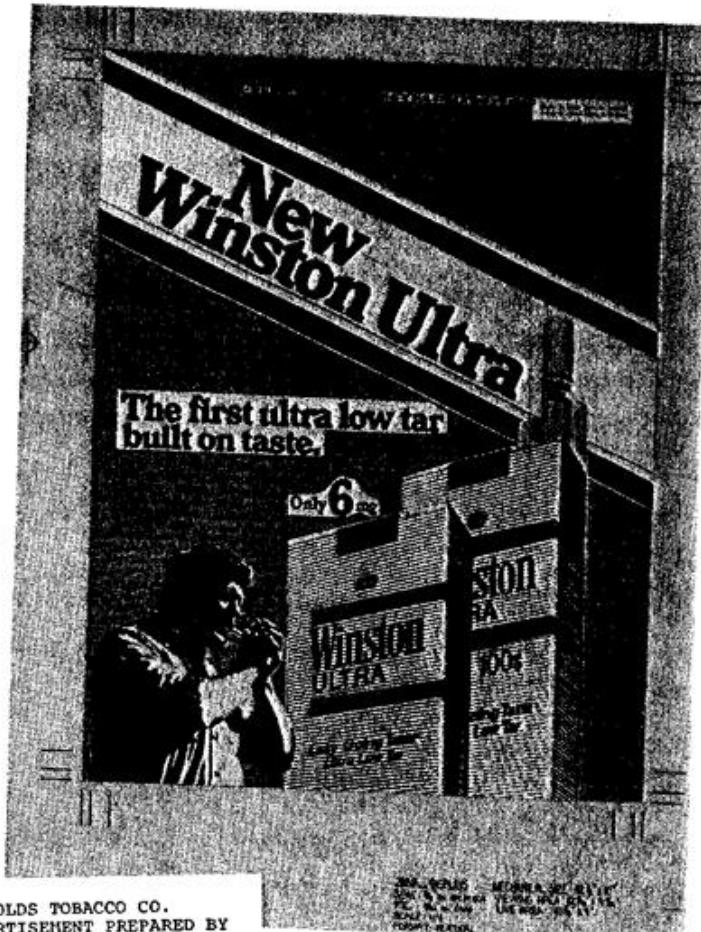


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R.J. REYNOLDS TOBACCO CO.
THIS ADVERTISEMENT PREPARED BY
WILLIAM ESTY CO.
JOB NO. RT-WL-H011LL
AD/ESTIMATE NO. H45-0011L
COPY NAME: LIGHT UP
USE: IMME MALL
MECHANICAL SIZE: 25" x 20"
WARNING: 27 pt.
T & N: 36 pt.

200-REPLIES MEDICAL 301-331
200-300 REPLIES YOUNG ADULT 301-331
200-300 YOUNG ADULT 301-331
200-300 YOUNG ADULT 301-331

W.O. 387

30121 30122