, as well as a description of the respondent's duties and responsibilities in connection with the business or employment.

ATTACHMENT A

Audette Cadillac, Inc.
7100 Orchard Lake Road
West Bloomfield, Michigan 48033

Dreisbach & Sons Cadillac Co.
24600 Grand River Avenue
Detroit, Michigan 48219

Crissman Cadillac, Inc.
1350 North Woodward Avenue
Birmingham, Michigan 48012

Arnold Jerome Cadillac, Inc.
675 S. Saginaw
Pontiac, Michigan 48053

Charles Dalglish Cadillac-Peugeot, Inc.
6160 Cass Avenue
Detroit, Michigan 48202

Roger Rinke Cadillac Co.
8333 East Eleven Mile Road
Warren, Michigan 48093

ATTACHMENT B

Charles Audette
Audette Cadillac, Inc.
7100 Orchard Lake Road
West Bloomfield, Michigan 48033

Douglas Dalglish
Charles Dalglish Cadillac-Peugeot, Inc.
6160 Cass Avenue
Detroit, Michigan 48202

Frank Audette
Audette Cadillac, Inc.
7100 Orchard Lake Road
West Bloomfield, Michigan 48033

Thomas S. Dreisbach
Dreisbach & Sons Cadillac Co.
24600 Grand River Avenue
Detroit, Michigan 48219

Charles Dalglish, Jr.
Charles Dalglish Cadillac-Peugeot, Inc.
6160 Cass Avenue
Detroit, Michigan 48202

Roger J. Rinke
Roger Rinke Cadillac Co.
8333 East Eleven Mile Road
Warren, Michigan 48093

ATTACHMENT C

Metro Detroit Cadillac Dealers Association, Inc.
100 Renaissance Center, Suite 3100
Detroit, Michigan 48243

IN THE MATTER OF
COSMO COMMUNICATIONS CORPORATION

CONSENT ORDER IN REGARD TO ALLEGED VIOLATION OF SEC. 5 OF THE
FEDERAL TRADE COMMISSION ACT

Docket C-3203. Complaint, Dec. 12, 1986—Decision, Dec. 12, 1986

This consent order prohibits, among other things, a Miami, Fla. manufacturer and seller of telephones from misrepresenting that its phones are capable of generating the tones necessary to access alternative long distance and banking services that require touch-tone phones.

Appearances

For the Commission: *Joel C. Winston and Steven A. Shaffer.*

For the respondents: *Pro se.*

COMPLAINT

The Federal Trade Commission, having reason to believe that Cosmo Communications Corporation, a corporation, ("Cosmo" or "respondent") has violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that a proceeding by it in respect thereof would be in the public interest, alleges:

PARAGRAPH 1. Cosmo is a Florida corporation, with its offices and principal place of business located at 16501 N.W. 16th Court, Miami, Florida.

PAR. 2. Respondent manufactures, advertises, offers for sale, and sells consumer premises telephones and telephone equipment, including pushbutton pulse-only-generating ("touch pulse") telephones.

PAR. 3. The acts and practices of respondent alleged in this complaint have been in or affecting commerce, as "commerce" is defined in the Federal Trade Commission Act.

PAR. 4. Typical of respondent's representations for certain of its touch pulse telephones, but not necessarily all-inclusive thereof, are those on the package label attached hereto as Exhibits A and B. The aforesaid representations include the following:

- (a) "Works with rotary and touchtone systems." (Exhibits A and B)
- (b) "ALL COSMO pulse/tone switchable circuitry telephones offer push button rotary lines and tone dialing systems and are compatible with MCI, ITT, AT&T, Sprint and Network systems." (Exhibit B)

(c) A picture of the face of the telephone prominently displaying its pushbutton keypad. (Exhibits A and B)

PAR. 5: Through the use of the statements and depictions referred to in Paragraph Four and other representations not specifically set forth herein, respondent has represented, directly or by implication, that:

(a) Respondent's touch pulse telephones are capable of generating tones to complete a call.

(b) Respondent's touch pulse telephones will permit the purchaser to use all available phone-accessed services requiring tone-generating telephones, such as alternative long distance service carriers and computerized bill paying and account transaction services.

PAR. 6. In truth and in fact,

(a) Respondent's touch pulse telephones are not capable of generating tones to complete a call; and

(b) Respondent's touch pulse telephones will not permit the purchaser to use all available phone-accessed services requiring tone-generating telephones, such as alternative long distance service carriers and computerized bill paying and account transaction services.

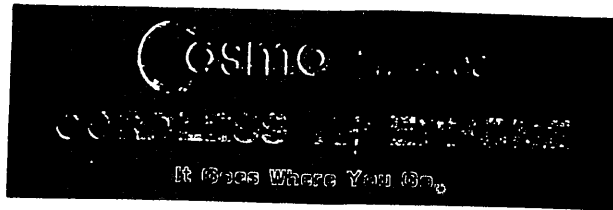
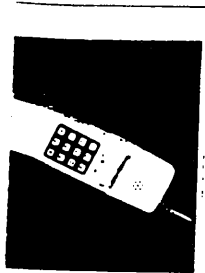
Therefore, respondent's representations as set forth in Paragraph Five were and are false and misleading.

PAR. 7. The acts and practices of respondent as alleged in this complaint constitute unfair or deceptive acts or practices in or affecting commerce in violation of Section 5(a) of the Federal Trade Commission Act.

Chairman Oliver and Commissioner Azcuenaga were recorded as voting in the negative.

EXHIBIT A

TR-3000



- Contemporary styling looks good at home or office
- No additional monthly charges
- Eliminates inconvenience of a cord
- Make and receive calls indoors or out
- 700 Foot range
- Advanced solid state circuitry
- Re-dial button instantly recall last number dialed
- Works with rotary and touchtone systems
- Instant on/off makes operation easy
- Works like a standard phone but has more features
- Automatic lock prevents unauthorized use

COSMO
CORDESS TELEPHONE

The Cosmo Cordless Telephone is the most convenient, most reliable, and most economical cordless telephone system ever. It has a range of 700 feet, so you can talk from anywhere in your home or office. It has a re-dial button that instantly recalls the last number dialed. It has an automatic lock that prevents unauthorized use. It has a touchtone or rotary dial. It has a 700-foot range. It has a re-dial button. It has an automatic lock. It has a touchtone or rotary dial. It has a 700-foot range. It has a re-dial button. It has an automatic lock. It has a touchtone or rotary dial.



EXHIBIT B

Cosmo
Cordless Phone
1000 FT Range
 Convertible for Wall or Desk

Cosmo

Cordless Phone
1000 FT Range

- 10 Channel 46/49 Frequency
- Eliminates Inconvenience of a Cord
- Make and Receive Calls Indoors and Outdoors
- 1000 Ft. Range
- Advanced Solid State Circuitry
- Last Number Redial
- Works with Rotary and Touch Tone Systems
- Instant On/Off Operation
- Automatic Lock/Prevents Unauthorized Use
- Call Feature from the Base Unit to the Remote
- Nicade Batteries are Rechargeable at the Base Unit
- Push Button Dialing
- Belt Clip Included
- Modular Jack Plugs
- Two Tone Security Guard

2 YEAR LIMITED WARRANTY

10 YEAR 46/49

EXHIBIT B

Cosmo

Cordless Phone 1000 FT Range

COSMO COMMUNICATIONS CORPORATION produces a complete line of single and multi-function telephone products to make any task simple. All of our telephone products are manufactured with the highest quality materials and warranted to perform to your satisfaction. Ask your COSMO dealer for our other fine products designed today for all your future needs.

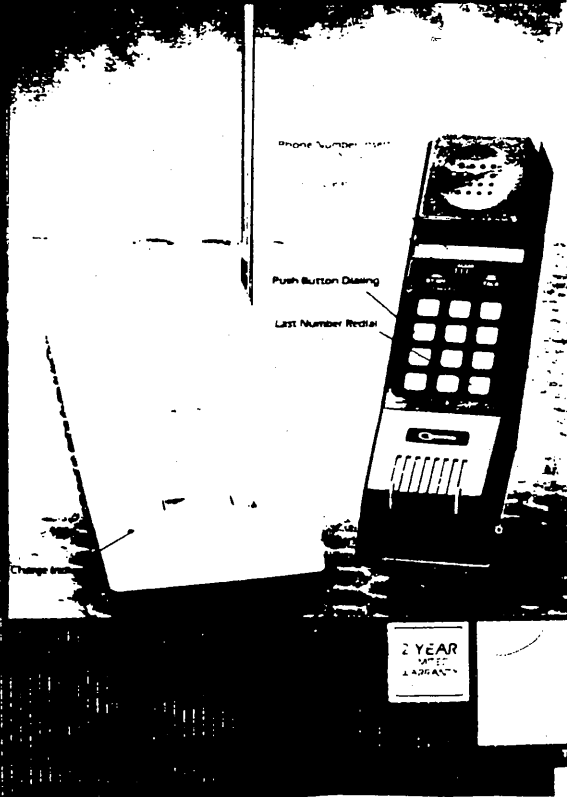
ALL COSMO pulse/tone switchable circuitry telephones offer push button rotary lines and tone dialing systems and are compatible with MCI, ITT, AT&T, Sprint and Network systems.

ATTENTION: This phone is NOT hearing aid compatible. See user instructions.

FCC APPROVED
2 Year Limited Warranty
UL APPROVED

Cosmo

Cordless Phone 1000 FT Range



© 1989 Cosmo Communications Corp.
Miami, FL 33159. Made in Korea

DECISION AND ORDER

The Federal Trade Commission having initiated an investigation of certain acts and practices of the respondent named in the caption hereof, and the respondent having been furnished thereafter with a copy of a draft of complaint which the Bureau of Consumer Protection proposed to present to the Commission for its consideration and which, if issued by the Commission, would charge the respondent with violation of the Federal Trade Commission Act; and

The respondent and counsel for the Commission having thereafter executed an agreement containing a consent order, an admission by the respondent of all jurisdictional facts set forth in the aforesaid draft of complaint, a statement that the signing of said agreement is for settlement purposes only and does not constitute an admission by the respondent that the law has been violated as alleged in such complaint, and waivers and other provisions as required by the Commission's Rules; and

The Commission having thereafter considered the matter and having determined that it had reason to believe that the respondent has violated the said Act, and that complaint should issue stating its charges in that respect, and having thereupon accepted the executed consent agreement and placed such agreement on the public record for a period of sixty (60) days, now in further conformity with the procedure prescribed in Section 2.34 of its Rules, the Commission hereby issues its complaint, makes the following jurisdictional findings and enters the following order:

1. Respondent Cosmo Communications Corporation is a corporation organized, existing and doing business under and by virtue of the laws of the State of Florida, with its office and principal place of business located at 16501 N.W. 16th Court in the City of Miami, State of Florida.

2. The Federal Trade Commission has jurisdiction of the subject matter of this proceeding and of the respondent, and the proceeding is in the public interest.

ORDER

I.

It is ordered, That respondent Cosmo Communications Corporation, a corporation; its successors and assigns; and its officers, representatives, agents and employees, directly or through any corporation, subsidiary, division or other device, in connection with the advertis-

ing, offering for sale, sale or distribution of any consumer premises telephone or other telephone communication device in or affecting commerce, as "commerce" is defined in the Federal Trade Commission Act, do forthwith cease and desist from:

A. Representing in any manner, directly or by implication, that any such device is capable of generating the tones necessary to complete a call, unless such is the case.

B. Misrepresenting in any manner, directly or by implication, the compatibility of any such device with any tone-accessed telephone service, including, but not limited to, alternative long distance service carriers and phone-accessed computer services.

C. Failing to disclose, clearly and prominently, on the package label for each such device in the custody or control of respondent (including existing inventory) that operates by pushbuttons but does not generate tones:

"Pulse Telephone: Operates by pulse dialing like a rotary telephone. Will not produce tones.";

provided, however, that after seven (7) years from the date of service of this order the above disclosure may be replaced by the disclosure, "Pulse Telephone"; and *provided further, however*, that this order shall not be construed to relieve respondent, its successors and assigns from having to comply with any provision of any federal, state, or local law, rule, regulation, or order requiring a disclosure different from that specified by this order, and, in the event any such law, rule, regulation, or order requires an equally or more comprehensive disclosure concerning the pulse operating system and the inability of the device to produce tones, that disclosure may be used in place of the disclosure specified by this order.

II.

It is further ordered, That respondent shall notify the Commission at least thirty (30) days prior to any proposed change in the corporation such as a dissolution, assignment or sale resulting in the emergence of a successor corporation, the creation or dissolution of subsidiaries, or any other change in the corporation which may affect compliance obligations under this order.

III.

It is further ordered, That respondent shall, within sixty (60) days after service of this order upon it and at such other times as the

Commission may require, file with the Commission a report, in writing, setting forth in detail the manner and form in which it has complied with this order.

Chairman Oliver and Commissioner Azcuenaga were recorded as voting in the negative.