



'Made in USA' should mean what it says

To the Editor:

The Federal Trade Commission now requires that a product must be "all or virtually all" made in the United States to qualify for the "Made in the U.S.A." claim. The FTC is currently considering a proposal to allow any product whose total manufacturing cost is 75 percent domestic to qualify for the "Made in the U.S.A." label.

The "Made in the U.S.A." label is recognized worldwide as a hallmark of quality. My family looks for it in every purchase and often use it as the deciding factor in shopping. I believe the proposal to allow goods whose coat content is as high as 25 percent imported to carry the "Made in the U.S.A." label would amount to deceptive advertising. All should agree that many nations are able to produce goods at much lower costs than in the United States. If a 25 percent

foreign content basis is allowed, how will this translate into content: 50 percent imported? 70 percent imported? This will take away my ability as a consumer to exercise informed choice when purchasing goods.

I do not believe Congress will support or fund the FTC's efforts to enforce these complex and situationally specific regulations. The proposed changes will create a vast labyrinth of unenforceable loopholes that will drive more manufacturing overseas.

Even though I was skeptical of G.A.T.T. and N.A.F.T.A., I feel that the final vote for or against these trade treaties is cast when I open my wallet to purchase a product. Don't allow the FTC to rig the ballot with false advertising.

Public comments will be accepted by the FTC until Aug. 11, and should be directed to: Office

of the Secretary, Federal Trade Commission, Room 159, Sixth and Pennsylvania Avenue, N.W., Washington, D.C. 20580. All letters must be titled: "Made in the U.S.A." Policy Comment, FTC File No. P894219.

Help keep the "Made in the U.S.A." label meaningful!

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AUGUST 11, 1997

MADE IN THE U.S.A. POLICY COMMENT
'FTC FILE NO. P894219

TO WHOM IT MAY CONCERN:

I AGREE WITH ALL OF THE ABOVE. PLEASE MAKE IT CLEAR WHAT WE ARE PURCHASING AND WHERE IT IS MADE. I TRY TO BUY MADE IN THE U.S.A. BUT IT IS VERY DIFFICULT. I UNDERSTAND THAT WE NEED TO PURCHASE ARTICLES FROM OTHER COUNTRIES TO MAKE THE BALANCE OF TRADE MORE EVEN. I ALSO LIKE TO SUPPORT OUR OWN INDUSTRIES.

THANK YOU.

G. JUNE MCLAUGHLIN

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