

NYO 42W (4-69)
MEMORANDUM

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The American Tobacco Company
A DIVISION OF AMERICAN BRANDS, INC.

DATE	August 18, 1971
TO	Mr. J. F. Pool Assistant Controller
FROM	J. R. Costello Marketing Controller
REF	1971 Budgets

Attached are copies of Estimated Advertising Expenditures for the following brands which were approved by Mr. R. K. Heimann on August 13:

PALL MALL Filter Tipped 100s (Cup)
PALL MALL (King Size)
TAREYTON
SILVA THINS Filter and Menthol
Through F. W. Free
LUCKY STRIKE

Estimated expenditures by months for these budgets are as follows:

<u>Month</u>	<u>PALL MALL</u> <u>100s (Cup)</u> <u>(\$000)</u>	<u>PALL MALL</u> <u>(King Size)</u> <u>(\$000)</u>	<u>TAREYTON</u> <u>(\$000)</u>	<u>SILVA</u> <u>THINS</u> <u>(\$000)</u>	<u>LUCKY</u> <u>STRIKE</u> <u>(\$000)</u>
1st 6 Months	\$3,310	\$617	\$3,700	\$4,309	\$347
July	795	58	824	341	14
August	750	-	832	293	22
September	498	1	544	456	16
October	480	2	694	316	1
November	863	-	495	144	-
December	<u>172</u>	<u>-</u>	<u>752</u>	<u>145</u>	<u>1</u>
Total	\$6,368	\$678	\$7,841	\$6,004	\$401

Attachments