

2322 Avenel Avenue, SW
Roanoke, Virginia 24015
June 6, 1997

Federal Trade Commission
Room 159
600 Pennsylvania Avenue, NW
Washington, D. C. 20580

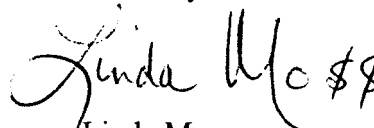


Dear Sirs:

I was appalled to read in the May 7, 1997, edition of our local newspaper that the FTC was considering to further hoodwink the public by deliberately misleading and mislabeling our made in the USA products. Another slap in the face of every U. S., worker who strives so hard under the burden of unbelievable and unfair competition placed on them by our own government, i.e., NAFTA and GATT.

Why does it appear difficult to have people of integrity lead us so that everyone knows that they say what they mean and mean what they say? To deliberately mislabel a product is a violation of our consumer rights. The FTC has the unique opportunity to stand up and show America that a few leaders know the meaning of truth and honesty. Please do not let this opportunity pass! This is more a matter of semantics. Our economy is at risk and if our economy is at risk, your job (and mine) is at risk.

Sincerely,


Linda Moss

'Made in USA' (mostly)

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ASSOCIATED PRESS

WASHINGTON — The Federal Trade Commission is proposing to make it easier for manufacturers to tag their merchandise. "Made in USA" by allowing use of the label even when parts originate overseas.

FTC officials said Monday the guidelines would give manufacturers more flexibility in promoting the domestic parts and labor that go into their products and would ensure consumers are not deceived.

"The claim that a product is 'Made in USA' is important to many consumers as they make purchasing decisions," said Jodie Bernstein, director of the FTC's bureau of consumer protection. "Understanding what the claim means to consumers is difficult given today's world marketplace."

The agency's proposal, which does not cover automobiles, wool, fur or textiles, drew mixed reaction from the industry.

The AFL-CIO said any relaxing of the FTC's standards would make the "Made in USA" label "a fraud on the American public and open the door even wider to the export of U.S. jobs. The words 'Made in USA' are on their face simple, clear and easily understood as long as they mean what they say."

Currently, companies can't make that claim if a product has more than a small amount of foreign content. While the percentage of non-U.S. content has never been specified, FTC officials said it is very small.

The proposed guidelines would allow a product to be labeled "Made in USA" if "substantially all" was made in America.

The FTC will accept written comments until Aug. 15 and then make a decision.

WEDNESDAY, MAY 7, 1997

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