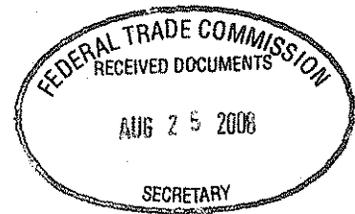


MOSES JEWELERS

Butler's Diamond Family Since 1949

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Federal Trade Commission
Office of the Secretary
Room 135-H (Annex E)
600 Pennsylvania Avenue N.W.
Washington D.C., 20580

August 18, 2008

To Whom It May Concern:

As a small family business of sixty years, I respectfully request the term "Platinum" remain to mean 95% pure. Alloy's that reduce the percentage to 58.5% I feel is a misrepresentation!! How watered down does something have to get until it cannot do or represent what it is intended to do?

It confuses the customer and has no positive impact on our industry!

Lawrence M. Moses
Moses Jewelers