

cc: E. J. Garrity
G. A. Quinn

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE

October 23, 1978

Remington

RECEIVED

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E. S. McCawley, JR.

TO: E. S. McCawley

FROM: R. A. Baldwin

SUBJECT: MODEL 600/660 RECALL AD

Based on our conversation this afternoon, I have asked our agency to supply us with information on government recall advertising regulations and how they have applied to other consumer product clients they have represented.

Compton Advertising, now parent company of Rumrill-Hoyt, will be contacted this afternoon. They have had experience in the past with recall advertising programs.

The following questions come to mind. Hopefully, Compton can help with the answers:

1. Size of call-back ad? Full page, 1/2 page, 1/4 page, etc. Are there any regulations on size? *1/4*
2. Should the ad be black & white, two color, 4 color Any regulations here? *2-2*
3. Circulation? To what extent are we obligated to spread the word. This year our gun and ammo ads appeared in approximately 62 different publications. Once we determine what books to go in we must know how many times we should run the ad. *6-2-2*
4. Are there regulations on how soon the recall ad must begin appearing? The majority of the publications we advertise in require a minimum of two months lead time. We could be talking about January or February for initial insertions. *6-2-2*

RABaldwin
RAB/ecc