

John and Katie Fisher
River Rock CD's
11409 Business Blvd. #11
Eagle River, AK 99577
June 2nd, 2000

Office of the Secretary
FTC
600 Pennsylvania Ave. NW
Washington D.C. 20580



Dear Federal Trade Commission,

Please do not repeal the Minimum Advertised Price Policies. If mass merchandisers are able to sell CDs below cost, it would be the death toll for the thousands of small retail business owners like ourselves.

Doing away with the M.A.P. policies would unintentionally recreate the circumstances present in the early 90's before the policies were adopted, when, due to price wars: more than 1000 retailers had to close their doors, and eleven nationwide music chains had to file for bankruptcy.

The future of the music industry will be also be sacrificed along with the inevitable close of family owned stores and music chains. Music stores (not variety stores with small music departments) are the heart and soul of the music industry in America. By doing away with M.A.P., you will unintentionally be supporting the large variety stores that only carry current Top 40 Chart titles. Music stores (be they family owned independents or national music chains) are the lifeblood of the industry, because only they carry a representative selection of the wide variety of music available from both the past and present.

Bringing down the retail price tag of CDs should not be done at the expense of the small business owner. Instead, the CD manufacturers (record labels) should be the focus of attempts to lower prices. It is they who charge the distributors and retailers unjustifiably high prices.

The elimination of M.A.P. would be a short-sited and temporary measure: not only would the loss be devastating to small business and the music industry itself, but prices would soon go back up as competition is squeezed out.

Sincerely,

John & Katie Fisher