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

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

To Whom It May Concern:

The rules/laws need to be changed! There are two stores in my area that I don't even look at their advertising because I know when I get there they won't have the item(s). They know when you get there you will most likely buy something even if you can't get the item you went there for.

Another thing I would like to bring to your attention; the size of the print in the advertising and the way it is organized. Recently, I looked at an advertisement and decided I wanted to purchase an item. When I got to the store, I found out I had to buy four to get the advertised price. I hadn't remembered seeing that in the ad. When I got home I looked again. I have 20/20 vision with strong eyeglasses. I could not read the part of the advertising that stated "4 or more" to get the price; it actually looked like a red bar under the picture. I am a senior and I had to get the magnifying glass out to read that part. Regarding the organizing of the advertising; the item I went in for was in a mixed column; mixed advertising and mixed font sizes about requirements.

Not long ago I read where the laws had been changed regarding the type size on prescriptions. I think there should be a minimum font size for all advertising and contracts. I, also, think it should cover as many retailers as possible; drug stores, department stores, electronic retailers, etc.

Thank you for your time and efforts in this matter.

Sincerely,

Patricia Doyal