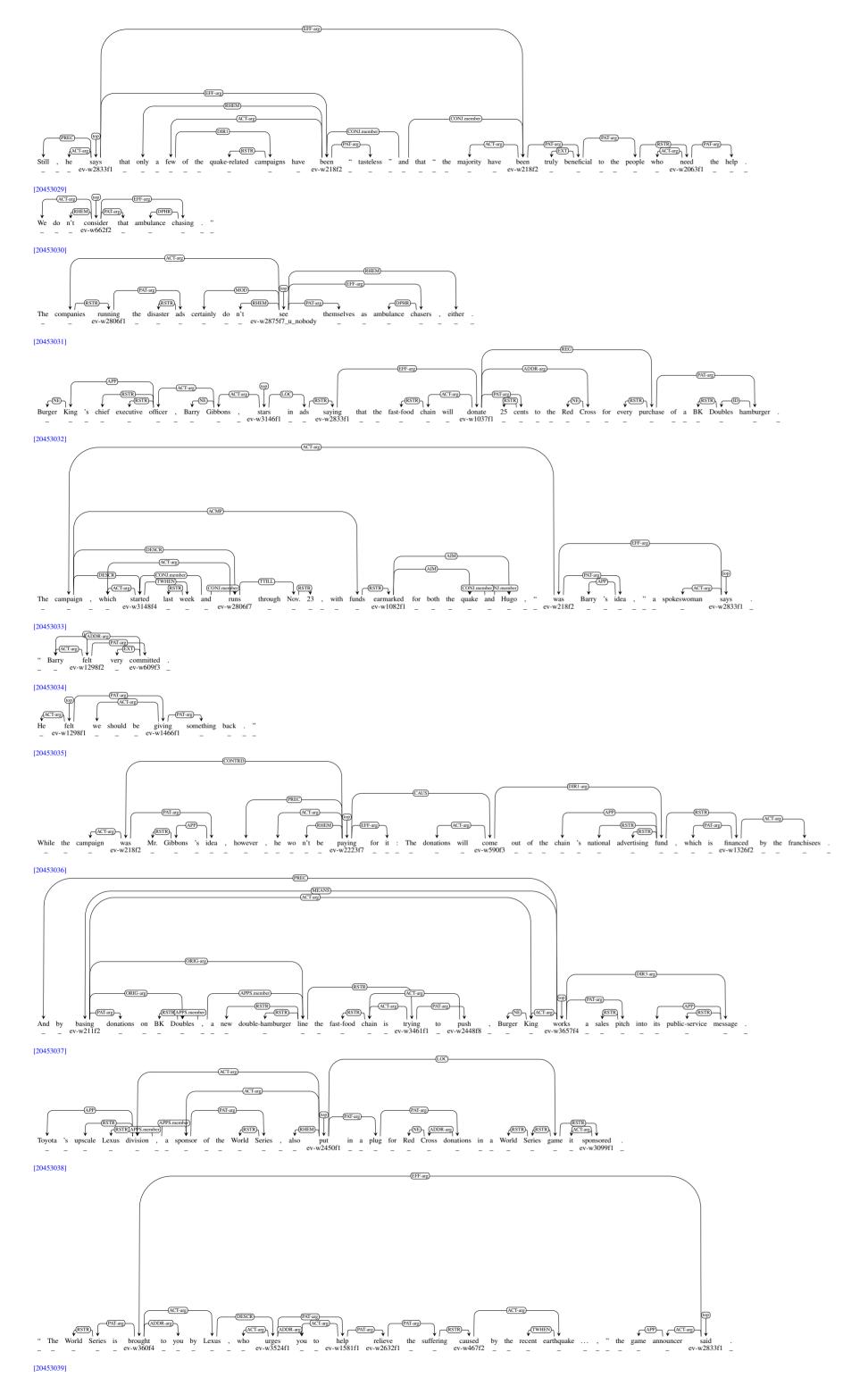
## **Document 0453** The commercial was absolutely silent . ACT-arg RSTR PAT-arg Reagan – followed by the silent telling viewers where to call ev-w1378f2 – – ev-w20f10\_u\_nobody Within two hours , viewers pledged over \$ 400,000 , according to a Red Cross executive . San Francisco quake and Hurricane Hugo . TWHEN COXI.member COXI.member (COXI.member) (COXI.member) (ACT-arg) (ACT-arg REAS.member That has n't deterred plenty of companies . CONJ.member Grand Metropolitan PLC 's Burger King and New York Life Insurance have tied ads to Red Cross donations [20453015] LOC-"What did we get out of it? (EXT) (EXT)

1







L