

FRITO-LAY, INC.

400 FRITO-LAY TOWER

JOHN R. McCARTY  
VICE PRESIDENT  
PUBLIC RELATIONS

November 3, 1970

Dr. Hector P. Garcia, Founder  
American GI Forum of the U.S.  
1315 Bright Street  
Corpus Christi, Texas 78405

Dear Dr. Garcia:

Following up my telephone conversation with you while you were in Dallas, I will try to bring you up to date on the company's actions as it concerns the Frito Bandito advertising campaign.

As indicated, the Frito Bandito TV advertising was removed from the states of California, Oregon and Washington last July and a new alternate TV campaign was launched in this same area for test purposes. This campaign is entitled "The Munch-a-Bunch" and features three western-type cartoon characters not identifiable with any ethnic group. Since the initial launching of this campaign, it has been necessary to make some creative changes and the company does not yet have sufficient evidence that its effectiveness and consumer acceptability are satisfactory enough to replace the Frito Bandito commercials.

As further indicated to you, our market research department is now having an extensive survey made among consumers on the West Coast, where the new program has been televised, to determine the full merits of the Munch-a-Bunch campaign.

As we pointed out in the past, the company has a very sizeable investment in the Frito Bandito campaign and from an economic standpoint it cannot be expected to abandon a successful sales effort without having a suitable replacement. We have additionally gone to substantial expense to develop the new test campaign to determine if it will be a satisfactory substitute. Any national advertising campaign takes considerable study, time and investment to achieve success in today's competitive market.

We wish for your purposes that we could give you a specific date when all the Bandito commercials would be replaced. At this

Dr. Hector P. Garcia

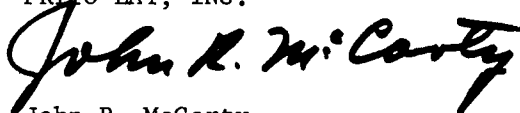
- 2 -

November 3, 1970

time it is not possible because of the necessity to more fully evaluate the new campaign. Further modifications could be required, although we cannot make that decision at this point. Hopefully, by the first of the year we can be more certain of our future advertising plans, and we would be most pleased to advise you of them just as soon as that information is available.

Sincerely,

FRITO-LAY, INC.

A handwritten signature in black ink that reads "John R. McCarty". The signature is written in a cursive style with a large, sweeping "J" and "M".

John R. McCarty

JRM/mb

Copy: Mr. Brownie Trevino