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*Central
Filed*

THE WHITE HOUSE
WASHINGTON

March 27, 1975

MR. PRESIDENT:

Secretary Simon requested that the
attached be forwarded for your
information.

mc7

JHJ

Jerry H. Jones
Staff Secretary

3/26/75

Department
of the Treasury

to, Mr. Jerry Jones

Special Assistant to the
President

Office
of the Secretary

Secretary Simon asked that the attached
copy be sent to the President

Oscar M. Mackour
Director,
Executive Secretariat
room 3407 ext. 2471



THE SECRETARY OF THE TREASURY
WASHINGTON

MAR 26 1975

Dear Roman:

I am writing to enlist your support for S. 408, a bill introduced by Senator Brooke to repeal Federal fair trade enabling legislation (the McGuire Act and the Miller-Tydings Act).

As you know, the President is vitally concerned that government activities not add to our economic burdens by unnecessarily increasing consumer costs or restricting competition and productivity. On numerous occasions he has indicated his commitment to the identification and elimination or modification of those laws, rules and regulations which interfere unnecessarily with the normal workings of our system of business enterprise.

Fair trade laws are a good illustration of such unwarranted interference. These laws, established by the States, permit manufacturers to dictate retail prices for their merchandise. This has the effect of eliminating price competition and thus raising consumer costs on numerous commodities such as drugs, cosmetics, books, clothing and shoes. Estimates show that elimination of fair trade laws could save consumers from \$1.5 to \$3 billion annually.

On January 29 the President strongly endorsed the repeal of fair trade laws as a part of his overall program to eliminate restrictive Government practices and outmoded regulation.

Your support for this important initiative will be greatly appreciated.

With best regards,

Sincerely yours,



William E. Simon

Honorable Roman Hruska
United States Senate
Washington, D. C. 20510