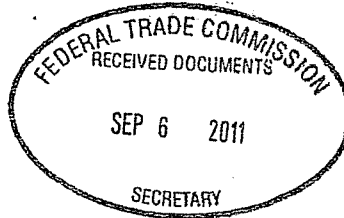


August 26, 2011

ORIGINAL

Charlotte Burleson



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

Subject: 16CFR Part 42, Retail Food Store Advertising Rule
Project No. P104203

See enclosed CVS Pharmacy ad for bottled water. On the day of the ad they did not have any of the Arrowhead water in the store and were substituting or offering "Rain checks".

This CVS store #6772 is located at 4987 N. Fresno St., Fresno, CA 93710, phone #559-227-7137.

Also went to Joanne's Fabrics' and Crafts today to pick up a lighted make-up mirror on sale. They did not have any and would not give rain checks they would only let you special order it. I waited so long for the guy to get a skew number that I left, he had not returned with my ad I received in the mail.

I don't know if this is covered by your department, however I am really curious how fast food restaurants can advertise on T.V. these sandwiches loaded with filling and when you purchase one they have hardly anything on them. Subway Sandwich was advertising a "Premium" sandwich loaded with a layer of smashed avocado. When we ordered one they put on 3 tiny slivers of avocado.

Also Taco Bell advertises these large mouthwatering items and when you order them they are very small portions.

Hope you can bring a bit of honesty to these companies who are getting away with all the false advertising.

Yours Truly,

Charlotte Burleson

Raincheck

Store # 6772 Date 8/24/11

Item Arrowhead

Size 24pk

Quantity 3

Regular Price _____

Sale Price 2.98

If item features Extra Bucks®, complete below:

Extra Bucks Amount _____

Event Code _____

Cashier Signature _____

Extra Bucks will be issued upon Raincheck redemption.

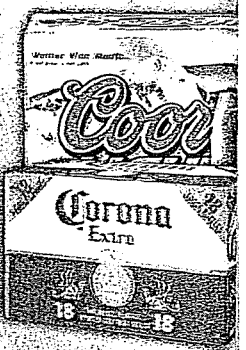
CVS/pharmacy®

Item # 451435 Rev. 12/09

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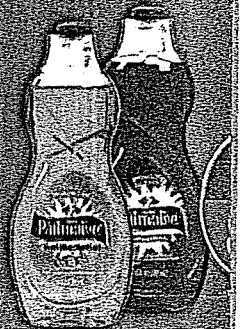


Corona 18 pk
Budw

sale!
8.99

efoot 1.5L
cted varieties.
an Legacy
lka or Gin
1.5L, selected
varieties.

SPEND \$
on the
items G

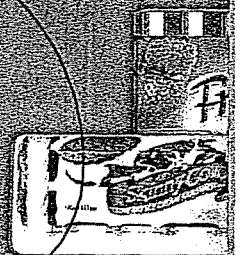


Palm

sale!
2.98

13¢ PER BOTTLE

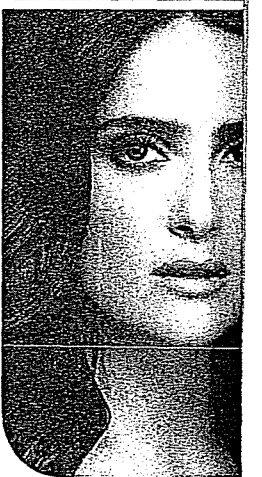
WITH CARD + GRV Arrowhead Mountain spring water 16.9 oz bottles 24 pk. Limit 2



WITH CARD
or Skinny

sale!
18.99

WITH CARD Huggies Snug & Dry or Little Movers Big Pack.



Flu shots every