



AEROSPACE INDUSTRIES ASSOCIATION OF AMERICA, INC.

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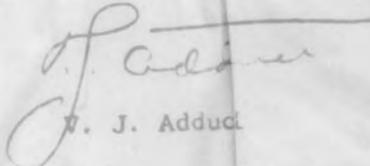
AMC No. 64-46  
30 October 1964

MEMORANDUM

To: Aerospace Manufacturers Council  
Subject: Standards of Conduct

We were advised today that the Office of the General Counsel of the Department of Defense, with respect to an inquiry concerning "specialty advertising" relating to DOD Directive 5500.7, as amended, gave the following opinion:

"This office does not consider items of 'specialty advertising' of nominal intrinsic value to be 'gratuities' within the meaning of revised Department of Defense Directive 5500.7. This assumes that the distribution of these items is for advertising purposes, and that they are addressed to a broad general segment of the public, which incidentally includes Department of Defense personnel."

  
W. J. Adduci

Info. Copies to:  
AMC Division and Plant Managers  
Public Relations Advisory Committee  
Aerospace Technical Council  
All Industry Planning Committees  
Traffic Committees  
Vertical Lift Aircraft Council  
Export Committees  
Washington Representatives