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SECRETARY

Federal Trade Commission:

In the early 1990's, many new music retailers, i.e. mass merchandisers, started to sell CD's at low prices to gain customers and market share. This "loss leader" concept resulted in thousands of retail (family owned) record outlets and major music chains going out of business. Obviously, they could not afford to sell at a price below their cost. Although it is not in your area of jurisdiction, you can picture how many empty store fronts there are now in neighborhoods that can least afford them!

The major distributors started Minimum Advertised Price (M.A.P) policies in 1995 and solved my business along with thousands of other record retail stores. In addition to the competition I am facing with the internet, digital downloading, and MP3, I am confronted by a commission whose ruling will bring harm to me, my family, and the record industry. I urge you to rethink your decision on M.A.P.

There is no doubt in my mind that the price war will start soon in 2000 and my 15 years of hard work and good business will end

BECAUSE YOU WILL ALLOW ELECTRONIC STORES AND MASS MERCHANDISERS TO SELL BELOW COST ON MUSIC WITH THE SOLE PURPOSE OF A PROFIT BUILT INTO MORE EXPENSIVE ITEMS.

SINCERELY,
DERYL AND VICKY HALLECK
MUSIC STOP

MUSIC STOP
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