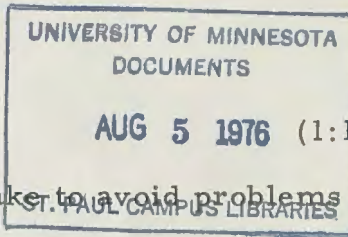


August 6, 1976

Mail-Order Problems



There are steps you can take to avoid problems with mail-orders. The Federal Trade Commission advises consumers to be careful in the first place. Study the ad. Be leery of inflated advertising claims and check with the Better Business Bureau or Chamber of Commerce in the city where the firm is located.

Be certain your order is written clearly and that you include the correct amount of money, including postage and taxes. The Direct Mail/Marketing Association reports that many orders cannot be filled because they are illegible or incomplete.

If you encounter a problem, write to the company first. If that doesn't get a response, write to the Mail Order Action Line Service of the Direct Mail/Marketing Association at Six East 43rd Street, New York 10017,

The Federal Trade Commission's staff attorney, Martha Bindeman, suggests that a letter of complaint including all pertinent details sent registered mail with a return receipt requested often carries weight.

Carbon copies can go to the Director of the Bureau of Consumer Protection, FTC, Washington, D. C. 20580, or to the Consumer Advocate, U-S Postal Service, Washington, D. C. 20260, as well as to the attorney general of the state where the firm is located and the Better Business Bureau of the company's city.

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