



QUICK MEMO FROM :

Randy Slocum, Sec.-Tress.  
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8-7-97

TO:  
Office of the Secretary  
Federal Trade Commission  
Room 159  
6th & Pennsylvania Ave. NW  
Washington, D.C. 20508

RE:Made in USA Policy Comment

Dear Sir:

The FTC's proposed changes to the qualifying standards which manufactured goods must meet to be labeled "Made in U.S.A." are ill-conceived and ill-advised. I ask that the proposed weakening of the qualifying standards be withdrawn.

With all symbols, including the American Flag, there is always the potential for misuse, especially when that symbol is used commercially. And like our flag, the "Made in USA" label has an emotional appeal for many citizens. Both symbols generate this appeal and trust because we, the-people, think we know what these symbols mean and stand-for. A weakening of what the "Made in USA" label means betrays the trust that we have placed on that symbol.

Please restrict the use of the "Made in USA" label to items with "all or virtually all" U.S. parts and labor.

Sincerely,