

TEAGUE Doc.

"1973"

(Confirmed the
Company was not
marketing to Youth)

Draft - labeled

No letter head, no DL

"Some Thoughts" - Hypothesis not research

From an administrator at R&D, not marketing, not decision maker
'Chemist'

MAY provide Agenda for further discussion... No Follow Up

Calls for New BRAND... No Follow Up

Teague's Testimony

- No Marketing Responsibilities
- Never distributed or used for planning
- Not used for New BRAND
- He was "playing marketer"... As is done today
junior marketing men

Looked at ALL:

- Mkt. Research
- PLANS
- Adv.
- Policy... unfairly constrained... Presently

