

P8942.7
 LAWRENCE PA TRICK INMAN
 LINCOLN PUBLISHING, INC. 827.902, 700912

Post Office Box 1499
 Lake Oswego, OR 97035-0499

U.S.A. 

Date: 11 Aug 1997

Tel: (503) 699-1000

Fax: (503) 699-2000

e-mail:*

lpiusa@teleport.com

page 1 of 1 pps

encls: N

Attn: Beth Grossman, Esq.
 Division of Advertising Practices
 FTC - Bureau Consumer Protection
 Washington, DC 20580



Re: "MADE IN USA" Proposed New Regulations
 (1) Opposition to proposed changes
 (2) Don't know correct docket # and unable to ascertain
 same from FTC web page

Dear Ms. Grossman:

(1) I oppose the proposed change lowering the amount of USA content to 75% to qualify for labeling as "made in USA."

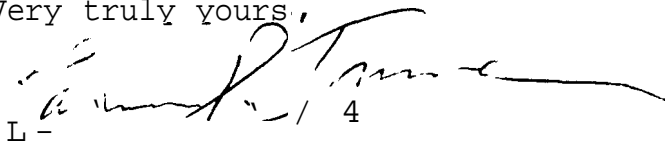
This is designed to and/or is highly likely to mislead the buying public and is contrary to the common understanding of the terms. If one were being truthful, if that were the condition, the labeling should say "3/4 made in USA." "Made in USA" is understood to, and should remain, completely or nearly completely made in the USA.

The people who want to know this information wish to reward and patronize companies that make their products in this country, often at greater expense and pursuant to more stringent ecological rules.

If the FTC allows this change, the FTC will bring disrespect and distrust upon itself. It will be seen as misleading the public it is supposed to protect. It will deservedly be looked upon as having done so in service of some special interest.

(2) I am sorry but I was unable to ascertain the correct docket number from the FTC website. I do hope my comments can be added to the record.

Very truly yours,


 L-