3440 S. Jefferson St. #570
Falls Church, VA 22041
Sept. 3, 2011

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

FEDERAL TRADE COMMISSION
RECEIVED DOCUMENTS
SEP 12 2011
SECRETARY

Subject — "16 CFR Part 424 - Retail Food Store Advertising Rule, Project No. P104203"

Dear Sirs:

Your article of Aug 18, 2011 in the Washington Post expressed many of the frustrations encountered in grocery (and other retail) stores by people who read the newspaper ads before shopping, planning to purchase advertised specials, and often find they are not available. I think they should be required to give rainchecks (or similar products at same reduced price) when they run out of advertised sale items.

I have another grocery practice which I find very annoying and which is becoming more and more frequent. That is the practice of advertising an item as "buy 1, get 1 free", with no price given. If people think they are getting a bargain, they are often wrong as I have found out by going to the store and finding the item has been raised in price. It is a nuisance to have to go to the store to find out the price.

Another reason I object to this type of sale is that there are many people who live alone and find buying 2 of most items is not practical, especially for perishable items, or due to lack of storage space. To solve this problem, I recommend that stores be required to list the price on these '2 for 1' specials, and that if ~~a~~ customers wants only 1, they be permitted to buy it at half the price. (in which case, the '2 for 1' special would stop)

I hope you will continue to work to help the consumers, who need all the help they can get in these hard times; the corporations are doing just fine.

Sincerely,

Elaine Marcuse

(703-842-3124)