

Bob Gordon
Lansdale, PA
United States

Elizabeth M. Murphy
Secretary
U.S. Securities and Exchange Commission
100 F St. NE
Washington, DC 20549-1090

Re: Pay Ratio Disclosure, File No. S7-07-13

Dear Ms. Murphy,

I am an investor.

I don't think your standard-issue no-longer-up-from-the-ranks hand-shaking CEO could thank the SEC enough for this measure. It gives the CEO freedom from compartmentalizing himself, which can come across as disingenuous, or, as the more CEO-unfriendly might charge, "2-faced." After all, the CEO who flaunts his wealth and all the wonderful trappings of is 4-digit per hour compensation for the magic he weaves and the hard work he puts in on golf courses globally - in short, among his coterie of other CEO's should be able to proudly point to his salary - the rewards of his labor which reason, righteousness, & the prevalent [some might assert "self-serving] thinking of the forgers of our economic system dictate as proper and just - yet diminish and downplay those riches to the people off whose backs he harvests his riches - the people who actually produce tangible products while he's influencing and buying legislators to accept legislation he drafts to gush even more money upward. Transparency and complete disclosure - I'm as sure that the CEO's will embrace & fight for that value as I am that the value "transparency" appears in their company's revered Mission/ Vision/ Values statement.

Sincerely,

Bob Gordon