

Complaint

94 F.T.C.

IN THE MATTER OF

LEROY GORDON COOPER, JR. a/k/a GORDON COOPER

CONSENT ORDER, ETC., IN REGARD TO ALLEGED VIOLATION OF
THE FEDERAL TRADE COMMISSION ACT*Docket C-2993. Complaint, Sept. 25, 1979 — Decision, Sept. 25, 1979*

This consent order, among other things, requires an individual from Encino, Calif. engaged in advertising, selling and endorsing a product known, among other names, as the G.R. Valve, to cease representing, without substantiation, that installing the G.R. Valve or any substantially similar automobile retrofit device in a motor vehicle will result in fuel economy improvement. The order further prohibits respondent from using or providing any endorsement or testimonial which has not been properly authorized or which contains unsubstantiated representations; and bars him from misrepresenting an endorser's expertise in a field of knowledge, and the conclusions of tests or surveys relating to the performance of a product or service. Additionally, the order requires that advertising disclose any material economic interest in the sale of a product or service that may exist between endorser and marketer of such product or service.

*Appearances*For the Commission: *Laurence M. Kahn.*For the respondent: *Murray Lertzman, Beverly Hills, Calif.*

COMPLAINT

Pursuant to the provisions of the Federal Trade Commission Act, and by virtue of the authority vested in it by said Act, the Federal Trade Commission having reason to believe that Gordon Cooper, an individual, hereinafter referred to as "respondent," having violated the provisions of the 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. Respondent Gordon Cooper is an individual whose address is 5011 Woodley Ave., Encino, California and is a former N.A.S.A. astronaut.

PAR. 2. Respondent, in conjunction with Dan Mar Products, Inc., a California corporation, RR International, Inc., a Delaware corporation, C.I. Energy Development, Inc., a California corporation, and American Consumer, Inc., a Pennsylvania corporation, has been and is now engaged in the marketing and advertising of a product variously known as the G.R. Valve, the Turbo-Dyne Energy Cham-

ber, and by other names, (hereinafter "product") which product is advertised to be a means of improving fuel economy in automobiles. Said product is an automobile retrofit device as "automobile retrofit device" is defined in § 301 of the Energy Policy and Conservation Act of 1975, 15 U.S.C. 2011. Respondent, in conjunction with the other above-named parties and in connection with the marketing of said product, has disseminated, published and distributed and now disseminates, publishes and distributes advertisements and promotional material for the purpose of promoting the sale of said product.

PAR. 3. One of the means that has been used to market and advertise said product has been to use a celebrity endorsement of said product. Respondent has aided the promotion of said product by providing such endorsement. This endorsement appeared in disseminated advertisements and other sales promotional materials for said product. In return for his role in the marketing of said product, respondent has received remuneration from the manufacturer and distributor of the product. The amount of such remuneration was and is dependent upon the number of products sold.

PAR. 4. In the course and conduct of his said business in conjunction with the other parties named in Paragraph Two, respondent has disseminated and caused the dissemination of certain advertisements for said product through the United States mail and by various means in or affecting commerce, as "commerce" is defined in the Federal Trade Commission Act, including but not limited to, the insertion of advertisements in magazines and newspapers with national circulations and the placement of advertisements through television stations with sufficient power to broadcast across state lines and into the District of Columbia; and has disseminated and caused the dissemination of advertisements for said product by various means, including but not limited to the aforesaid media, for the purpose of inducing and which are likely to induce, directly or indirectly, the purchase of said product in commerce.

PAR. 5. Among the advertisements and other sales promotional materials are the materials identified as Exhibits A-H which are attached hereto.

PAR. 6. Through the use of advertisements referred to in Paragraph Five and other advertisements and sales promotional materials, respondent, in conjunction with the other parties named in Paragraph Two, represented and now represents, directly or by implication, that

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- a. the G.R. Valve when installed in a typical automobile will significantly improve fuel economy;
- b. a typical driver can ordinarily obtain, under normal driving conditions, a fuel economy improvement which will approximate or equal seven miles per gallon when the G.R. Valve is installed in his/her automobile;
- c. competent scientific tests for fuel economy of automobiles in which the G.R. Valve has been installed prove the fuel economy claims made for the G.R. Valve;
- d. Gordon Cooper bears only the relationship of endorser to the marketing of said product;
- e. Gordon Cooper has the education, training, and knowledge necessary to qualify him as an expert in the field of automotive engineering;
- f. results of consumer usage, as evidenced by consumer testimonials, prove that the G.R. Valve significantly improves fuel economy.

PAR. 7. At the time respondent, in conjunction with the other parties named in Paragraph Two, made the representations alleged in Paragraph Six of the complaint, he did not possess and rely upon a reasonable basis for such representations. Therefore, said advertisements are deceptive, misleading, or unfair.

PAR. 8. In truth and in fact, contrary to the representations in Paragraph Six:

- a. the G.R. Valve when installed in a typical automobile will not significantly improve fuel economy;
- b. a typical driver cannot ordinarily obtain under normal driving conditions a fuel economy improvement which will approximate or equal seven miles per gallon when the G.R. Valve is installed in his/her automobile;
- c. no competent scientific tests for fuel economy of automobiles in which the G.R. Valve has been installed prove the fuel economy claims made for the G.R. Valve;
- d. Gordon Cooper bears not only the relationship of endorser to the marketing of said product, but also bears the relationship of principal to the marketing of said product which fact is not disclosed and is material;
- e. Gordon Cooper does not have the education, training, and knowledge to qualify him as an expert in the field of automotive engineering;
- f. results of consumer usage, as evidenced by consumer testimonials, do not prove that the G.R. Valve significantly improves fuel economy.

Therefore, said advertisements are deceptive, misleading, or unfair.

PAR. 9. Exhibits A-H and other advertisements represent, directly and by implication, that respondent had a reasonable basis for making, at the time they were made, the representations alleged in Paragraph Six. In truth and in fact, respondent had no reasonable basis for such representations. Therefore, said advertisements are deceptive, misleading, or unfair.

PAR. 10. In the course and conduct of his said business, in conjunction with the other parties named in Paragraph Two, and at all times mentioned herein, respondent has been, and now is, in substantial competition in or affecting commerce with corporations, firms and individuals engaged in the sale of automobile retrofit devices.

PAR. 11. The use by respondent, in conjunction with the other parties named in Paragraph Two, of the aforesaid unfair or deceptive representations and the dissemination of the aforesaid false advertisements has had, and now has, the capacity and tendency to mislead members of the consuming public into the erroneous and mistaken belief that said representations were and are true and into the purchase of substantial quantities of products sold by respondent, in conjunction with the other parties named in Paragraph Two, by reason of said erroneous and mistaken belief.

PAR. 12. The aforesaid acts and practices of respondent, as herein alleged, including the dissemination of the aforesaid false advertisements, were and are all to the prejudice and injury of the public and of respondent's competitors, and constituted and now constitute, unfair methods of competition in or affecting commerce, and unfair or deceptive acts or practices in or affecting commerce, in violation of Section 5 of the Federal Trade Commission Act.

Complaint

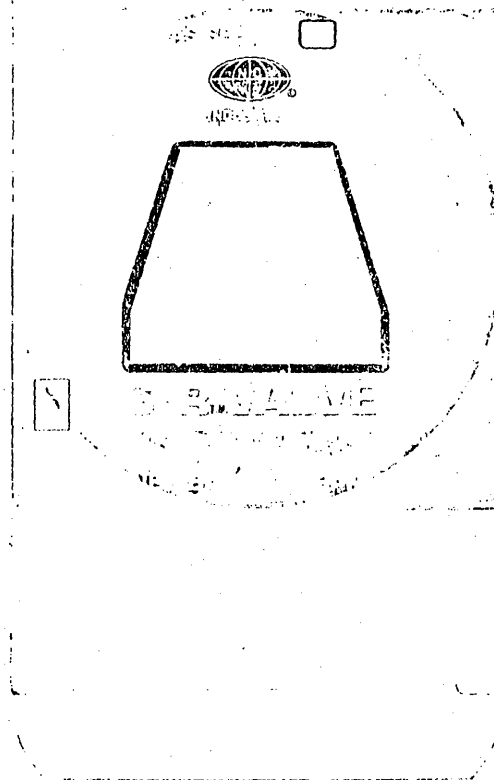
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Ex. A

**"IT'S A FACT!—INCREASES
MILEAGE UP TO 8 MILES
PER GALLON."**

Says GORDON COOPER
GEMINI ASTRONAUT

**"IMPROVES ENGINE
PERFORMANCE,
REDUCES SMOG EMISSION
AND CLEANS YOUR ENGINE."**



Complaint

Ex. B

Copy of ad
published
5/17/78
Valley News

Spec 2



COL. GORDON LOGIER
Lieutenant, 32nd Regt, Massachusetts Infantry

THAT'S WHAT COL GORDON COOPER, CHAIRMAN
ASKING IS, SAYS A LOT OF IT IS A FANTASY.
HE IS A LONG BEACH HISTORIC SOCIETY-A RE-
MARKABLE ENOUGH THROUGH THAT THIS YOU
TUNE INTO ENERGY AND GIVE IT LIKE FULL.

WHILE HE CHARGED A SEVERE PITY IN
YOUR CASE, I THINK THAT'S RIGHT.

to 28%* Imagine You're... You're much
in 26% more milk per gallon of
your 60 cubic feet per barrel of
feed up to 16¢ less than per gal-
lon, up to 220 gallons in your—all of which could save you
to \$150 each year! But up 3 times a month instead of 4—with
a space-age discovery that pays for itself—your 3¢ barrel of
corn!

NO FILLER, LESS GAS

Code the GLE VALVE to a restriction system actually restricts air flow but -- and get up to 2000 RPM on the right, per gallon without restricting performance?

And maybe the easiest way to understand this is to realize that liquid gasoline has to be mixed with air and exploded before your car's engine can use it. The more gasoline is in its fluid mixture, the more energy late the explosion. It's more complete the combustion, the less gas you waste and the more energy it gives your car.

Now, here is the important thing to you. With the price of gas skyrocketing -- on the order of 15 to 20¢ -- you might be getting an idea as to the worth of used. From 1974 to 1975 you spent \$2.15. The reason is simple -- most of the cars that were bought -- if not fully depreciated -- at any given time.

For construction, a new circuit was laid out, for a temporary test
shells etc. It was found that more than one shell per unit was
better for the purpose of increasing the number of shells.
Why all the trouble?

It's true, but remember, the car starts up and fuel to fire the cylinders and make your car go. But the car also can't go if the spark plug is not hot enough to get the car to start. So the spark plug is not the only part of the car that is important. The spark plug is just one of the many parts of the car that are important. The spark plug is just one of the many parts of the car that are important. The spark plug is just one of the many parts of the car that are important.

LOOK HOW SIMPLE IT IS TO INSTALL

December 1941. The following information was obtained from the records of the Federal Bureau of Investigation, Bureau of Investigation, Department of Justice, Washington, D. C., and the records of the Federal Bureau of Investigation, Bureau of Investigation, Department of Justice, Washington, D. C., and the records of the Federal Bureau of Investigation, Bureau of Investigation, Department of Justice, Washington, D. C.

NOV 1 5 1963 THE G. M. VALVE' M33662

When you're looking for the perfect home, you want to make sure you're getting the best value for your money. That's why it's important to know what you're looking for in a home before you start your search. Here are some tips to help you find the perfect home for you:

[illegible]

CONFIDENTIAL

Test it out on my new G.R. VALVE* entirely at your risk with the understanding that it must stay where it is in 60 days. If it does, I will reduce my purchase price by 25%. If it doesn't, I will buy more valves in 60 days and the very first one I buy will be yours. I'll be the first to tell you that it's better to have the best of two, than it is to have the best of one. So I'll test it out on my purchase price (noted postage and

ALL ORDERS SHIPPED WITHIN 24 HOURS
CHECK OTHER PRODUCTS

Case 2 No. 1, 1913, p. 11
p. 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842,

On 10/10/88, [redacted] told me that he had been
told by [redacted] that the CIA was

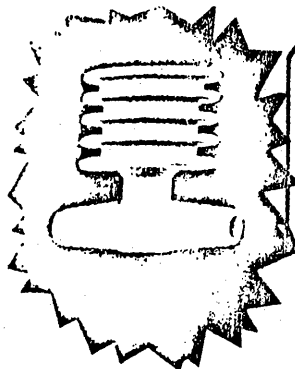
On 10/10/88, [redacted] told me that he had been
told by [redacted] that the CIA was

1. **NAME** John A. and Mary
 2. **ADDRESS** 1234 Main St, New York, NY
 3. **CITY** New York
 4. **STATE** NY
 5. **ZIP** 10001

SECRET

...the

14



It Really Works!

**THIS AMAZING DEVICE
CAN INCREASE YOUR GAS MILEAGE
UP TO 8 MILES PER GALLON!**

Ex. C

Yes! Save Gas by the Gallon!

Make Your Car Run Better Too!

New Gas Saver Slips On in Minutes!

*Says GORDON COOPER,
Gemini Astronaut*



If there's one thing an astronaut has no use for, it's a new invention that doesn't do what it's supposed to do! That's why we asked astronaut Gordon Cooper to test the G-R GAS SAVER VALVE in his independent engineering laboratory. Here's what Gordon Cooper told us the G-R GAS SAVER VALVE would do for any carbureted automobile:

- * INCREASE GAS MILEAGE -- UP TO 28% MORE!
- * ACTUALLY IMPROVE ENGINE PERFORMANCE AT THE SAME TIME!
- * CLEAN THE ENGINE OF CRIPPLING CARBON DEPOSITS WHILE DRIVING!
- * REDUCE SMOG EMISSIONS MEASURABLY!

Impressive results? Definitely. But we are particularly fussy about our cars. So, Mr. Cooper's results notwithstanding, we went to the Dept. of Industrial Education at Loma Linda University and gave them a dozen or so G-R GAS SAVER VALVES. We asked them to test this now

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invention in city and highway driving -- use it on different kinds of cars, big and small -- even trucks -- and report the conclusions, good or bad. Here's what the Loma Linda University tests confirmed about the G-R GAS SAVER VALVE:

- * It Cuts Gas Consumption in Every Car Tested -- Up to 28%!
- * It Makes the Engine Run More Efficiently!
- * It Reduces Polluting Exhaust Emissions as Much as 50%!

Then reports came back from our own "seat of the pants" test. That's where ordinary drivers like you and me pop a G-R GAS SAVER VALVE into their car and record the results for themselves. For example:

"...on my Pontiac Le Mans...mileage increased from 10 to 27.2...the improvement is phenomenal."

-Mr. F. v. S.
Newbury Park, Calif.

"...on my Volkswagen Bus, it's mileage increased from 18 to 23 miles per gallon...also have better start in the morning."

-Mr. Otto Geller,
President, Volkswagen Club of America
Ventura, Calif.

We found that a 1966 GMC 66-passenger school bus got 40% better gas mileage! A pickup truck with camper got 38.2% better mileage! A 1973 Ford got 28.7% better mileage! And so it went. Everybody we heard from reported a significant increase in gas mileage and often a noticeable improvement in performance the moment they snapped the G-R GAS SAVER VALVE on their car!

SLIP IT IN PLACE YOURSELF...IN SECONDS!

By now we were thoroughly convinced that there really was an exciting and easy way to save big money at the gas pump. We wanted a G-R GAS SAVER VALVE on every company car as fast as possible! But we still wondered if installing this fascinating money saver was as simple as it was cracked up to be. Instead of going to a mechanic we handed the

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device and its simple instructions to three people:

1. A young lady who is so mechanically minded she really needed help opening the hood.
2. A self-admitted fumble-fingers copy chief who shies away from a pair of pliers.
3. A guy who spends his weekends tinkering with the innards of his imported English sports car.

Care to guess the outcome of the race?

Frankly, it was a dead heat! (Subtracting the time it took the young lady to get the hood open). Mechanical skill just isn't required! Nearly everybody can follow the one-two-three step instructions and be saving gas by the gallon in minutes! (Susan Cooper, Gordon's lovely wife, popped a G-R GAS SAVER VALVE into her '74 Vega in a mere 30 seconds!)

BUY THOSE SPECIAL THINGS YOU WANT WITH WHAT YOU SAVE ON GAS!

Now, instead of spiraling gasoline prices stealing money from your pocket (even on short trips), you'll put the brakes to this money drain! You'll do it effortlessly in minutes -- and your insatiably thirsty carburetor will be under control at last! Certainly we all have plenty of things to do with our hard-earned money and pouring it into the gas tank isn't one of them!

FEEL YOUR ENGINE RUN BETTER--AND CLEAN ITSELF TOO!

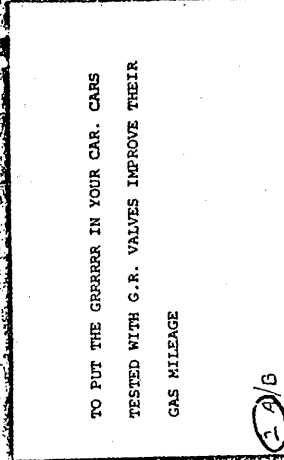
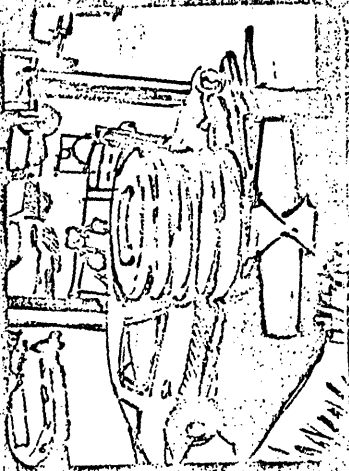
The G-R GAS SAVER VALVE makes your carburetor work with optimum efficiency AT ALL SPEEDS. (Most carburetors are really efficient only at about 35 mph.) It makes your carburetor breathe freely, perfectly mixing, with almost computer accuracy, the precise ratio of gas and air needed at ~~any~~ given split second. Not a drop more gas than necessary -- just ~~what~~ you really need and no more. Better yet, the G-R GAS SAVER VALVE

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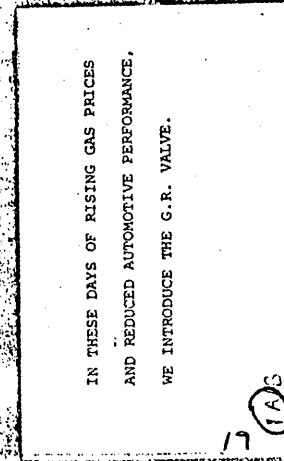
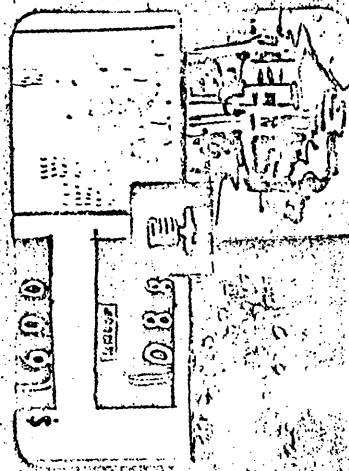


3 A/B
Ex. D
(frames only)



TO PUT THE GRERRRR IN YOUR CAR. CARS
TESTED WITH G.R. VALVES IMPROVE THEIR
GAS MILEAGE

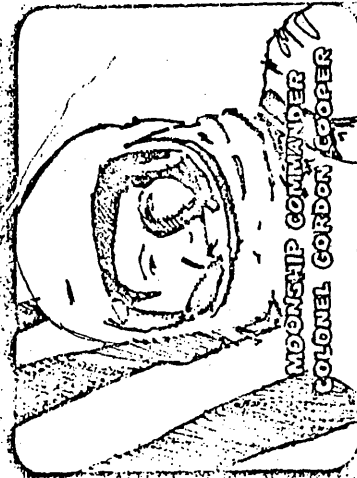
2 A/B



IN THESE DAYS OF RISING GAS PRICES
AND REDUCED AUTOMOTIVE PERFORMANCE,
WE INTRODUCE THE G.R. VALVE.

1 A/B

Spec. 2



MEMBER COMMANDER
COLONEL GORDON COOPER

AND IT'S A FACT. THE G.R. VALVE IS A
CO SYSTEM.

QA



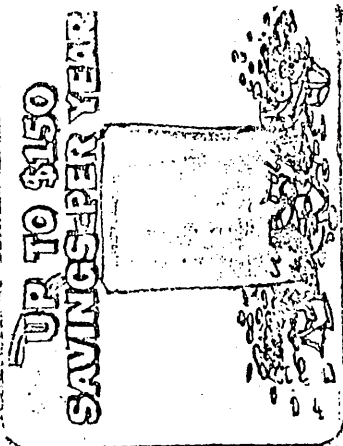
UP TO 280

3A/B

SPEC 2
20

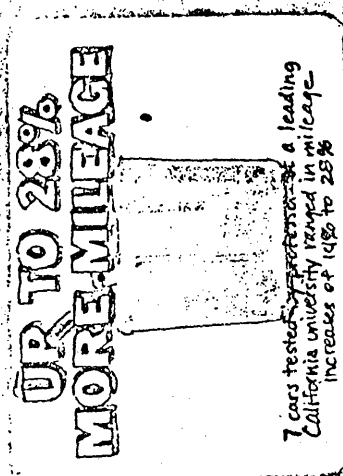
Complaint

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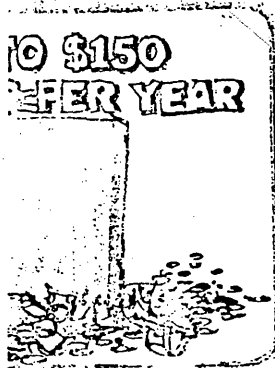
AND SAVE UP TO \$150 DOLLARS PER YEAR

30



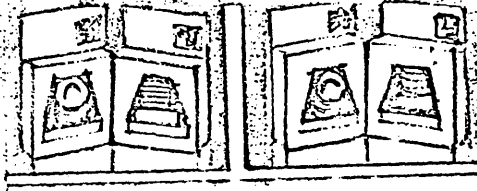
THAT'S RIGHT. GET UP TO 28% MORE
MILEAGE

48



\$150 DOLLARS PER YEAR

22
1 DEC 7



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Ex. E

ALEXANDER HAMILTON CO., LTD.
 1710 Shoreham Drive
 West Hollywood, CA 90069
 (213) 652-2396

SAM NASSI CC.
 G.R. Valve
 One Minute Commercial TV

VIDEO

OPEN CU COPPER COOPER

SLOW ZOOM OUT TO SEE WOMAN
 IN THE PG WORKING ON A CAR.

HE HOLDS UP G.R. VALVE, DOESN'T
 GESTURE TO IT....

AS HE DOES GESTURE TO VALVE CUT
 TO XCU VALVE HELD IN HIS HAND.

CUT TO CU 2/SHOT, COOPER'S FACE
 AND VALVE....

MISS. TO ROLLING FOOTAGE, CAR
 DRIVING DOWN PRETTY ROAD, PROFILE

SUPER "INCREASE AUTO MILEAGE UP
 TO 20%"

CHANGE SUPER TO "IMPROVE
 PERFORMANCE" AND WIDEN SHOT
 ALLOWING CAR TO PULL AHEAD INTO
 A 3/4 REAR TO FRONT SHOT.....

CHANGE SUPER TO "CLEAN YOUR ENGINE"

1ST CAP PULL IN FRONT AND ZOOM
 IN ON MCU TAIL RIPE FEATURING
 LACK OF SMOKE, CHANGE SUPER TO
 "REDUCE SMOG EMISSIONS & ENGINE
 WEAR".

CUT BACK TO COOPER, MCU HOLDING
 VALVE (IN PACKAGE)

AUDIO

1. Hi, I'm Gordon Cooper. As you may know
 I was selected to be one of the first
2. astronauts to explore space due to my
 extensive engineering background. At
 the present time I'm actively heading m
 own engineering company, where we are
 engaged in the design and testing of
 products for industry.
4. The G.R. VALVE I am holding has been
 tested and retested by leading indepen-
 dent laboratories
5. along with my own tests. And it's a
 fact....this G.R. Valve will increase
6. your auto mileage
7. up to twenty eight per cent....
8. improve your car's performance,
9. clean your engine.....
10. ^{And} reduce smog emissions ~~will save you~~ ²³
11. In short, the G.R. VALVE will save you
 money...and save precious fuel...while
 helping to clean the air for everyone.

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Complaint

SLOW ZOOM TO CU COOPER

COOPER STEPS OUT OF SHOT.
BACK FOCUS TO MRS SUSAN COOPER
JUST CLOSING THE HOOD ON HER
CAR. SHE TURNS TOWARD CAMERA
A SMILES A SELF SATISFIED SMILE
AS WE ZOOM WCU.....

COOPER WALKS INTO SHOT, PUT ARM
AROUND WIFE....PUTS C.R. VALVE
PACKAGE ON HOOD OF CAR....ZEEZ
XXXXXXXXXXXX

CUT TO ACU PACKAGE ON HOOD OF CAR
HOLD

HOLD ON END SHOT, EXCU PACKAGE
FOR LIVE SLIDE SUPER AT STATION

12. Before I say a system is "go" I check
it and recheck it...and the G.R. VALVE
is a "go" system.

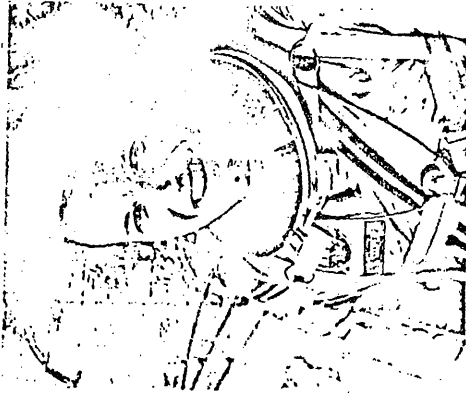
13. In the time I've taken to tell you she
about this important technological
breakthrough, XXXXITXXXXXX

14. My wife Susan installed

15. the G.R. VALVE on her car.

16. STATION ANNCR., VC.: TAG FOR LOCAL
X STORES.

Introducing the G.R. VALVE G.R. System



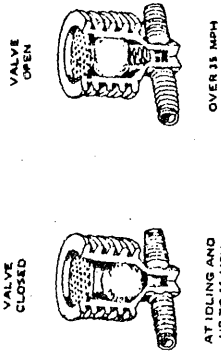
Let's ask him
GORDON COOPER
1941 W.D.

COMPARE THE G.R. VALVE

Similar devices are on the market, but the G.R. Valve operates on the time-proven, durable, trouble-free principle of the spring loaded ball-and-seat. Unlike "poppet" or "reed" type valves, the ball and seat has these distinct features:

- * Continuous positive seating because the ball will always adjust to its seat.
- * Self-cleaning action due to the constant rotation of the ball in its seat.

Look at the diagrams below and BUY THE VERY BEST for your car.



100% UNCONDITIONAL MONEY-BACK GUARANTEE

NCI guarantees that with proper installation of the G.R. VALVE on your automobile will result in instant improvement in fuel economy, increased engine life, and significant improvement in the performance of the device after installation. If you are not satisfied with the performance of the device after installation, return the G.R. VALVE to the dealer from whom it was purchased within 30 days and the full price will be cheerfully refunded.

N.C. Industries

Dan Norman, President

Pursuant to Executive Order 021, the G.R. VALVE may be used on any vehicle registered in California in accordance with the provisions of the Vehicle Code 2158, with the exception of V.W. diesel, fuel injection or supercharged engine vehicle.

TECHNICAL DESCRIPTION

The G.R. VALVE is a precision engineered air induction valve which fits into the hose between the PCV valve and the carburetor. It is automatically controlled by the amount of vacuum produced by the engine under varying speeds and loads. The ideal mixture of air-to-fuel in an automobile engine is approximately 15:1. However, most normal carburetors are unable to provide this ideal mixture at all times. Normal carburetors are set when in the idle position with the correct mixture. This is efficient only until about 2000 rpm. Under acceleration, heavy loads and grades, this efficiency is lost because there is not enough air to properly mix with the added fuel being dumped into the combustion chamber. The G.R. VALVE is precision calibrated to help remedy this situation by shutting down when the mixture is correct and opening up when the mixture is air-starved. Its valve action is controlled by the constantly changing vacuum in the PCV hose as the engine makes it demands for air. An added feature of the G.R. VALVE is the re-energizing of dead gas as they return to the carburetor from the crankcase. As the PCV valve releases these gases, they are mixed with oxygen in the G.R. VALVE, thus making these gases a combustible fuel. Since the G.R. VALVE works in perfect harmony with the engine carburetor and snog device, THERE ARE ABSOLUTELY NO TUNING ADJUSTMENTS TO MAKE. Since it is always working to provide the correct (lean) air-to-fuel mixture, IT CANNOT DAMAGE YOUR ENGINE IN ANY WAY. On the contrary, it will give it cleaner, longer-lasting life. That is why the G.R. VALVE is covered with full product liability insurance.

(Typical Responses on File From Satisfied Customers)

	Miles Per Gallon		Percent Increase
	Without G.R.V.	With G.R.V.	
* 1972 V.W. BUS	18 to 23	10 to 12.25	27.78%
1974 MARK IV CONTINENTAL	10.1 to 13.0	4.0 to 5.6	28.7%
1966 CAC SCHOOL BUS (66 engine)	15.3 to 18.5	11 to 15.2	40%
1972 DODGE PICKUP WITH CATALYST			17.1%
			38.2%

Complaint

94 F.T.C.

the facts are...

1. THE G:R: VALVE SAVES MONEY by giving your car, boat, truck, or motor home up to 8 more miles per gallon. That could mean a savings of up to 30¢ per gallon of gasoline. In a year this could amount to several hundred dollars, depending on how much you drive.

2. THE G:R: VALVE IMPROVES PERFORMANCE by allowing additional air to reach your engine only when it is needed. Most normal carburetors cannot meet the entire range of engine demands for air, so they are set for idle and speeds under 35 mph. This means your engine is air-starved when accelerating, climbing hills and pulling loads, but your car can reach its full horsepower every time you "step-on-it."

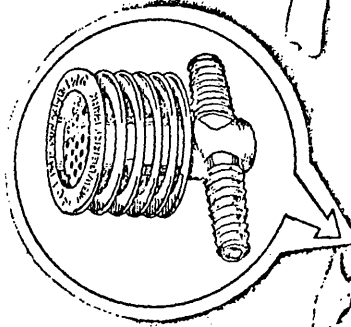
3. THE G:R: VALVE FIGHTS POLLUTION by insuring a more complete combustion of gasoline elements. It also re-energizes particles from the smog device so they can be burned. We call this process "Gas Re-energizing" (G:R:). Smog tests* have shown you can expect up to 50% decrease in air pollutants with this device on your present car.

4. THE G:R: VALVE INCREASES ENGINE LIFE by reducing the amount of carbon build up on valves and pistons. When gasoline burns more efficiently, it leaves less harmful by-products to clog and wear out your engine.

*Tests conducted at Loma Linda University at engine idle utilizing Marquette Exhaust Gas Analyzer: 42-151 Infra Red tube, used in testing exhaust emissions.

As demonstrated on

SUSAN ROOPER and her 1974 Vega



A TYPICAL LAB TEST RESPONSE:
"We have tested the G:R: Valve in our university auto lab on a number of vehicles differing in size and make. The results have shown a significant overall increase in gas mileage, and reduced engine emissions. I am convinced that with normal driving habits, the G:R: Valve would soon pay for itself in fuel savings, better performance and cleaner engine."

John Walker
Professor of Industrial Education
Loma Linda University
*Obtained test data on file at NCI.

The unconditional money back guarantee offered by G:R: Valve distributors is positive proof of their confidence in their claim.

YOU TOO can install the G:R: Valve in minutes without special tools or mechanical ability. Just follow the simple 1-2-3 instructions included with each valve.

Ex. H

REVOLUTIONARY • SPACE AGE • GAS SAVER

OR HOW TO ATTRACT THOUSANDS OF NEW, SATISFIED CUSTOMERS TO YOUR STORE:
INCREASE YOUR SALES AND PROFITS!
LET GEMINI ASTRONAUT GORDON COOPER GIVE YOU THE FACTS...

"IT'S A FACT! The G-R Valve gives you up to 8 more miles per gallon!"
GAS MILEAGE INCREASE UP TO 28% GEMINI ASTRONAUT GORDON COOPER



ASTRONAUT GORDON COOPER

Data compiled by independent research on the G-R Valve
provide the following proof of increased gas miles per gallon:



LOMA LINDA UNIVERSITY
DEPARTMENT OF INDUSTRIAL EDUCATION

Auto Make Year Engine Size	Type of Driving	Carbon Monoxide in Percent		Hydrocarbons in parts per million		Mileage difference without G-R Valve		Percent Change in gas mileage
		Without G-R Valve	With G-R Valve	Without G-R Valve	With G-R Valve	Without G-R Valve	With G-R Valve	
Ford 1971 351 V8	City	0.8	0.7	180	120	14.1 to 18.1		14.18
Ford 1973 Freeway		3.0	2.8	100	80	10.1 to 13.0		28.71
Buick 1964 300 V8	City	7.8	5.3	280	200	13.0 to 15.5		18.23
Pontiac 1967	City	2.8	2.2	260	220	12.1 to 14.2		17.35

Marquette Exhaust Gas Analyzer model 42 151 Inlet Red Tube used in testing exhaust emissions. Note PCV Valve not changed as recommended.
We have tested the G-R Valve on a number of vehicles differing in size and make. The results on the whole are very favorable in both better mileage and also cleaner burning.
Our tests indicate that within the normal driving habit the G-R Valve is a safe device and would soon pay for itself in fuel savings including other benefits, such as cleaner engines, noticeable increase in power, etc.

Persons in charge of tests

John J. Jukel

SOLD WITH UNCONDITIONAL MONEY BACK GUARANTEE
It's worth checking out!

To order samples for evaluation, or more information, write to: GEM INDUSTRIES, Dept. CS, 13438 Wyandotte St., No. Hollywood, CA 91606
(213) 765-1498

**"IT'S A FACT!—INCREASES
MILEAGE UP TO 8 MILES
PER GALLON."**

**"IMPROVES FUEL
EFFICIENCY,
REDUCES FUEL CONSUMPTION
AND CLEANS YOUR ENGINE."**



How can this \$15.99 valve
save hundreds of dollars a
year on each car or truck?

The G-R Valve is a precision engineered
regulator that is installed into the hose
between the PCV Valve and the
carburetor. It operates automatically by
the amount of vacuum produced by the
engine under varying speeds and loads.

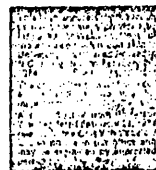
The G-R Valve contains a calibrated
spring and retaining self-cleaning ball that
seals and remains closed at idling and up
to 35 mph. It actually shuts off when
air/fuel mixture is correct and opens when
the mixture is air starved. The unit opens
only sufficiently to give the proper fuel/air
ratio.

The G-R Valve also re-energizes the
unburned fuel from the crankcase
through the PCV Valve to the carburetor.
The G-R Valve mixes air with the
unburned fuel creating a combustible
mixture that flows into the carburetor.

The G-R Valve is always operating to
provide the proper air/fuel mixture based
on RPM and engine load. This metering
action saves gas and adds mileage.

The G-R Valve has been tested and
retested by leading independent
laboratories along with my own tests. And
it's a fact... the G-R Valve will increase
your auto mileage up to 28 per cent —
improve your car's performance — clean
your engine and reduce smog emissions.
In short, the G-R Valve will save money...
and save precious fuel while helping to
clean the air for everyone. So, come try a
system in go! check it and recheck it...
and the G-R Valve is a go system.
Gordon Cooper

FITS ANY CAR OR TRUCK
(except Diesel, Fuel Injection, Supercharged)
Takes 2 minutes to install.



28 11

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 proposed to present to the Commission for its consideration and which, if issued by the Commission, would charge respondent with violations 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 the jurisdictional facts set forth in the aforesaid draft of complaint, a statement that the signing of such agreement is for settlement purposes only and does not constitute an admission by 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 Gordon Cooper is an individual whose address is 5011 Woodley Ave., Encino, California.
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

PART I

It is ordered, That respondent Gordon Cooper, an individual, his agents, representatives, employees, successors and assigns, either jointly or individually, directly or through any corporation, subsidiary, division, or other device, in connection with the advertising, offering for sale, sale or distribution of the automobile retrofit device, variously known as the G.R. Valve, the Turbo-Dyne Energy Chamber, and by other names, or of any other automobile retrofit device, as "automobile retrofit device" is defined in §301 of the

Energy Policy and Conservation Act of 1975, 15 U.S.C. 2011, having substantially similar properties, in or affecting commerce as "commerce" is defined in the Federal Trade Commission Act, do forthwith cease and desist from representing, directly or by implication, that the automobile retrofit device variously known as the G.R. Valve, the Turbo-Dyne Energy Chamber, and by other names, or any other automobile retrofit device having substantially similar properties, will or may result in fuel economy improvement when installed in an automobile, truck, recreational vehicle, or other motor vehicle.

PART II

It is further ordered, That respondent, his agents, representatives, employees, successors and assigns, either jointly or individually, directly or through any corporation, subsidiary, division, or other device, in connection with the advertising, offering for sale, sale or distribution of any automobile retrofit device as "automobile retrofit device" is defined in §301 of the Energy Policy and Conservation Act of 1975, 15 U.S.C. 2011, in or affecting commerce as "commerce" is defined in the Federal Trade Commission Act, do forthwith cease and desist from representing, directly or by implication, that such device will or may result in fuel economy improvement when installed in an automobile, truck, recreational vehicle, or other motor vehicle unless (1) such representation is true, and (2) at the time of making such representation, respondent possesses and relies upon written results of dynamometer testing of such device according to the then current urban and highway driving test cycles established by an agency or department of the United States government and these results substantiate such representation, and (3) where the representation of the fuel economy improvement is expressed in miles per gallon or percentage, all advertising and other sales promotional materials which contain the representation expressed in such a way must also contain, in a way that clearly and conspicuously discloses it, the following disclaimer: "REMINDER: Your actual fuel saving may be less. It depends on the kind of driving you do, how you drive and the condition of your car."

PART III

It is further ordered, That respondent, his agents, representatives, employees, successors and assigns, either jointly or individually, directly or through any corporation, subsidiary, division, or other device, in connection with the advertising, offering for sale, sale or distribution of any product or service in or affecting commerce as

"commerce" is defined in the Federal Trade Commission Act, do forthwith cease and desist from:

a. representing, directly or by implication, that an endorser of such product or service has expertise in a field of knowledge unless the endorser has the education, training, and knowledge necessary to be qualified as an expert in that field;

b. using, publishing, or referring to any testimonial or endorsement from any person or organization for such product or service unless, within the twelve (12) months immediately preceding any such use, publication or reference, respondent has obtained from that person or organization an express written and dated authorization for such use, publication, or reference;

c. failing to disclose a material connection, where one exists, between an endorser of such product or service and respondent. A "material" connection shall mean, for purposes of this order, any direct or indirect economic interest in the sale of the product or service which is the subject of this endorsement other than (1) a fixed sum payment for the endorsement, all of which is paid before any advertisement containing the endorsement is disseminated, or (2) payment for the endorsement which is directly related to the extent of the dissemination of advertising containing it;

d. representing, directly or by implication, any performance characteristic of such product or service unless (1) at the time of making the representation, respondent possessed and relied upon competent and reliable scientific tests substantiating the representation, and (2) respondent possesses a written test report which describes both test procedures and test results. A competent and reliable "scientific test" is one in which one or more persons, qualified by professional training, education and experience, formulate and conduct a test and evaluate its results in an objective manner using testing procedures which are generally accepted in the profession to attain valid and reliable results. The test may be conducted or approved by (a) a reputable and reliable organization which conducts such tests as one of its principal functions, (b) an agency or department of the government of the United States, or (c) persons employed or retained by respondent if they are qualified (as defined above in this paragraph) and conduct and evaluate the test in an objective manner;

e. misrepresenting in any manner the purpose, content, or conclusion of any test or survey pertaining to such product or service;

f. misrepresenting in any manner either consumer preference for

such product or service or the results obtained by consumer usage of such product or service;

g. misrepresenting in any manner the performance, efficacy, capacity, or usefulness of such product or service.

PART IV

It is further ordered. That respondent, his agents, representatives, employees, successors and assigns, either jointly or individually, directly or through any corporation, subsidiary, division or other device in connection with the advertising, offering for sale, distribution or sale of any product or service in or affecting commerce, as "commerce" is defined in the Federal Trade Commission Act, do forthwith cease and desist from:

1. Providing an endorsement which relates directly or by implication to the performance or efficacy of such product or service, or which refers to any characteristic, property, use, or result of use of such product or service, unless:

a. when respondent's endorsement pertains to subject matter falling within respondent's area of expertise, at the time of the first dissemination of such endorsement, respondent possesses and relies upon competent and reliable scientific evidence to substantiate any representation made directly or by implication in the endorsement, or

b. in all other cases, at the time of the first dissemination of such endorsement, respondent has made a reasonable inquiry into the truthfulness of his endorsement, and possesses and relies upon information resulting from such inquiry which substantiates any representation made directly or by implication in the endorsement. "Reasonable inquiry" shall be defined as follows:

(1) obtaining information from at least two competent and reliable sources independent of the advertiser and any other party with an economic interest in the sale of the product or service which is the subject of the endorsement; or

(2) obtaining information from the advertiser or from other parties with an economic interest in the product or service which is the subject of the endorsement and having such information independently evaluated by at least two competent and reliable sources.

2. Failing to disclose a material connection, where one exists, between an endorser of such product or service and its advertiser(s). A "material" connection shall mean, for purposes of this order, any direct or indirect economic interest in the sale of the product or

service which is the subject of this endorsement other than (1) a fixed sum payment for the endorsement all of which is paid before any advertisement containing the endorsement is disseminated, or (2) payment for the endorsement which is directly related to the extent of the dissemination of advertising containing it.

PART V

It is further ordered. That respondent, his agents, representatives, employees, successors and assigns, either jointly or individually, directly or through any corporation, subsidiary, division, or other device, in connection with the advertising, offering for sale, sale or distribution of any product or service in or affecting commerce, as "commerce" is defined in the Federal Trade Commission Act, do forthwith cease and desist from failing to maintain the following accurate records which may be inspected by Commission staff members upon fifteen (15) days' notice: copies of and dissemination schedules for all advertisements, sales promotional materials, and post-purchase materials; documents authorizing use, publication, or reference to testimonials or endorsements; documents which substantiate or which contradict any claim which is a part of the advertising, sales promotional material, or post-purchase materials disseminated by respondent directly or through any business entity. Such records shall be retained by respondent for a period of three (3) years from the last date any such advertising, sales promotional, or post-purchase materials were disseminated.

PART VI

It is further ordered. That respondent promptly notify the Commission of the discontinuance of his present business or employment. In addition, for a period of ten years from the effective date of this order, the respondent shall promptly notify the Commission of each affiliation with a new business or employment where he is responsible, directly or, by his delegation, through any employee or agent, for the dissemination or approval of any advertising claim relating to any product or service. Each such notice shall include the respondent's new business address and a statement of the nature of the business or employment in which the respondent is newly engaged as well as a description of respondent's duties and responsibilities in connection with the business or employment. The terms of this paragraph shall not affect any other obligation arising under this order.

PART VII

It is further ordered, That the respondent shall within sixty (60) days after service upon him of this order file with the Commission a report, in writing, setting forth in detail the manner and form in which he has complied with this order.

94 F.T.C.

HASTINGS MANUFACTURING COMPANY

REDUCTION OF

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F.R. 40635,
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ommission's Rules of

Manufacturing Company's

will conduct any necessary evidentiary hearing 40635, 40637 (July 12, 1979).
a predecessor rule, 16 CFR 3.72(b)(2)(1979), prior to