

~~Sms. arrow~~
~~Wanted School~~
~~out for summer~~

April 22, 1968

B-01 TRENDS -- TEEN-AGE

Mr. T. P. Haller

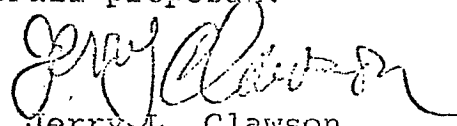
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Re: TEEN-AGE SMOKING ATTITUDES STUDY

TPH
2/19/69

Attached is a write-up of my understanding of and suggestions on the projective portion of the Teen-Age Smoking Attitudes study -- including questionnaires.

I have tried to go into some detail in order to describe what I have in mind. However, I'm not really sure what level of detail might be considered adequate or desirable, so I'll be interested to get your reactions on that matter, as well as on the overall proposal.



Jerry T. Clawson
Marketing Research Department

JLC:vhl

Attachments

RAB Lth
Do you think it's time to bring this up again & see if anyone will give us the go ahead?



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