

F.D.A.

TO THE PERSON IN CHARGE OF CONSUMER INFO
ON LABELS -

Before you read the balance of this letter, I want you to know that I passed my drivers license test Without Glasses...and that is better than a great many people can do!!

This is about the readability of the labels on foods and pills...

1/ The consumer has to read the label in a store--and few people bring magnifying glasses with them...

For that reason all info on a food or pill label should be at least the size of standard newspaper print!!

2/ The part of a food label that gives the calories and saturated fat, etc..

A/ ~~there~~ should also be a column giving the recommended amount of each ingredient listed.....

B/ Not the % of an unknown figure--I would venture to say that most people do ^{NOT} carry in their minds the recommended amount of each ingredient listed...It would serve the public far better if the recommended amount was listed along side of the amount in the product...for quick comparison!

The public would be better informed and make wiser choices!..

3/ The directions for cooking "TV Dinners" should also be printed in newspaper size print..and checked to be sure it is readable!

I bought a TV Dinner the other day and even taking it to the window with a magnifying glass I could not read the amount of time it should be cooked in the oven...

4/ Meats and other products packaged in clear plastic or other like products.....

It is near impossible to read print when it is printed on clear plastic.

ALL INFORMATION SHOULD BE PRINTED ON A ADDED BACKGROUND SO IT IS READABLE!

01P-0190

20:40
01
MAY -4
8:55

C1

That is not being done now.

5/ Also printed in newspaper size print--

The Name of the company, THEIR ADDRESS AND STATE ETC..

Now co's only give the name of the co and the state!

This requires the P.O. clerk that is 'throwing' the mail to either memorize the correct route for each co in the district...

Or look up the address of the companies they do not remember!

This causes extra work and extra time of the P.O. employee and adds to the cost of processing the mail for ~~xxxx~~ these co's that do not provide the street addresses of their firms...

There is no valid reason why companies should not give the street address of their companies as part of their address....

If someone mailed me a letter with just my name on it and the town state and zip...The P.O. would not and should not spend the time looking up my address in a directory...

→ So why should they do it for companies?

The mail sent to these companies without the street address, I believe would only be mail sent to them as a result of the address printed on the label of their product--Either complaints or part of some advertizement...Not a part of their regular business....

For all these reasons companies should include their address --
Co Na, Street address, state, Zip on their labels...

I hope you will seriously consider these suggestions...

I see no valid reason for the poor quality of labels now allowed on products--they do not serve the public!

Sincerely,
Jeanne Neimoyer
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P.S. Sorry about the typing, I was never a typist!

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