

105TH CONGRESS
2^D SESSION

H. CON. RES. 318

Expressing the sense of the Congress that the Federal Trade Commission should exercise its broad authority under the Federal Trade Commission Act to investigate businesses that are engaging in the deceptive advertising practice of misrepresenting their geographic locations in telephone listings, Internet advertisements, and other advertising media.

IN THE HOUSE OF REPRESENTATIVES

AUGUST 5, 1998

Mr. CALVERT submitted the following concurrent resolution; which was referred to the Committee on Commerce

CONCURRENT RESOLUTION

Expressing the sense of the Congress that the Federal Trade Commission should exercise its broad authority under the Federal Trade Commission Act to investigate businesses that are engaging in the deceptive advertising practice of misrepresenting their geographic locations in telephone listings, Internet advertisements, and other advertising media.

Whereas geographic distinctions regarding businesses are becoming less apparent because technological advances are creating a more universal economy;

Whereas the proliferation and growth of the family-owned, local, small business is an economically desirable activity;

Whereas the people of the United States, through their Government, have an interest in encouraging technological innovation, but have a competing and equally compelling interest in protecting consumers and competitors from unfair and deceptive trade practices;

Whereas consumers sometimes make conscious decisions to patronize local and neighborhood small businesses and take actions intended to carry out these decisions;

Whereas technological innovations in marketing products can inadvertently cause or intentionally be used to create confusion for consumers making purchasing decisions; and

Whereas consumers have the right to the information they need to make informed purchasing decisions: Now, therefore, be it

1 *Resolved by the House of Representatives (the Senate*
 2 *concurring)*, That it is the sense of the Congress that the
 3 Federal Trade Commission should exercise its broad au-
 4 thority under the Federal Trade Commission Act to inves-
 5 tigate businesses that are engaging in the deceptive adver-
 6 tising practice of misrepresenting their geographic loca-
 7 tions in telephone listings, Internet advertisements, and
 8 other advertising media.

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