July 01 - B&W
2 B&W
2 A.M.
2 R.J.R.
2 L&M
Earle
Dave Hardy

Earle:

1) Use of $ in campaigns 1968.
2) Determine posture re negotiations
FTC
HEW
Congress
3) Earle 71 - Pres. Institute

(A) Adv volume & youth - principal stumbling block

(2) Preemption of states & F.T.C. re Warnings in adv expires 6/30/69. Label remains unless strengthened. Lose preemption unless we give them good reason to extend it. (A) = trading material.

Get off air? Earle says Cong couldn't make us now.

Reduce over period of yrs? leading to elimination

25% now v 30% 3 yrs - if better we need network help (radio + TV)

Reduce + youth - get echo
What is reasonable = what it will buy.

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