

TO: Ellen Merlo

DATE: March 12, 1985

FROM: Cathy L. Leiber

SUBJECT: 1986 Book Of Days

approved

In reading recent Section Operations Reports, I have noted numerous negative comments about the December sell-in of the Book of Days. Unanimously, Section Sales Managers recommend that we advance placement of the Book of Days to mid-November.

We spoke with Ralph Atlas who thinks it is a good idea. Since November is a free month (i.e. no A-1 promotion), he said it would be possible to have the field begin their sell-in two weeks earlier.

If you concur, we need to change the PPP and advise the Agency that all materials will have to be made available earlier.

CLL/ap

cc: R. Atlas
M. Hulit

Cathy