

WILLIAM ESTY COMPANY

INCORPORATED

ADVERTISING

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May 30, 1978

Mr. S. C. Wooten, Jr.
Marketing Department
R. J. Reynolds Tobacco Company
Winston-Salem, North Carolina

Dear Sid:

This letter forwards to you the April update to the Competitive Advertising Book and the April and May tearsheets of new competitive ads.

The Competitive Spending Summary shows the following:

American Brands

- . Carlton has received 44% of total spending for the year-to-date.
- . Pall Mall Extra Lights is now being advertised separately, receiving 55% of Pall Mall's budget in April.
- . Tareyton continues to support only their Lights, although there was no spending against Menthol Lights in April.

Brown & Williamson

- . Fact received no advertising support in April.
- . Kool Super Lights has received 53% of Kool's total budget of \$4,188M to date; however, in April Kool Super Lights received 86% of the Kool budget with Kool Super Lights Longs receiving 66% of that.
- . Viceroy received no spending in April.

Liggett & Myers

- . Decade continued to receive 55% of the magazine spending with L&M Lights receiving 45%.
- . 80% of Decade's spending is dual flavor (regular & menthol), while 11% was devoted to menthol only.

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