

UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK

UNITED STATES OF AMERICA,

Plaintiff,

v.

AMERICAN ASSOCIATION OF ADVERTISING  
AGENCIES, INC.;

THE AMERICAN NEWSPAPER PUBLISHERS  
ASSOCIATION, INCORPORATED;

PUBLISHERS ASSOCIATION OF NEW YORK  
CITY;

ASSOCIATED BUSINESS PUBLICATIONS,  
INC.;

PERIODICAL PUBLISHERS ASSOCIATION  
OF AMERICA; and

AGRICULTURAL PUBLISHERS ASSOCIATION,

Defendants.

Civil Action  
No. 100-309

FINAL JUDGMENT

Plaintiff, United States of America, having filed its complaint herein on May 12, 1935; defendant, Agricultural Publishers Association (hereinafter referred to as consenting defendant) having appeared herein and having filed its answer in which it denies each and every offense charged in such complaint and having asserted the truth of its answer and its innocence of any violation of law; and no testimony having been taken and the plaintiff and said defendant by their respective attorneys having consented to the making and entry of this Final Judgment without trial or adjudication of any issue of fact or law herein and without any findings of fact, and the Court having considered the matter and being duly advised,

NOW, THEREFORE, upon the consent as aforesaid of the parties hereto,

IT IS HEREBY ORDERED, ADJUDGED AND DECREED as follows:

## I

This Court has jurisdiction of the subject matter hereof and of the plaintiff and consenting defendant. The complaint states a claim against said defendant under Section 1 of the Act of Congress of July 2, 1890, entitled "An Act to protect trade and commerce against unlawful restraints and monopoly", as amended, commonly known as the Sherman Act.

## II

As used in this Final Judgment only:

(A) "Advertising agency" shall mean any person, firm or corporation engaged in the business of developing, servicing and placing national advertising in media.

(B) "National advertising" shall mean the advertising of products or services through media on a national or broad sectional basis.

(C) "Media" shall mean the several instrumentalities used in publishing national advertising, including but not restricted to newspapers, magazines, radio and television.

(D) "Agency commission" shall mean the amount allowed by median to advertising agencies when placing national advertising for advertisers in media.

(E) "Credit rating" means a rating based upon relevant information as to the moral responsibility and financial status of the rated advertising agency, without reference to whether the rated agency rebates or splits agency commissions.

## III

The provisions of this Final Judgment shall apply to consenting defendant and its subsidiaries, successors and assigns, to each of its officers, agents, servants and employees and to any committee or groups of consenting defendant's membership when organized and functioning as committees or groups of consenting defendant, and to all other persons

in active concert or participation with it who receive actual notice of this Final Judgment by personal service or otherwise.

#### IV

(A)e Consenting defendant is enjoined and restrained from entering into, adhering to, promoting or following any course of conduct, practice or policy, or any agreement or understanding:

(1)e Establishing or stabilizing agency commissions, or attempting so to do;

(2)e Requiring, urging or requesting any advertising agency to refrain from rebating or splitting agency commissions;

(3)e Requiring, urging or requesting any medium to deny or limit credit or agency commission due or available to any advertising agency;

(4)e Establishing or formulating, or attempting to establish or formulate, any standards of conduct or other qualifications to be used by any medium or any association of media to determine whether media should or should not do business with or recognize any advertising agency;

(5) Requiring, urging or requesting any medium not to do business with or not to recognize any advertising agency;

(6) Establishing or stabilizing advertising rates to be charged advertisers not employing an advertising agency, or attempting so to do;

(7) Requiring, urging or requesting any medium to adhere to published advertising rates or rate cards.

(B)e Consenting defendant is enjoined and restrained from requiring, urging or requesting any of its members to engage in any activities

covered by Paragraphs (1) through (7) of subsection (A) of this Section IV.

(C)e Nothing contained in this Final Judgment shall be construed to prohibit members of consenting defendant from severally taking any action denied to consenting defendant by virtue of this Final Judgment; nor shall this Final Judgment be construed to prohibit consenting defendant from:

(1) Acquainting its members and others with the nature, background, moral responsibility and financial status, functions and activities, or proposed functions and activities, of any advertising agency so long as such activity is not contrary to any of the provisions of subsections (A) or (B) of this Section IV;

(2)e Where necessary or appropriate in proceedings conducted by Federal, State or Local Governments or any Court, participating in such proceedings in any manner;

(3)e Furnishing to its members credit ratings provided that so long as consenting defendant assigns a credit rating to any advertising agency, consenting defendant is enjoined and restrained from refusing to rate or provisionally rate any advertising agency which applies in writing for a rating and in connection therewith submits verified information requested by consenting defendant appropriate to determine the rating for such an applicant and which applicant, as demonstrated to consenting defendant: (i) itself assumes sole liability for the full performance of its contracts with media; (ii) makes prompt payments;

(iii)e is morally responsible; and (iv) is engaged in the business of developing, servicing and placing national advertising in media.

V

Consenting defendant is ordered and directed to:

(A) Within ninety (90) days of the entry of this Final Judgment take such action as may be necessary to make its rules, regulations, forms, policies and practices conform to the terms of this Final Judgment;

(B) Within ninety (90) days after the entry of this Final Judgment mail to each of its members a copy thereof and copies of such other documents of consenting defendant which have been modified in compliance with the provisions thereof;

(C)e Supply a copy of this Final Judgment to each new member of consenting defendant at the time he becomes a member.

VI

Jurisdiction is retained by this Court for the purpose of enabling any of the parties to this Final Judgment to apply to this Court at any time for such further orders and directions as may be necessary or appropriate for the construction or carrying out of this Final Judgment, for the amendment or modification of any of the provisions thereof, for the enforcement of compliance therewith, and for the punishment of violations thereof.

DATED: May 22, 1956.

/s/ John M. Cashin  
United States District Judge

We hereby consent to the making and entry of the foregoing  
Final Judgment:

For the Plaintiff:

/s/ Stanley W. Barnes<sup>o</sup>  
Assistant Attorney General

/s/ Henry M. Stuckey

/s/ W. D. Kilgore, Jr.

/s/ Vincent A. Gorman

/s/ Victor H. Kramer

For the Defendant:

AGRICULTURAL PUBLISHERS ASSOCIATION

/s/ Morgan J. Burke, Jr.  
Morgan J. Burke, Jr.  
Dorsey, Burke & Keber  
New York, N. Y.

/s/ Fred W. Potter  
Fred W. Potter  
Holmes, Dixon, Knouff & Potter  
Chicago Illinois