



To the Federal Trade Commission:

As a music retailer, I deplore your pursuit of record distributors to eliminate their Minimum Advertised Price (MAP) policies. These policies have rescued the industry, which includes the new artists, the retailers like us, and the infrastructure of people who depend on music for this \$10 billion a year industry.

You want to encourage lower prices for consumers, but it will be achieved at a heavy price. I and thousands of fellow retailers depend on music for our livelihoods. Without MAP, we will be competing with mass merchants and appliance chains using music as a loss leader to get people into their stores. Their surveys, the music distributors tell us, show that people spend an average of \$50 once they get in their general-merchandise stores. So the losses on music actually helps their business.

But it will destroy ours. Before MAP, the music industry sales suffered because pervasive loss leader ads encouraged buyers to put off their purchases to get the lower price – and then never bought the product because they could not get to the advertised stores on time. This meant lost sales for everyone.

The destruction of independent retailers will profoundly discourage talent from trying the break into the music business. The limited exposure of new talent will stymie labels who sign new acts and shrink the number of releases available to buy. In the end, besides destroying my business and thousands like mine, your campaign against MAP will infringe on free speech by preventing new artists from building their reputations and sales through independent retailers like me. They will never have a chance to sell in the mass merchants and appliance chains because they will not get into an industry that builds its artists through us to mass appeal.

MAP was a policy instituted to save the music industry. Few within the industry objected to it and the revival of the industry in the past five years attests to its success. Without MAP, the deep catalog of artists from the past will lose out along with the artists of the future. The only winners will be the massive-selling albums that will crowd out all the rest and the losers will be those interested in preserving a healthy and growing market for the whole range of music that has been available on disc through the twentieth century. It looks like you are willing to sacrifice it at the outset of the twenty-first century.

DS TouchTone  
WPHI Philly 103.9  
*[Handwritten signature]*

DS TouchTone  
645 Montauk Hwy  
Philadelphia PA

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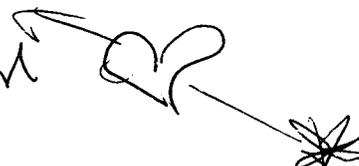
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Joy Lonon  
1505 Tabor Ave.  
Philadelphia PA

Joy Lonon 

Diamond Records

Aaron Shakin  
26 Scott St. Hamden  
Connecticut

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*Handwritten notes:*  
I am not a retailer  
I am a distributor  
I am not a retailer  
I am a distributor  
I am not a retailer  
I am a distributor

*Handwritten signature:*  
James H. ...  
...  
Edward ...

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Keith Scott  
1728 Mifflin St.  
Doyle Penna



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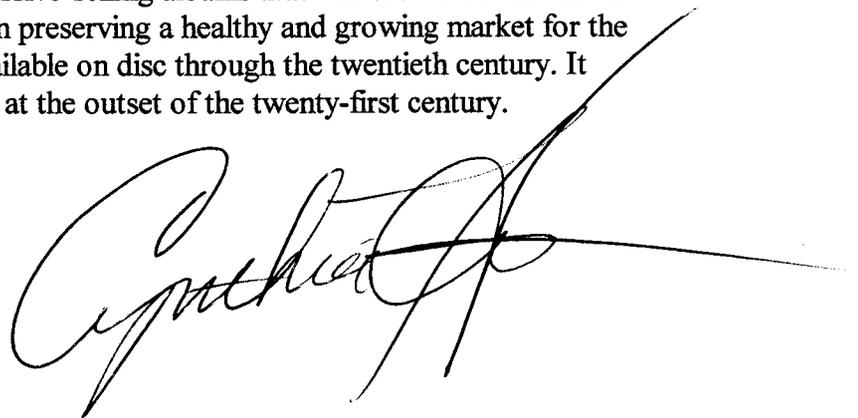
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601 Market St.  
Philadelphia Pa.

A large, stylized handwritten signature in black ink, appearing to read "C. Michael" or similar, written over a horizontal line.

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Wardell Mahone  
1090 Spring Garden St  
Chillicothe, Pa 191

Wardell Mahone  


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Sound of Norristown  
Marty Gibbs  
M. Gibbs  
215760 Market St.  
Norristown, PA

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Dee King

562 Carpenter St  
Ft. Wayne Indiana

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Tom Williams  
5218 Hazelhurst  
Phila Penna

Tom Williams  
Wetdown Music Exchange

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300 E. Caldwell St.  
Riverside, Ca.

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 Tea Wansley  
938 Pine St.  
- Phila Pa.

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S. Dwyal  
7189 Century Ave  
Phila. PA



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R King  
Kings Music Video  
14 Parker St  
Gardner, ma

R King  
Kings Music & Video

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M. Gibbs  
8576 Kelsey Rd.  
St. Louis, IL  


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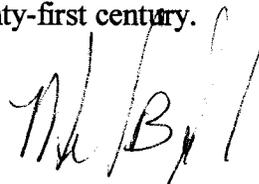
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12541 Anna Ave  
PT Richmond, PA



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Mark Longley, Indie Ad-Ext.

Mark Longley  
120 S Main St

ROCK House, Rosma

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*Handwritten:*  
200 PINE ST.  
CAMDEN, NJ

*Handwritten signature:*

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*Suavie Norris*  
\**Sound of Chester*

*Suavie Norris*  
2346 W. Thompson St.  
Phila. Pa.

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J. Wilks  
5611 N. 9th St  
Dartmouth Pa. 1



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217 S. Palmetto Ave  
Denmark, SC

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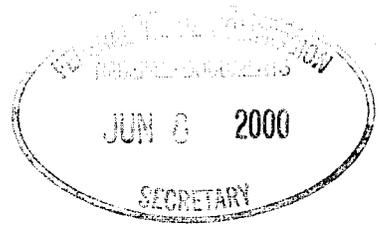
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DJ 2 Cool C

Sound of Newtown (F.I.R.M.)

DJ 2 Cool C

131 Progress RD  
Philadelphia PA



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A handwritten signature in cursive script that reads "Christopher Shannon". The signature is written in black ink and extends across the width of the page.