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Cheever's Auto Service And Towing  
Jim Cheever  
Yellville, AR 72687-9082

May 15, 2003

Chief  
Regulations and Procedures Division  
Alcohol and Tobacco Tax and Trade Bureau  
Washington, D.C. 20091-0221

RE: TTB Notice No. 4

Dear Alcohol Tobacco Tax and Trade Bureau:

As the owner of my own business, I am writing to strongly object to the TTB's proposed new regulations for flavored malt beverages. Retailers and consumers have been taxed to the point of bankruptcy. Exactly how do our government officials every except to see any type of economic recovery if they promote regulations that reduce American's spending ability? The proposed rules changes concerning flavored malt beverages would only hinder our economic recovery.

Any good businessperson realizes that this current proposal is not only unwarranted but also unreasonable. New regulations for the flavored malt beverage industry could force this product line to be removed from the market. It will definitely prevent many consumers from being able to afford to purchase it and that in turn will reduce retailers' revenues. Instead of attacking the consumers and retailer, I believe it is essential that the TTB work out a reasonable compromise that would not destroy the flavored malt beverage industry.

Thank you for your time and attention to this matter. I look forward to your support in seeing these new regulations rejected.

Sincerely Yours,

Jim Cheever