

The American Tobacco Company
A DIVISION OF AMERICAN BRANDS, INC.
245 PARK AVENUE, NEW YORK, NEW YORK 10167

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245 PARK AVENUE, NEW YORK, NEW YORK 10017

NYC 89-000001

DO NOT MAKE ANY COMMITMENT OR AUTHORIZE ANY EXPENDITURE OF ANY KIND FOR ACCOUNT OF THIS COMPANY UNTIL EXECUTIVE APPROVAL HAS BEEN OBTAINED HEREON.

AGENCY Corporate Media Department NO. DATE 3/17/82
BRAND MEDIUM DESCRIPTION
LUCKY STRIKE Low Tar
Filters Box - 100% Outdoor 30 Sheet Posters
(White Background)

REMARKS.

For posting in Cincinnati, Covington and
Tampa/St. Petersburg.

Posters are captioned for identification, "LUCKY STRIKES AGAIN" (printed in red) with the word "New" printed in a snipe effect in the upper left corner. These posters have a white background and will be further identified as such in order to differentiate from a second design which will have a solid red background with white lettering.

Posters are printed six colors (four color process and two impressions of red) on white 70# outdoor poster paper.

APPROVALS	
Agency	_____
Product	_____
Media	_____
Sales	_____
Marketing	_____
Executive	_____
Accounting	_____
Budget Allocation	<u>L-3a</u>
Authorization No.	M-49