

Right
These submitted
in box.



AIDS

N -

10 DOWNING STREET

Nigel.

DHSS plan a continuation of
the campaign. The draft that
attached seems to follow the
earlier pattern quite closely &
looks unobjectionable.

I suspect, however, that you
are reluctant after first campaign
experience to feel that it was
largely a flop. I hope the layout
after revision can be clearer &
snappier.

MVA 2576