

September 5, 2011



Office of the Secretary
Federal Trade Commission
600 Pennsylvania Ave. NW
Washington, D.C. 20580

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

In March of this year, and again in August, SAFEWAY, INC. advertised a sale on KASHI Pizzas in the store's advertising supplement, which accompanies my Sunday newspapers – the San Francisco Chronicle and the Contra Costa Times.

In each case, neither of the two Safeway stores nearest my house stocked the product. Both times, I spoke with a manager from each store – the response I received ranged from indifference to perplexity to a reply from one manager that he would make an effort to stock the product. But the product has never been carried by either store.

Last week, the company's weekly ad offered SAFEWAY cooking oil for \$2.79 for 32 oz. Below the picture of a bottle, it said "selected varieties." When I took a bottle of Safeway canola oil to the check-out, the computer rang up a cost of \$3.99. The employee, when I showed him the ad, simply said that this variety was not on sale. The company offers only three choices: vegetable, corn and canola.

Very truly yours,

Jeffrey Black