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August 20, 2011

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16 CFR Part 424
Retail Food Store Advertising Rule
Project No. P104203

I am writing concerning the public comments you are seeking on the Unavailability Rule. I am going to comment on my experiences.

I will comment primarily on grocery stores, which is the only type of retail outlet I go to on a regular basis — about 3 times per week. When I go to the grocery store I have a list of what I am going to buy. When the store ads come out in the paper I look through them to see if anything which might be on my list is on sale, and if I am interested in the brand/size which is on sale. But there is not enough space in the ad to list all of the items which are on sale — I will get to the store and find items on sale which were not in the ad. I do not make my decision on what store to go to or what to buy based on what is on sale.

The rain check policy does me no good. I take the bus to go to the grocery store, and I only have enough time to get into the store, quickly pick up what I want to buy, and get back outside to the bus stop. If I go to the customer service desk to get a rain check, I will miss the bus — and then I would have to wait either 30 or 60 minutes for the next bus to come by. Not good when you buy refrigerated or

frozen foods.

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2011 AUG 29 PM 2:40
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There used to be a grocery store about 1 mile from home which I could walk to. When I walked I could take the time to go to the customer service desk to get a rain check, but there no longer is a grocery store within walking distance of my home.

Concerning other retail outlets, I rarely have a need to buy clothing or other products. I only go shopping (a few times a year) when I find I need something. So I don't pay any attention to non-grocery store ads. The big problem I have in finding anything that gives me what I am looking for in a product (I look at size, features on product, where it is made, etc.). I get so frustrated because it seems like none of the stores want to sell me anything — they are full of products but none of the products meet the criteria I am looking for.

I do not have a computer, so I do no internet buying. Even if I had a computer, I would not be able to get all of the information I need to determine if a particular product meets the criteria I am looking for — which is one reason I ignore non-grocery store ads as they don't give me enough information.

Thank you.

Jim Dickey