OFFICIAL TRANSCRIPT

PROCEEDINGS BEFORE

## THE SUPREME COURT

## OF THE

## **UNITED STATES**

CAPTION: DAN MORALES, ATTORNEY GENERAL OF TEXAS,

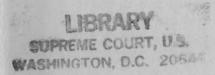
Petitioner v. TRANS WORLD AIRLINES, INC., ET AL.

CASE NO: 90-1604

PLACE: Washington, D.C.

DATE: March 3, 1992

PAGES: 1 - 47



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SUPREME COURT. U.S MARSHAL'S OFFICE '92 MAR 11 A8:15

1	IN THE SUPREME COURT OF THE UNITED STATES
2	x
3	DAN MORALES, ATTORNEY GENERAL :
4	OF TEXAS, :
5	Petitioner :
6	v. : No. 90-1604
7	TRANS WORLD AIRLINES, INC. :
8	ET AL. :
9	X
10	Washington, D.C.
11	Tuesday, March 3, 1992
12	The above-entitled matter came on for oral
13	argument before the Supreme Court of the United States at
14	12:59 p.m.
15	APPEARANCES:
16	STEPHEN GARDNER, ESQ., Assistant Attorney General of
17	Texas, Dallas, Texas; on behalf of the Petitioner.
18	KEITH A. JONES, ESQ., Washington, D.C.; on behalf of the
19	Respondents.
20	STEPHEN L. NIGHTINGALE, ESQ., Assistant to the Solicitor
21	General, Department of Justice, Washington, D.C.;
22	United States, as amicus curiae supporting the
23	Respondents.
24	
25	

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1	PROCEEDINGS
2	(12:59 p.m.)
3	CHIEF JUSTICE REHNQUIST: We'll hear argument
4	next in No. 90-1604, Dan Morales, Attorney General of
5	Texas, v. Trans World Airlines.
6	Mr. Gardner.
7	ORAL ARGUMENT OF STEPHEN GARDNER
8	ON BEHALF OF THE PETITIONER
9	MR. GARDNER: Mr. Chief Justice, and may it
10	please the Court:
11	Congress did not intend to strip the State of
12	Texas of its right to use its traditional police powers to
13	protect its citizens from deceptive airline advertising.
14	Congress never suggested that Texas is not free to sue
15	individual airlines in its state courts for specific
16	violations of its general state consumer protection act,
17	yet that is precisely the result of the decision of a
18	court below. The district court entered and the court of
19	appeals sustained a sweeping injunction against Texas that
20	prohibited the State from any type of law enforcement
21	action that would regulate or restrict any aspect of the
22	individually named plaintiff airline's airfare advertising
23	or their other operations involving their rates, routes,
24	and services.
25	If I may take just a few moments to put this

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1	case into context for the Court. This case arose when the
2	State of Texas and several other state attorneys general
3	wrote to a few airlines in November of 1988 advising them
4	that their practices of segmenting out certain portions of
5	their airfares from the advertised fare and putting it
6	into the fine print of the footnotes of an advertisement,
7	thereby reducing an ad from, say, \$321 to \$298, were
8	violations of their state deceptive practices laws.
9	We wrote to only five of the airlines that are
10	in this litigation. We offered those airlines an
11	opportunity to resolve this matter without litigation.
12	Rather than taking us up on that offer the airlines
13	themselves brought suit in Federal district court against
14	first, the State of Texas, and later expanded that lawsuit
15	to include 33 other state attorneys general.
16	From that lawsuit the district court entered a
17	preliminary injunction that was later converted to a
18	permanent injunction that was as I have already set forth.
19	What this case is about is the right of the State of Texas
20	to enforce its state consumer protection act to stop
21	illegal, deceptive segmenting out of surcharges. It's not
22	about anything broader than that. It is specifically not
23	about the NAAG guidelines that the airlines make a bit
24	about in their brief. We're not here before the Court on
25	enforcement of the NAAG guidelines because the states

_	never accempted to do so.
2	QUESTION: Well, Mr. Gardner, we have to decide,
3	I guess, what it is that the language that Congress used
4	means, and it chose to use language that preempts,
5	federally preempts state laws relating to rates, routes,
6	or services. That's the language it chose, relating to.
7	MR. GARDNER: Yes, Your Honor. At the same time
8	it passed it the conference report referred to that
9	language as preemption of anything regulating rates,
10	routes, or services. It is necessary to look at what
11	Congress
12	QUESTION: Well, it would have been easy enough
13	for Congress to have used the language of preempting state
14	law determining rates or setting rates or something of
15	that kind, but it didn't. It said relating to. And in
16	the ERISA context this Court has interpreted that
17	identical phrase in a fairly expansive manner, I guess.
18	MR. GARDNER: Yes, Your Honor, we urge the Court
19	not to apply the same interpretation precepts to the
20	Federal Aviation Act as this Court has indeed applied in
21	the ERISA context, for the very simple reason that ERISA
22	was a very broadly preemptive law because its prime scope
23	was in essence for the Federal Government to occupy the
24	field of regulation of employee benefit plans. That was
25	not the case here. We have to look at what, coming into

1	1978 when this relating to language was adopted, what was
2	Congress setting about to change.
3	Prior to '78 the states and the Federal
4	Government, as this Court recognized in the Nader decision
5	in 1976, had enjoyed a dual enforcement relationship with
6	respect to consumer protection type laws. Nothing prior
7	to '78 preempted the states or prevented the states from
8	enforcing their own laws. In 1978 what was Congress
9	trying to do? Was Congress trying to keep the states out
10	of the area of consumer protection? I think our answer is
11	affirm nothing of the kind.
12	What Congress was doing in 1978 was deregulating
13	the Federal Government's control that had existed since
14	the thirties, I believe, of the rates, routes, and
15	services, the direct
16	QUESTION: Well, can you say that advertisement
17	of airline rates and fares does not relate to airline
18	rates and fares? Can you really say that?
19	MR. GARDNER: That's not really the question. I
20	think the answer is no, I may not be able to say that, but
21	that's not what Congress was preempting. Congress was
22	preempting only state laws that relate to rates, routes,
23	and services, not state laws that relate to advertising
24	which then relate to rates, routes, and services.
25	QUESTION: Well, suppose in this case that the

1	State of Texas or some other state had passed a statute
2	containing all of the prohibitions and guidelines set
3	forth in the guidelines that you issued here. Would that
4	statute be valid?
5	MR. GARDNER: As long as those guidelines did
6	not regulate the rates, routes, and services, and I would
7	say they would not, I would think that statute would be
8	valid. If the Court
9	QUESTION: Well, you have to take that position,
10	don't you?
11	MR. GARDNER: It is convenient. But if the
12	Court rather, if the Court applied the broad scope of
13	ERISA reading and brought all of the concepts that
14	underlie the broad ERISA preemption and use that in
15	interpreting what Congress intended, not when it said
16	relating to, but when it enacted the 1978 act, then under
17	that kind of interpretation perhaps you could say that
18	regulation such as the NAAG guidelines would relate to it.
19	QUESTION: But I'm troubled about what, the same
20	thing Justice O'Connor asked you. It's really quite
21	difficult to say, it seems to me, that the guidelines
22	issued here do not relate to airline rates.
23	MR. GARDNER: But the guidelines, Your Honor, I
24	mean, it's essentially a false issue. I'm happy to

address it, but we're not here on that. We're here on a

1	very narrow effort by the states to address specific
2	violations. The guidelines and the
3	QUESTION: Well, in order to test that
4	proposition I think we're entitled to inquire as to how
5	far your principle leads, and it seems to me that you
6	simply must take the position that a state could enact a
7	statute which incorporated all of the guidelines that the
8	Attorney Generals' Association issued here.
9	MR. GARDNER: Oh, yes, Your Honor. I'm not
LO	taking the position that it could not. I'm taking the
11	position that even if it did so, under the preemption of
L2	the Federal Aviation Act it would not be preempted.
L3	QUESTION: Your position goes even further than
L4	that, as I understand it. You would also say, I assume,
L5	that the state could forbid the advertising of airline
L6	tickets.
L7	MR. GARDNER: I would not assert
18	QUESTION: It relates to advertising. It
19	doesn't relate to rates.
20	MR. GARDNER: I do not believe that the state
21	under the current law could do so. I would have serious
22	questions
23	QUESTION: Why is that, even though it only
24	relates to advertising and does not relate to rates?

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MR. GARDNER: The state consumer protection law,

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- 1 Your Honor, prohibits any industry, not the airlines, and
- 2 that's one important point. It's a general applicable,
- 3 generally applicable law. It prohibits any person selling
- 4 or leasing goods or services from engaging in false,
- 5 misleading, or deceptive acts or practices.
- 6 QUESTION: So you abandon your argument that the
- 7 mere fact that it does not relate to rates is dispositive
- 8 of this case?
- 9 MR. GARDNER: I beg your pardon, Your Honor?
- 10 QUESTION: It seems to me if you're going to
- 11 take that position you must abandon the argument that the
- mere fact that it relates to advertising demonstrates that
- 13 it does not relate to rates.
- MR. GARDNER: Well, as I said earlier --
- 15 QUESTION: It can relate to advertising and
- 16 relate to rates by reason of the fact that it relates to
- 17 advertising.
- 18 MR. GARDNER: It would require a two step
- 19 bootstrapping argument, and --
- QUESTION: But you acknowledge that that two
- 21 step bootstrapping argument is valid with respect to a law
- 22 that prohibits the advertising of airfares.
- MR. GARDNER: No, Your Honor, I am --
- QUESTION: No you don't? So they can pass such
- a law? I mean, either they can or they can't. If they

1	can't,	then	you	have	to	abandon	your	relates	to	rates
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- 2 argument.
- MR. GARDNER: My argument is focused on what the
- 4 State did do here, Your Honor. State legislatures do a
- 5 myriad of things, not all of which I would want to stand
- 6 before this Court and support. All I am saying is that
- 7 current law does not permit that sort of action, nor, in
- 8 my belief, would the First Amendment permit the Court to
- 9 take, the state to take that sort of action.
- 10 QUESTION: Aside from the First Amendment, what
- is your position on a state law that says no airline rates
- 12 shall be advertised?
- MR. GARDNER: I would say that the state could
- 14 do that, and Congress could then act to prohibit that
- 15 action. The --
- 16 QUESTION: Mr. Gardner, did the district court
- in its injunction refer in terms to the NAAG guidelines?
- MR. GARDNER: No, Your Honor, although the
- 19 airlines advise the Court that they did. I read the Court
- 20 the precise language there. We are enjoined from
- 21 initiating any enforcement action or actions pursuant to
- 22 any provision of state law which --
- QUESTION: Which would be general fraud statutes
- 24 and that sort of thing.
- MR. GARDNER: The way we read it, Your Honor,

- 1 it's any statute, whether it's a criminal statute, a
- licensing statute. We believe that the language that is
- 3 before this Court, the injunction of the district court,
- 4 is broad enough that we cannot, in the State of Texas,
- 5 take any type of enforcement action because the way this
- 6 injunction is worded, the injunction that the airlines
- 7 sought, we are broadly preempted from any form of
- 8 regulation of airlines.
- 9 QUESTION: Where is the injunction? Where do we
- 10 turn to it, do you know?
- MR. GARDNER: I apologize for not having it
- 12 handy.
- QUESTION: Is that 8(a) of the appendix to the
- 14 petition for certiorari?
- MR. GARDNER: I believe so, Your Honor. Thank
- 16 you. Looking at what Congress set out to do in '78, it is
- 17 clear that Congress did not intend to take the states out
- of the business, it did not intend to take the Federal
- 19 Government out of the business of regulating deceptive
- 20 practices. Section 411 of the Federal Aviation Act had
- 21 existed for some time. Congress not only did not touch
- 22 that aspect of Federal regulation, it in fact enjoined the
- 23 Civil Aeronautics Board, now the Department of
- 24 Transportation, even more broadly to prohibit
- 25 anticompetitive and deceptive practices in the airline

1	industry.
2	This indicates that Congress indeed intended and
3	in fact achieved a split type of deregulation. Congress
4	did deregulate the utility-type rate making setting of the
5	airlines rates, routes, and services. It did not intend,
6	nor did it achieve, anything that took the Federal
7	Government out of the business of regulating and
8	prohibiting deceptive practices by airlines.
9	We believe that this shows Congress' intent to
10	deregulate only that one area, the utility-like setting of
11	rates, routes, and services that the Federal agencies had
12	engaged in broadly and that in fact a number of states had
13	engaged in on a piecemeal basis in the past.
14	QUESTION: Could states, after the act was
15	passed, regulate intrastate carriage by airlines?
16	MR. GARDNER: No, Your Honor.
17	QUESTION: But then the act goes beyond merely
18	undoing what the CAB had been doing, because when the CAB
19	was in effect the CAB regulated interstate fares and the
20	states were entitled to regulate intrastate fares, right?
21	MR. GARDNER: Absolutely.
22	QUESTION: And the new act says no regulation of
23	intrastate fares.
24	MR. GARDNER: Because Congress intended no
25	regulation of fares, period, regardless of

1	QUESTION: They want a competitive regime, which
2	is consonant with the notion that they wanted competitive
3	advertising too.
4	MR. GARDNER: Competitive advertising can only
5	exist if the advertising is truthful and is not deceptive
6	If a competitor loses business to another airline because
7	that other airline has advertised in a way that makes it
8	appear as though they are cheaper when in fact they are
9	not, they are going to lose business. They are not a
10	better competitor, they are just more creative, and from
11	their standpoint, or from our standpoint, unfortunately
12	deceptive advertising.
13	QUESTION: So true is, as the Government points
14	out, that if you're practically disempowered from
15	advertising because you are compelled to include within
16	your notice all of the exceptions that may exist on
17	various routes, you as a practical matter can't have any
18	advertising.
19	MR. GARDNER: Your Honor
20	QUESTION: And state law could do that, I
21	suppose. Is there any objection to state law saying you
22	must put in any of your advertising all of the exceptions
23	to the fares that you announce, you can't say some
24	exceptions apply?
25	MR. GARDNER: There is no prohibition there,

1	Your Honor. We do recognize that the states have rights
2	to regulate the advertising that is directed at their
3	citizens and that appears within their borders. We may
1	argue with the Department of Transportation as to whether
5	or not that's the best way of doing things, but the simple
5	fact is right now what we're before the Court to argue
7	about is not that. It is actions that are in fact illegal
3	under currently adopted Federal regulation.

Department has proposed to amend it but as it now exists, prohibits the very actions that the State of Texas would seek to prohibit. We're trying to have the right to take these what are to the State fairly minor type cases, these are just another run of false advertising cases. They're the types of cases that we would bring against a myriad of companies for false price advertising and have brought against department stores or groceries stores or car dealers or electronics retailers.

We merely want the right to take a fixed question, not a speculation as to what the NAAG guidelines might do, but rather a fixed question as to whether this advertisement that has letters 3 inches high saying \$298, while there is an additional \$23 or even more in surcharges, whether that's deceptive under Texas law. We want to take that to a Texas court and present that to a

1	Texas jury. If it isn't deceptive, then we lose. Even if
2	it is deceptive
3	QUESTION: That's up to the state. If it's
4	state law, the state can determine what's deceptive. If
5	the state wants to say you're always deceptive in an ad
6	unless you list all of the exceptions to the price that
7	you state, if the state wants to say that's deceptive it
8	can, I presume.
9	MR. GARDNER: Yes, Your Honor
10	QUESTION: I'm just trying to see where your
11	principle leads. It may well be that in the particular
12	instance it's a very reasonable thing you're saying, and
13	something that the Department of Transportation will agree
14	to, but doesn't it lead you all the way to the point where
15	you can, if you wish and if we accept your argument here,
16	you can say effectively there will be no airline
17	advertising, by simply saying you must list every
18	exception to any fare that you advertise?
19	MR. GARDNER: Your Honor, all we are seeking
20	here today is a declaration that the Texas Deceptive Trade
21	Practices Act as written and as enforced, or attempted to
22	be enforced in this case, is not preempted because as
23	written and as enforced it does not regulate and therefore
24	does not relate to the rates, routes, and services. I

will absolutely grant that if a state statute does

1	regulate, whether directly or indirectly, and has a direct
2	and substantial effect on the decisions as to setting
3	rates, routes, or services by the airline people who are
4	setting those rates, routes, and services, there is going
5	to be preemption under the law as written.
6	QUESTION: That's a point that the airline could
7	raise in the state case that was brought against it, I
8	suppose?
9	MR. GARDNER: Yes, Your Honor. There is nothing
10	to stop the states, the airlines from litigating every
11	aspect of preemption in the state courts. As I was about
12	to say to, in response to Justice Scalia, if the airlines
13	lose to a jury and cannot convince a jury that they acted
14	non-deceptively, or if we actually bear our burden, as any
15	other litigant, of convincing the jury that they have in
16	fact acted deceptively, they can still convince the judge
17	that it doesn't matter if Texas law has been violated
18	because Texas law goes too far.
19	QUESTION: Well, you don't get to the jury until
20	you have a valid state enforcement proceeding, and it
21	seems to me that your position must be that California car
22	require one size of type on airline advertisings, that
23	Texas can require another size of type, and that Arizona
24	can require a third type of type with an added disclosure,

and that every one of those state statutes would be valid

- as a state enforcement of its laws against deceptive practices.
- MR. GARDNER: Yes, Your Honor.
- 4 QUESTION: That has to be your position.
- 5 MR. GARDNER: Absolutely. I'm not saying that's
- 6 the way it ought to be, and I am saying that is not the
- 7 way it is. The states are not in fact regulating in a
- 8 different manner.
- 9 QUESTION: If the state laws contain the
- 10 provisions that I have hypothesized were enacted, would
- 11 they or would they not be preempted under the existing
- 12 Federal statutes?
- MR. GARDNER: I would say, Your Honor, that they
- would not, but I would also say in that instance in my own
- opinion that that is when it's appropriate for the
- Department of Transportation to step in and preempt us.
- 17 The Department has its authority to preempt the states if
- 18 what the states are doing --
- 19 QUESTION: All right. And if they, they would
- 20 not be preempted then you would have to say that that is
- 21 not a law affecting airline rate and routes.
- MR. GARDNER: Your Honor, the airlines -- this
- 23 case came to the Court on virtually no factual evidence at
- 24 all. This, we had a -- the lawsuit was filed, 3 days
- later we had a temporary restraining order hearing, there

1	was no testimony, and that's all we have for a record.
2	But there is nothing in the record to indicate that,
3	exactly that, much less merely telling an airline that it
4	should put in the big print what the actual cost of flying
5	is has any effect whatsoever on rates, routes, or
6	services. The airlines speculate that. They raise a
7	number of fears that this might have, and therefore the
8	Federal court should get involved and stop the State from
9	a conjectured enforcement of its law.
LO	But that is simply not what has happened and
11	there is no evidence in the record to show that. In fact
12	the very limited evidence in the record is that some
13	airlines were in fact including this previous surcharge in
14	their full fare during 1988 and there is no evidence that
.5	there was any damage to those airlines, that they stopped
.6	advertising or that they raised rates, or that anything
.7	happened that had any effect, direct, indirect, or
.8	insubstantial.
.9	QUESTION: May I ask you a question that was
20	raised by your response to Justice Kennedy? You said if
21	you had these conflicting regulations in different states
22	that created a problem of uniformity that the Department
23	of Transportation could step in and preempt that?
24	MR. GARDNER: Yes, Your Honor.
5	OUESTION: Pursuant to what authority?

1	MR. GARDNER: We believe that the Department has
2	intrinsic authority under, as the interpreter of the
3	Federal Aviation Act, to say that this
4	QUESTION: To go out and preempt a lot of state
5	laws? That's a novel concept. They have the authority to
6	issue cease and desist orders at the airlines, but I don't
7	know if they have any, I'm not aware I was just
8	interested in the source of that suggestion. You're
9	saying it's some sort of inherent authority?
10	MR. GARDNER: I am speculating that they could
11	do that. I would also speculate the states would probably
12	fight them and we'd be back here on that. But there is,
13	there are instances
14	QUESTION: What if you had, say, not an airline
15	industry, say in the automobile industry that all the
16	automobile companies wanted, were subjected to a lot of
17	conflicting regulations on advertising, the same kind of
18	thing Justice Kennedy suggested. Is there some Federal
19	agency that can go out and say you can't, everything would
20	be preempted?
21	MR. GARDNER: I believe the Federal Trade
22	Commission would assert to this Court that it did have
23	that intrinsic authority.
24	QUESTION: To preempt?
25	MR. GARDNER: Yes, Your Honor.

1	QUESTION: By a rule making process?
2	MR. GARDNER: Yes, Your Honor. By full flown
3	rule making. By rule making that is published,
4	opportunity for comment, and fully considered. There are
5	instances that we could conjecture where the Department of
6	Transportation could properly preempt the state, but
7	again, that is just not the situation that we have here
8	today.
9	All we have here today is this limited action of
LO	the State. It's a minor attempt to you know, all of
11	our cases are not minor. I shouldn't say that. These are
L2	significant cases, but they are not different than an
13	attempt to stop a department store or a grocery store or
L4	any other retailer of services or goods from
15	misrepresenting what it costs to buy those services or
16	goods.
.7	What the airlines want and are asking this Court
18	to say Congress meant to do was to give them carte blanche
.9	to violate the laws of the State of Texas with impunity,
20	and they alone would be able to do that. I can think of
21	no other industry that enjoys the right to engage in
22	deceptive practices without any fear of state regulation.
23	The airlines are arguing that they engage in
24	interstate commerce. In these days, Your Honor, virtually
25	every industry or company of any size engages in

1	interstate commerce. They may find themselves having to
2	comply with the laws of different states. To them that is
3	an inconvenience. To the State of Texas and to the other
4	states that is a matter of our sovereign authority within
5	our federalist system, our right to set rules for
6	companies that choose to do business within our borders
7	that may be different from the rules set by other states.
8	We're not seeking to create chaos, and I affirm
9	again that the states have not taken action that has in
LO	any way created the type of conflicts that the Court has
11	posited, and I will affirm to the Court that I think it is
12	extremely unlikely that that is going to happen, and just
L3	urge the Court
14	QUESTION: Well, you've just waved a stick. I
15	mean, even if you're correct that these rules adopted by
16	the Association of State Attorneys General, or whatever
17	the organization is that adopted them, haven't been
18	applied in this case, they were certainly brandished
19	against the airlines. I mean, I think it's one thing to
20	say they're not involved in this case and it's another
21	thing to say that the airlines haven't been affected by
22	any such activity.
23	MR. GARDNER: The NAAG guidelines, Your Honor,
24	were not intended to do anything except let the airlines
25	know what was expected of them under our respective state

1	laws in an attempt to achieve uniformity. The idea was to
2	prevent multiple minor state litigation. That may have
3	been achieved. On the other hand what we also achieved,
4	what NAAG achieved through doing the guidelines, they're
5	not rules, they're just guidelines, the guidelines process
6	was to make a Federal case out of what we believe are the
7	day-to-day enforcement type actions that the states always
8	engage in. I should also
9	QUESTION: So the state attorney generals felt
10	there was a need for uniformity?
11	MR. GARDNER: The state attorneys general
12	acknowledged the very fear that this Court has expressed,
13	that we did not want to set one standard in Texas and
14	another standard in California. It is possible that we
15	could have interpreted our different laws in different
16	ways. We felt that the fairest way to the airlines was to
17	come about, bring about an announcement of the safe
18	harbors, what we would expect, what we would tolerate, so
19	that airlines could have the knowledge that they could do
20	business, if they complied within that guidelines, without
21	having to fear prosecution by the states.
22	We also made the point that they could also, as
23	it were, violate the NAAG guidelines, they could ignore
24	the NAAG guidelines, as long as they were not otherwise
25	deceptive. This was not a standard. It was not a be all

1	and end all. All those guidelines were were minima to
2	help the airlines along.
3	But what we look at, and if you see the November
4	'88 notice, what we relied on was not the NAAG guidelines
5	but state law was violated. We mention state law six
6	times in those, in that letter. We didn't refer to the
7	guidelines because we weren't going to be suing under the
8	guidelines. You can look at the lawsuit that Texas in
9	fact filed in state court against Pan Am, no mention of
10	the NAAG guidelines because our judges and our juries
11	don't really care what NAAG had to say. And I guess what
12	we're urging the Court is to say the same thing, to not
13	care what NAAG had to say, to look at what the State set
14	out to do.
15	You know, I think that, in closing, all
16	arguments in this case reduce to one point, whether or not
17	sound public policy as announced by Congress favors
18	preemption of state authority to enforce their own laws.
19	The arguments can go either way, and you will hear
20	arguments the other way. Texas urges that, and asks this
21	Court that the best action to take in this instance is to
22	take the action that does the least damage to federalism
23	and permit Texas to enforce this law that does not

If there are no other questions I would ask to

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regulate rates, routes, or services.

24

- 1 reserve the remainder of my time.
- QUESTION: I'd like to ask you one question,
- 3 counsel. You say you're not enforcing the NAAG
- 4 guidelines?
- 5 MR. GARDNER: No, Your Honor.
- 6 QUESTION: If you take the Joint Appendix to
- 7 page 137a, the second paragraph of the letter to the
- 8 General Counsel of the Department of Transportation, it
- 9 says in short we continue to support and intend to enforce
- 10 the NAAG guidelines which we adopted last December. That
- 11 seems to undermine what you just said.
- MR. GARDNER: I would merely say that we
- 13 misspoke, Your Honor. If you look to what we did do, what
- 14 we wrote the airlines -- the letter that serves as their
- 15 case in controversy to bring this lawsuit, we didn't
- mention the NAAG guidelines, we didn't say we were setting
- 17 out to enforce them.
- 18 QUESTION: I understand that, but that's also
- 19 part of the record in the motion for a temporary
- 20 restraining order.
- MR. GARDNER: Yes, Your Honor. In all honesty I
- 22 had not noticed it. If we were to write it over we would
- 23 never have said that. We weren't out to do that.
- 24 QUESTION: Very well, Mr. Gardner. Mr. Jones,
- 25 we'll hear from you.

1	ORAL ARGUMENT OF KEITH A. JONES
2	ON BEHALF OF THE RESPONDENTS
3	MR. JONES: Mr. Chief Justice, and may it please
4	the Court:
5	I hope to develop three points. First, to show
6	that this case involves state implementation of the
7	substantive requirements of the NAAG guidelines and not,
8	as the states argue, their enforcement of consumer
9	protection laws generally. Second, to establish that
10	section 105 of the Deregulation Act should be given the
11	same broad, common sense meaning as the similarly worded
12	ERISA preemption statute. And third, to demonstrate that
13	the rules articulated by the NAAG guidelines fall well
14	within the preemptive scope of section 105 as so
15	construed.
16	QUESTION: Mr. Jones, do I gather from your
17	first point that you feel it's necessary to your case to
18	show that the State here was intending to implement the
19	NAAG guidelines and not just general fraud statutes or
20	deceptive advertising statutes?
21	MR. JONES: I don't think that's integral to our
22	argument, but I think that it's important to inform the
23	Court what the case is really about, because the State
24	takes the position that it has been enjoined from
25	enforcing its consumer protection laws generally, and we

1	brought this case specifically targeted at those eight
2	postscriptions that are articulated in the NAAG
3	guidelines.
4	QUESTION: Do you support the breadth of the
5	injunction issued by the district court here?
6	MR. JONES: The states are concerned about the
7	breadth of the ordering paragraph in the injunction
8	QUESTION: Yes. Do you support that?
9	MR. JONES: I don't think that the ordering
10	paragraph as such was correctly written, but I think that
11	if you read that paragraph, not in isolation but in the
12	context of what the district court said earlier in the
13	text of the same order and also read it in light of the
14	complaint which narrowly focuses on the NAAG guidelines,
15	you will agree with us that the proper construction of the
16	injunction is that it just bars the State
17	QUESTION: Rule 65 is quite precise that the
18	injunction was set out not in the light of something else,
19	but very precisely, exactly what is enjoined. I don't
20	know that Rule 65 leaves any latitude to go back to the
21	complaint and say well, let's see if we can't get another
22	reading out of the actual order.
23	MR. JONES: This order was very broadly phrased.
24	I think that it's fair to say that the subsequent history

of the litigation in the district court confirmed that all

1	of the parties understood that the injunction only ran
2	against the NAAG guidelines and not against consumer
3	protection law generally.
4	QUESTION: Even though the order did not mention
5	the NAAG guidelines?
6	MR. JONES: Well, actually the order does
7	mention the NAAG guidelines twice in its first paragraphs,
8	but what counsel for the State has focused your attention
9	on is the particular ordering language of the injunction.
10	But the order itself begins with the discussion of the
11	NAAG guidelines and that is the context within which the
12	ordering paragraph should be read.
13	QUESTION: Yes, but Mr. Jones, isn't it your
14	position that the consumer protection laws are generally
15	preempted insofar as they apply to airline advertising of
16	rates?
17	MR. JONES: It may be that in a future case this
18	Court will so hold.
19	QUESTION: But isn't that your position in this
20	case? Isn't that what you argue the scope of the
21	preemption is?
22	MR. JONES: Our argument is that the particular
23	restrictions placed upon airfare advertising by these
24	guidelines themselves are plainly barred, whatever
25	application state consumer protection law may have in

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2	QUESTION: I don't understand why you just don't
3	argue that insofar as the consumer protection laws are
4	enforced against, are attempted to be enforced against
5	airline advertising it's just preempted. What's wrong
6	with that argument? Is there something if that isn't
7	the argument, then I would suppose you would have answered
8	the Chief Justice that the guidelines argument is, is
9	integral to your argument.
LO	MR. JONES: We think the consumer protection
1	laws as they apply to airfare advertising are preempted,
.2	but the analysis that we set forth is an attempt to show
.3	why these guidelines in particular interfere with the pro-
4	competitive policy of the statute.
.5	QUESTION: What about consumer protection laws
.6	as they apply to the sale of tickets, never mind
7	advertising? I mean, that's as closely connected to
.8	rates, I suppose, as the advertising of them. Fraud in
.9	the sale of tickets can't be prosecuted under state law?
20	MR. JONES: On the face of it you would think
21	that they were as closely related. What Congress intended
22	to do in the Deregulation Act was to establish a freely
23	competitive marketplace with a strong bias in favor of
24	free competition. And after, with the advent of
2.5	deregulation the airlines, under, continuing to be under

the regulation, regulatory authority of the Department of 1 2 Transportation, developed a new pricing policy, a procompetitive pricing policy called yield management. 3 4 And yield management is designed to maximize revenues while at the same time filling as many seats as 5 possible. And it has two salient features. This is a 6 7 long-winded answer, but I think I will get there 8 ultimately. One of the features of yield management is a multi-tiered pricing structure under which different 9 prices are charged for different tickets that have 10 11 different restrictions relating to refundability, advance 12 purchase, length of stay, time of day or day of week, and so forth. And the other salient feature is that the mix 13 14 of fares on every flight is under continuous review and 15 revision as the flight date approaches. 16 The NAAG quidelines are contrary, actually they make it virtually impossible to conduct yield management 17 programs. DOT has recognized this. It has pointed out 18 19 that yield management is an essential feature of 20 competition in a deregulated air transport market. 21 quidelines require every restriction, each and every 22 restriction, to be stated in each and every ad with 23 respect to every advertised fare, and they also require that these restrictions be etched in stone for a fixed 24 25 period of time. These requirements simply cannot be

1	squared with the pro-competitive yield management program
2	that Congress, I mean that DOT approves and the airlines
3	have developed under deregulation.
4	QUESTION: Mr. Jones, I think we've had a little
5	difficulty this afternoon in getting either you or Mr.
6	Gardner to articulate for us the guiding principle to be
7	used by us in resolving this case. Each of you wants to
8	focus only on the specific regulation at issue here
9	without regard for the many other issues that are going to
10	arise in the future. Preemption is serious business, and
11	if this statute is to be given a broad reading then I
12	assume this Court would be faced with a whole range of
13	cases in the future in which it is alleged that certain
14	state and local laws and regulations are preempted.
15	For example, I suppose it can be argued that the
16	Texas income tax law might affect the airfares charged by
17	an airline. Are Texas income taxes preempted? Maybe
18	Texas liquor laws affect what alcohol can be served in one
19	of these airline clubs. Are those preempted? What about
20	the zoning laws that tell us where and how airline
21	terminals can be built? Where does, where do we draw the
22	line?
23	MR. JONES: I was trying to get to where you
24	draw the line with respect to the NAAG guidelines, and
25	then let me discuss the broader question that you have

1	raised, Justice O'Connor. Just one last note with respect
2	to advertising and the guidelines. The problem therefore
3	with the guidelines that may or may not pertain to other
4	consumer protection laws is that they directly interfere
5	with the efficiency innovation and low prices that
6	Congress explicitly asked DOT to help further in its
7	administration of the statute.
8	Now, more generally, Justice O'Connor, as you
9	pointed out in the preceding argument given by Mr.
10	Gardner, section 105 does employ the same preemptive
11	formula as the ERISA statute. Just as ERISA preempts all
12	state laws that relate to employee benefit plans, so
13	section 105 preempts all state laws relating to rates,
14	routes, and services of any air carrier. And in
15	construing ERISA this Court has said that the phrase
16	relating to means having a connection with or reference to
17	the statutory subject.
18	I understand that that's not, that's just the
19	beginning of analysis. That's not by any means the end of
20	analysis. But we submit that that first step is one that
21	needs to be taken, that section 105, like the similarly
22	worded ERISA statute, should be construed as preempting
23	all state laws that have a connection with or reference to

QUESTION: Well, does that include state income

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airfares.

1	tax laws?
2	MR. JONES: I don't think that it does.
3	QUESTION: Does Texas have an income tax law?
4	MR. JONES: Texas does not have an income tax
5	law, to my knowledge.
6	QUESTION: But other states do, of course.
7	MR. JONES: That's right. The phrase relating
8	to could encompass a very broad spectrum, and
9	QUESTION: Zoning laws? Liquor laws?
10	MR. JONES: I think that our position is that
11	the formulation relating to naturally encompasses all
12	state laws whose enforcement would be likely, likely to
13	affect the actual level of rates or the routes or services
14	in a manner that was contrary to the underlying pro-
15	competitive policy of the Deregulation Act. Therefore I
16	don't think we can give any clear cut answer to broad
17	hypotheticals of this kind, although they do seem to be
18	far removed from the immediate rate setting process with
19	which we are concerned here.
20	QUESTION: That's the problem that I see in your
21	argument, Mr. Jones, that your theory does not accord with
22	the statutory text that you're using to implement it.
23	What you're objecting to is interference, or any state law
24	that interferes effectively with competition, which was
25	the goal of the statute, competition in rates and the

other matters. But the text does not suit that kind of a 1 2 reasoning. The text seems to carve out categories of state law without looking at their particularized effect. 3 It's any relating to this matter, not that has a 4 significant enough effect upon this matter. 5 MR. JONES: We're suggesting that the statute 6 7 has to be applied in the same way as the ERISA statute, 8 and in those ERISA cases the Court has looked at the 9 operation of state law, has analyzed the operation of 10 state law in relation to the objectives of the Federal statute. And that is a process that does require case-11 12 by-case adjudication, but it is a process that gives effect to the relational concept underlying the statute 13 14 and also effectuates the underlying statutory purposes that can be constructed from not only the preemption 15 statute but the other provisions of the statute as well. 16 17 QUESTION: Your opponent, Mr. Jones, suggests 18 that Congress, in enacting the ERISA statute, intended to, quote, occupy the field, whereas here congressional intent 19 20 was not the same, and that therefore the phrases, though identical language, should not be read the same in the two 21 22 acts. What is your response to that? 23 MR. JONES: Our response is that in this context 24 the difference between regulation and deregulation is, the

distinction is one without a difference. In ERISA the

1	Court was, the Congress was identifying an area in which
2	it wanted to keep the states out and it was an exclusively
3	Federal regulatory domain. Here Congress has created an
4	area in which the states also are supposed to be kept out
5	because it is left to the marketplace and to the
6	continuing pro-competitive regulation by the Department of
7	Transportation.
8	QUESTION: How about section 1506 of Title 49
9	that says nothing contained in this chapter shall in any
10	way abridge or alter the remedies now existing at common
11	law or by statute, but this provision of this or in
12	addition
13	MR. JONES: That's something of an anomaly.
14	Section 1106 was enacted in 1938 and when the Deregulation
15	Act was enacted in 1978 section 1106 was continued without
16	any discussion. I don't think that the undiscussed
17	continuation of an ancient savings clause should undermine
18	the
19	QUESTION: Are you suggesting it was repealed by
20	implication?
21	MR. JONES: Well, to some extent any later
22	enacted preemption clause will be incompatible with the
23	full breadth of an earlier savings clause. I don't know
24	whether you would call it repealed by implication, but
25	there is an obvious incompatibility between a preemption

1	clause and a savings clause.
2	QUESTION: Perhaps only if you read the
3	preemption clause the way you do.
4	MR. JONES: No, I don't think so. I think
5	however you read the preemption clause it will bar some
6	state remedies, it will eliminate some state remedies that
7	could previously have been in existence.
8	QUESTION: Mr. Jones, can I ask you a question
9	to be sure I understand your theory? Justice Scalia asked
10	you about fraud in the sale of tickets, and I understood
11	your answer to be that's probably not preempted because it
12	doesn't have a sufficient direct impact on the rate making
13	process. Maybe I misunderstood.
14	MR. JONES: That's essentially correct, Mr.
15	Justice Stevens.
16	QUESTION: And I take it you would also say
17	that, say regulation, state regulations prohibited obscene
18	advertising or advertising of liquor in conjunction with
19	airline travel in the terminal would not be preempted if
20	it didn't have any significant burden? You're not
21	claiming all regulation by the states of advertising that
22	mentions rates is preempted?
23	MR. JONES: We're not claiming that here, no.
24	QUESTION: It's got to be sufficiently
25	burdensome to affect the rate making process?

1	MR. JONES: I'm not sure if burdensome is the
2	word that I would choose. It has to be sufficiently, it
3	has to sufficiently implicate the pro-competitive concerns
4	of the statute, that is it has to interfere with the rate
5	setting process in the freely competitive market. Let me
6	go back to the fraud
7	QUESTION: I'm not sure there's a big difference
8	between what you said and what I said.
9	MR. JONES: Perhaps there isn't. Let me go back
10	to the fraud hypothetical. It's conceivable that a fraud
11	claim could rest upon a claim that there was a deceptive
12	ad, and perhaps such a fraud claim would indeed be
13	preempted if the argument about deception was the same
14	kind of argument that the states make here with respect to
15	the guidelines, or that underlie the guidelines. Other
16	fraud claims, however, might have nothing to do with
17	deceptive advertising as such and they would fall well
18	outside the line that we're trying to draw.
19	QUESTION: If you emphasize burden rather than
20	the content of the ads, you seem to admit that a lot of
21	ads could be regulated that mention rates in the airline
22	terminal and the like. And if you emphasize burden, then
23	I don't know how you get around Justice O'Connor's
24	question about suppose they have rent control or they
25	impose some heavy costs on the operation of airline

1	terminals or something like that, the way they handle
2	their dealings with their car rental agencies or something
3	of that kind.
4	MR. JONES: Well, Congress did specifically
5	provide that the states could continue to impose certain
6	kinds of taxes and it also provided that their proprietary
7	control over airports and their regulations issued in
8	connection with that were not preempted. Congress foresaw
9	that the preemption statute might other wise sweep in
10	these provisions and for that reason it explicitly
11	exempted them from the preemption statute.
12	QUESTION: What exemption are you talking about
13	now? What statutory provision?
14	MR. JONES: With respect to the proprietary
15	operations, that's in the preemption statute itself. I
16	think it's subsection B. With respect to the taxes, I
17	cannot now remember the name, the number of the section,
18	but it was the subject of this Court's opinion in the
19	Wardair Canada case.
20	QUESTION: Thank you.
21	MR. JONES: Let me address if I might the
22	State's argument that the statute should be construed only
23	to bar the states from engaging in what they called
24	utility type regulation. That argument is self-defeating.
25	These guidelines are a perfect example of utility type

_	regulation. They represent precisely the kind of
2	controlled supervision over rate advertising in which
3	state public utility commissions commonly engage.
4	Thus if section 105 is to be given the reading
5	that the states themselves say they prefer, this case at
6	least is at an end. And I think it would be sufficient
7	for purposes of this case only if the Court were to decide
8	whatever other further preemptive scope section 105 may
9	have. At least it does preempt utility type regulation of
10	the kind involved in this case.
11	QUESTION: Thank you, Mr. Jones.
12	Mr. Nightingale.
13	ORAL ARGUMENT OF STEPHEN L. NIGHTINGALE
14	ON BEHALF OF THE UNITED STATES, AS AMICUS CURIAE
15	SUPPORTING RESPONDENTS
16	MR. NIGHTINGALE: Thank you, Mr. Chief Justice,
17	and may it please the Court:
18	I'd like, if I could, to take the narrow and
19	then the broad that have concerned the Court this
20	afternoon, first of all narrowly. The Deregulation Act
21	prohibits states from enacting or enforcing any law that
22	relates to rates, routes, or services. State laws that
23	restrict the form and content of advertising of airfares
24	relate directly to airfares. Advertising is an important
25	channel of communication between sellers and potential

1	buyers of air transportation.
2	QUESTION: Well now, does that go so far as to
3	say they can't regulate obscene advertising in the
4	airport?
5	MR. NIGHTINGALE: Obscene advertising would not
6	relate to rates in our opinion.
7	QUESTION: I'm talking ads with the rates put on
8	them, or maybe not obscene but the character of the
9	advertising, having people serving liquor, say, at the
10	time some states are concerned about that. Could they
11	prohibit the showing of drinking liquor on an airline in a
12	picture in connection with the rates for the flight?
13	MR. NIGHTINGALE: Your Honor, I think that the
14	liquor example is a special case because it involves, the
15	states have special authority in that situation. I would
16	think that liquor would be subject to state regulation.
17	QUESTION: Could they just ban all advertising
18	in the waiting room of the airport
19	MR. NIGHTINGALE: No, Your Honor, they could not
20	ban advertising in the waiting room of the airport.
21	QUESTION: thinking it's not aesthetically
22	suited to the, you know, to the terminal or something like
23	that? They couldn't do that?
24	MR. NIGHTINGALE: There are, there is an

exemption in the act for the rights exercised by

- proprietors of airports, state proprietors, and on reflection I think that the sorts of regulations that have to do with the maintenance of the environment in the airport, like the anti noise regulation, would be within that exemption. QUESTION: But I'm talking about advertising by,
- QUESTION: But I'm talking about advertising by, not by the proprietor, by the airline.
- MR. NIGHTINGALE: Well, the proprietor I believe
  has proprietary rights to maintain the airport. I
  understood that your airfare advertising ban in airports
  was one imposed by the airport owner as a way of
  maintaining the atmosphere.
- QUESTION: No, no, no. The state could decide
  that we don't, we want, just like they don't want people
  soliciting for, you know -- for one reason or another they
  just don't want to have the appearance cluttered up with
  rate advertising in front of the terminals or anything
  like that.

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MR. NIGHTINGALE: No, Your Honor. I think if the state tried to do it in the capacity other than as proprietor of the airport it would be preempted. Airfare advertising assures in particular that discount fares, the sorts of fares that the Deregulation Act was designed to encourage, come to the attention of consumers. Unless sellers of air transportation can make the availability of

1	those rares known to potential purchasers in a cost
2	effective way they will have a greatly reduced incentive
3	to offer them.
4	QUESTION: What if one of those ads is seriously
5	misleading, not in one of the ways set forth in the
6	guidelines, but it just lies. It says the fare will be
7	\$300 and it's actually, or \$100 and it's actually \$300?
8	Is there no remedy under state law?
9	MR. NIGHTINGALE: Your Honor, the line that the
10	Department draws with respect to that is if the
11	misrepresentation is a situation in which the airline
12	fails to produce on a contractual promise, in other words
13	if I walk up to the ticket counter and I am told that if I
14	give you \$100 you'll deposit me in San Francisco, and in
15	fact you drop me off in Chicago, that I have an action
16	under state law to enforce my contract to be, to have the
17	terms of the contract enforced. However, if the nature of
18	the deception is one that relates to the description of
19	the service in a way that doesn't give rise to an
20	enforceable promise, it falls within the area in which the
21	Department balances pro-competitive policies and
22	protection of the individual. So the
23	QUESTION: So the problem with the guidelines is
24	that they use tort law instead of contract law? They
25	should simply have said anyone who does not list all of
	4.1

1	the exceptions to the fare shall be deemed to have no
2	exception to it, and anyone who accepts such an offer
3	shall be deemed to have a contract with no exception?
4	MR. NIGHTINGALE: Your Honor, no, because
5	Federal law specifies the nature of the contract of
6	carriage between an individual and an air carrier, so tha
7	there would not be a way around this for the states simply
8	to recast law regulating deceptive advertising in the for
9	of contract law.
10	QUESTION: What if the airline advertises Dalla
11	to Washington, D.C., \$100, and I show up for a ticket and
12	they say well, no, it's \$200, we just didn't mean what we
13	said in that ad. Can the state enforce deceptive
14	advertising law in that case?
15	MR. NIGHTINGALE: Your Honor, no. That law is
16	preempted because what the situation is remember that
17	in the air carriage industry what you have is a finite
18	airplane. Everyone understands that when you are booking
19	seats what you are talking about is getting there while
20	there are seats still available.
21	QUESTION: But the answer given isn't that there
22	are no seats. It's simply that although we said we'd
23	charge you \$100, we're going to charge you \$200, and there
24	are lots of seats on this plane.

Again, that would be preempted

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MR. NIGHTINGALE:

- is our position, preempted because the regulation of what
- 2 is said about fares, deceptive practices is a, that is an
- 3 area that is committed to the Department of
- 4 Transportation. It -- maybe if I could get, in connection
- with your question, to the general framework here that we
- 6 think decides these difficult cases, cases incidentally
- 7 that are far more difficult than the one before the Court
- 8 today.
- 9 It is the State's position that the Deregulation
- 10 Act involved essentially the passive withdrawal of direct
- 11 controls on rates, routes, and services. In fact the act
- 12 did more than that. It set forth in addition new
- 13 regulatory criteria to guide the Department of
- 14 Transportation in exercising the authority that remained
- 15 to it. Among the authority that remained to the
- 16 Department of Transportation was the authority to protect
- 17 consumers against deceptive practices.
- In exercising that authority it seeks to balance
- 19 pro-competitive objectives with protection of the
- 20 consumer, recognizing first of all that there is not
- 21 necessarily a cut and dried right answer to that balance,
- 22 although there certainly would be, Mr. Chief Justice, in
- 23 the situation that you have put forward. I can't imagine
- 24 that the Department of Transportation would not conclude
- 25 that that is deceptive and therefore act --

1	QUESTION: Do you support the affirmance of the
2	injunction as written and issued by the court below?
3	MR. NIGHTINGALE: Your Honor, again, we agree
4	with the airline that it, that read as a whole it can be
5	read more narrowly than the ordering paragraph. If the
6	ordering paragraph alone is the focus of the Court's
7	attention, we think that the only part of it which is
8	problematic is the part that follows fair advertising.
9	There is talk about other operations involving rates,
10	routes, or services. We don't believe that that, that the
11	issue is so broad as the ordering paragraph indicates.
12	But certainly state laws that restrict the content and
13	form of airfare advertising are preempted, and we
14	understand the ordering paragraph to be entirely
15	consistent with that.
16	QUESTION: So you think a remand is necessary?
17	MR. NIGHTINGALE: Again it's our position that
18	read as a whole the order captures the more limited
19	meaning. We would not oppose a remand, but we believe
20	that the order is adequate read as a whole.
21	QUESTION: Mr. Nightingale, before you sit down
22	I would like to just have some description of the
23	principle by which we should decide these case.
24	MR. NIGHTINGALE: Right, Your Honor.
25	QUESTION: And I haven't heard it. I haven't
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1	heard it from Mr. Gardner, I didn't hear it from Mr.
2	Jones. I'm curious if I'm going to hear one from you.
3	MR. NIGHTINGALE: Let me suggest that we take
4	ERISA as a starting point. In ERISA the Court has said
5	reference to or connection with equals relates to. Now,
6	the Court has also recognized that every conceivable
7	relationship is not sufficient.
8	In a footnote in the Shaw v. Delta Airlines case
9	the Court said that there may not be preemption when a law
10	affects benefit plans in a way that is, quote, too
11	tenuous, remote, or peripheral to justify preemption. So
12	that the application of a state law that says the bad
13	faith denial of benefits is preempted, even though that is
14	just an application of a general state law that says bad
15	faith breeches of contract are actionable, it is preempted
16	when applied to an ERISA benefit plan.
17	Whereas the application of a garnishment statute
18	is not preempted because that is just too peripheral, too
19	unrelated to the purposes of the act, in this case the
20	fostering of a pro-competitive environment, opening up a
21	market and preserving space for the pro-competitive
22	policies of the Department of Transportation.
23	QUESTION: Thank you, Mr. Nightingale.
24	Mr. Gardner, you have 2 minutes remaining.

REBUTTAL ARGUMENT OF STEPHEN GARDNER

ALDERSON REPORTING COMPANY, INC. 1111 FOURTEENTH STREET, N.W. SUITE 400 WASHINGTON, D.C. 20005 (202)289-2260 (800) FOR DEPO

## ON BEHALF OF THE PETITIONER 1 MR. GARDNER: To address Justice O'Connor's 2 3 request for a principle, I apologize for not laying it out and I will observe that it seems to me strikingly similar 4 to the one the airlines announced. We are asking the 5 Court to determine that the Federal Aviation Act does not 6 7 preempt a law of general applicability that does not have a direct and substantial effect on the rates, routes, and 8 services of an airline. 9 But the unfortunate result there is that that 10 does require a remand because we have not had a record 11 12 developed here, as we have pointed out. We do not believe the airlines will succeed in developing such a record 13 14 because we do not believe that regulation of false advertising does indeed have that direct and substantial 15 effect, nor, to use the ERISA test, does this state law 16 have any connection with rates, routes, or services, or 17 any reference to. Even if you use the ERISA test our 18 enforcement of our state consumer protection law fails. 19 20 OUESTION: What about just the guidelines? If 21 we assume that only the guidelines are at issue do you say 22 that there's not enough record with respect to that as

MR. GARDNER: There is no record of any effect
of any of the, whether the guidelines or the actual

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well?

1	enforcement of the state law. The airlines say oh, mercy,
2	this is what's going to happen to me, but they do not show
3	that this is what will. The record is full of conjecture,
4	speculation. The lawsuit was fundamentally, although
5	there is case in controversy, fundamentally premature.
6	That's why we urge the Court to let us try these cases in
7	state court where the facts can be fully developed.
8	Thank you.
9	CHIEF JUSTICE REHNQUIST: Thank you, Mr.
10	Gardner.
11	The case is submitted.
12	(Whereupon, at 1:59 p.m., the case in the above-
13	entitled matter was submitted.)
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## CERTIFICATION

Alderson Reporting Company, Inc., hereby certifies that the attached pages represents and accurate transcription of electronic sound recording of the oral argument before the Supreme Court of The United States in the Matter of:

NO. 90-1604 - DAN MORALES, ATTORNEY GENERAL OF TEXAS, Petitioner

V. TRANS WORLD AIRLINES, INC., ET AL.

and that these attached pages constitutes the original transcript of the proceedings for the records of the court.

BY Michelle Sandus (REPORTER)