

GEORGETOWN UNIVERSITY LAW CENTER  
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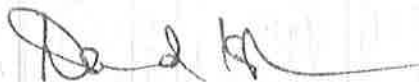
July 12, 1984

Ms. Lynne Lester  
Manager, Divisions Office  
D.C. Bar  
1426 H Street, NW  
Washington, DC 20005

Dear Lynne,

Attached is a letter approved by the Consumer Affairs Committee of Division 2. It expresses our support for a voluntary Code of Ethics for automobile advertising. Would you please circulate it to the Division 2 Steering Committee and, if they approve it, to the Board of Governors. The mandatory disclosure and the one-page summary are attached.

Thank you,



David A. Koplow

DAK:mtb

Attachments

## Summary

The Consumer Affairs Committee of Division 2 has noted with interest that Montgomery County has recently developed a voluntary Code of Ethics for automobile advertising. We think such a program would be valuable in D.C. and the attached letter to the Director of the D.C. Department of Consumer and Regulatory Affairs expresses our support for the concept and our willingness to assist in establishing it here, and requests a meeting to discuss the proposed program.

DIVISION 2: ANTITRUST, TRADE REGULATION  
AND CONSUMER AFFAIRS

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STANDING COMMITTEE  
*Consumer Affairs*

Ms. Carol B. Thompson, Director  
D.C. Department of Consumer  
and Regulatory Affairs  
614 H Street, N.W.  
Washington, D.C. 20001

Dear Ms. Thompson:

I am writing to you on behalf of the Consumer Affairs  
Committee of Division 2 of the D.C. Bar.<sup>1/</sup>

Our Committee recently learned of the new program  
sponsored by the Montgomery County Office of Consumer  
Affairs in which the County gives a "seal of approval" to  
automobile dealerships which have agreed to abide by an  
advertising code of ethics. (I attach some information  
about the Montgomery County plan.)

This idea seems to us to be a good one. It will  
encourage more awareness of ethical advertising standards  
by the industry, it will help to reduce consumer complaints  
about dealer advertising, it will facilitate law enforce-  
ment efforts by DCRA, and it will reward dealers who  
adhere to sound advertising practices.

We think that a similar program ought to be established  
for the District, and perhaps expanded to other industries in  
addition to automobile dealers. The Consumer Affairs Committee

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<sup>1/</sup> The views expressed herein represent only those of  
Division 2 (Antitrust, Trade Regulation, and Consumer  
Affairs) of the District of Columbia Bar and not those  
of the D.C. Bar or of its Board of Governors.

Ms. Carol B. Thompson, Director  
D.C. Department of Consumer  
and Regulatory Affairs  
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includes a number of Washington lawyers with a wide range of expertise in aspects of advertising and consumer protection, and we would be happy to assist your Department in developing such a program. In particular, we would like to lend our assistance to the drafting of appropriate language for the Code of Ethics.

If you are interested in pursuing the proposal, perhaps we could arrange a meeting to discuss the advantages of the program and the ways in which our Committee could be of assistance.

I look forward to hearing from you.

Sincerely,

David A. Koplow

DAK:mtb

Primary drafter: Peter Drymalski