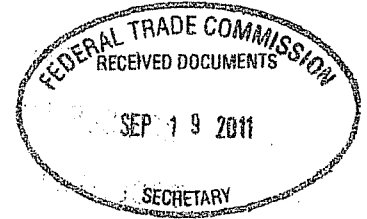


ORIGINAL

12 September 2011

Federal Trade Commission
Office of the Secretary,
Room H-113 (Annex N)
600 Pennsylvania Avenue NW
Washington, D.C. 20580



SUBJECT: 16 CFR Part 424 - Retail Food Store Advertising Rule,
Project No. P104203

Dear Sirs:

I am writing to inform you that I feel that not only should the existing Rule be continued for grocery stores, but it should also be amended to cover drug stores, department stores, electronic retailers, hardware stores and other retail store outlets.

The American public needs this amended rule to protect consumers from "bait and switch" retailers who are in business, it seems, only to gouge the public. Unfortunately such schemes seem to be more and more common these days, since greed seems to be the only thing motivating a growing number of American business executives.

Thank you for your attention.

Sincerely,

Jerry C. Steenhoven