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The American Tobacco Company
A DIVISION OF AMERICAN BRANDS, INC.
245 Park Avenue
New York, N.Y. 10017

April 24, 1978

Memorandum to:

Mr. D. Jackman
F. W. Free

Dear Dave:

1978 Budgets

Attached are separate schedules showing advertising budget allocations for the following brands handled through your agency:

CARLTON Filter and Menthol (83mm)
Cup and Box

CARLTON 100s - Filter and Menthol

The attachments cancel and supersede the similar schedules previously furnished.

Cordially,

J.R.
J. R. Costello
Marketing Controller

Attachments

cc: Mr. J. A. Walsh
Mr. H. W. Bahrenburg ✓