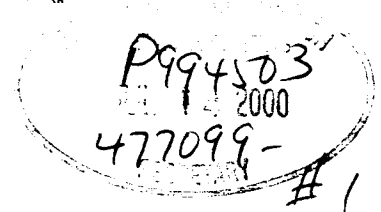


ORIGINAL
3508 Melton Road
Montgomery, Al 36106
June 26, 2000



Secretary
Federal Trade Commission
16 CRF Part 307
Room H-159
600 Pennsylvania Avenue, NW
Washington, DC 20680

Dear Sirs:

I wish to make comments regarding implementation of the Comprehensive Smokeless Tobacco Health Education Act of 1986, as published in the Federal Register, March 7, 2000, "16 CRF Part 307." Since 1986, a lot of information about tobacco education and tobacco advertising has been developed, including the federal Food and Drug Administration's initiative to restrict tobacco advertising as part of its claim to jurisdiction to regulate nicotine. I think it would be worthy to reconsider how that packaging is allowed and the context of the wording on the packaging, particularly emphasizing that it should not appeal to youth, only to adults.

I believe that the colors of the current packages should be changed to simply black and white, as should all of the lettering. Further, any warning information should occupy at least half of the product and any advertising. Additionally, consideration should be given to adding some warnings, since more is known about these products. One I would recommend is something like, "Warning: use of this product is ADDICTIVE." Another is, "Warning: this product contains radioactive material."

I realize that this may or may not fall within the domain of your concerns but as a preventive medicine specialist and a parent, I believe these should be important priorities for your review. All advertising aspects of the package should be focused on adults only, not children or adolescents. It would be very fair to have the makers and advertisers produce any work they have if there is any consideration of the impact how the products are packaged and displayed.

Sincerely yours,

A handwritten signature in black ink that reads 'Jack Hataway MD'. The signature is written in a cursive style.

Jack Hataway, MD