

GIOVANNI'S ROOM

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May 6, 2012

John Read
Chief Litigation III Section
Antitrust Division
U.S. Department of Justice
450 5th Street, NW, Suite 4000
Washington, DC 20530

Re: Stop helping Amazon destroy the book industry

Dear Sir,

By forcing publishers to allow Amazon to sell the publishers' books at any price, even giving them away free, the Dept. of Justice is enabling Amazon to destroy its competition.

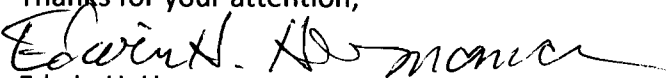
An example of what the marketplace is like now:

A woman called our store to order ten copies of a Rodale Press hardcover with a list price of \$26.95. The book is available to us for quick delivery from Ingram Book Co. at the industry standard 40% discount. When we offered her a 10% discount on the order, she said, "No, thanks, I can get it online from Amazon for \$12.95."

That's not competition; that's putting the competition out of business by selling at and below cost.

What will the marketplace of ideas be like when Amazon is the only seller and the publishers' only buyer?

Thanks for your attention,


Edwin H. Hermance, owner

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