

From: Walter Effron [mailto:wheffr[REDACTED]]
Sent: Wednesday, June 20, 2012 3:58 PM
To: Read, John [John.Read@ATR.USDOJ.gov]
Cc: d[REDACTED]
Subject: DOJ Civil Suit regarding Agency Model

Dear Mr. Read,

I am opposed to the proposed consent decree in regard to the proposed settlement of the Department of Justice's civil suit regarding the agency model.

I am proprietor of an independent bookstore started in 1946. I do not sell ebooks and have no expectation of ever doing so. But I have an interest in the DOJ's legal action in this case, because like independent bookstores, large and small, the effect of the suit is to advocate for the online retailer, Amazon.com, which is presently the greatest threat to the survival of all retail bookselling, particularly including brick and mortar stores.

The effect Amazon.com has had on the independent retail book trade has been not only to take customers, but to intercede between the trade and its source of supply. In the last 12 months, I have lost sales where customers wanted to buy from me, but I was unable to buy the books directly from a trade distributor I otherwise did business with. When one applied to Amazon.com directly the publisher made the book available, shipping from its own warehouse (not Amazon's). And in one case, I did purchase a book in question from Amazon to fulfill a customer's want; in another case, I was unable to provide a bulk order for a title required for class adoption because Amazon.com was providing new copies of the needed title at 60 percent of my cost.

If the DOJ continues to pursue this action, the result is likely to be further domination of the retail book trade throughout the United States by one party with all the negative ramifications attendant upon that.

Thank you.

Sincerely,
Walter Effron, proprietor
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