



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Division of Advertising Practices

May 12, 1995

Kevin B. Belford
Deputy General Counsel
American Gas Association
1515 Wilson Boulevard
Arlington, Virginia 22209-2469

Re: Petition of Greenpeace, Inc. Regarding Advertising of
Natural Gas by The American Gas Association
File No. 942 3177

Dear Mr. Belford,

The Commission staff has conducted an investigation into advertising by the American Gas Association ("AGA") for natural gas, in response to a petition of Greenpeace, Inc. alleging violations of the Federal Trade Commission Act.

On review of this matter, it appears that no further action is warranted by the Commission at this time. This determination is based on a number of factors, including the fact that AGA agreed to modify its advertising to avoid possible misrepresentations. The Commission staff appreciates AGA's cooperation in this matter.

The action the Commission staff has taken is not to be construed as a determination that a violation may not have occurred, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take such further action as the public interest may require.

Sincerely,

A handwritten signature in cursive script that reads "Anne Maher".

Anne Maher
Assistant Director
Division of Advertising Practices