

522418-70433



Federal Trade Commission

RE: Business Opportunities Rule R511993

I protest this proposed new rule as restrictive of trade.

As the owner of several more traditional businesses over the years, I am aware of the huge capital investment required to go into business for yourself.

Direct selling, including multi-level marketing businesses, offer the opportunity to organize a business on the cheap. If you do so in a business-like manner, there is important money to be made. If you fail; well, your loss is small and you have probably learned something which cannot be taught any other way.

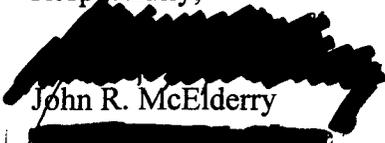
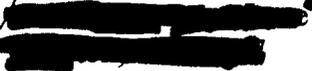
I value for others the right to fail. Without that right, there can be no success.

I urge you to treat with care those entry level businesses which give a person the chance to try something which may awaken them to possibilities they thought not possible.

It is interesting that the old Amway corporation name is a contraction of the American Way, and so it is. A business is first of all an idea, not brick and mortar.

Please keep that option open for those who could never raise the money to start or buy what some consider more legitimate businesses.

Respectfully,

  
John R. McElderry  


Cy: Honorable Cliff Stearns, MOC