



The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York 3, N.Y.

December 7, 1954

HERBERT TAREYTON

Filter Tip

ADVERTISING PLANS

TO SELECTED MEMBERS OF THE SALES ORGANIZATION:

Within the next few weeks we will launch an advertising campaign in the interest of HERBERT TAREYTON Filter Tip Cigarettes in South Carolina, Alabama, Mississippi, Louisiana, Georgia and the balance of Arkansas, Tennessee and Missouri.

So that you may be familiar with our plans, we advise you as follows:

NETWORK RADIO AND TELEVISION PROGRAMS

Arrangements are now being made to incorporate Filter Tip TAREYTON commercials in the "JACK BENNY" radio program and the "PRIVATE SECRETARY," "JACK BENNY" and "THE AMERICAN TOBACCO THEATRE" television programs.

The Filter Tip TAREYTON commercials will be broadcast and/or telecast by all stations which carry the above-mentioned programs in these areas.

LOCAL RADIO NEWS PROGRAMS

Arrangements are also being made to include Filter Tip TAREYTON commercials, as soon as possible, on the LUCKY STRIKE News Programs which are broadcast over the following radio stations:

WAPI—Birmingham, Alabama
WSB—Atlanta, Georgia
WREC—Memphis, Tennessee
WWL—New Orleans, Louisiana