

CABLE ADDRESS "REYNOLDS, WINSTON-SALEM"	<i>WIN</i>	CODES USED A B C 5" EDITION WESTERN UNION BENTLEY'S
R.J.Reynolds Tobacco Company		
DIRECTORS W.N. REYNOLDS, CHAIRMAN BOWMAN GRAY, PRESIDENT JAS. A. GRAY, VICE PRESIDENT T.H. KIRK, VICE PRESIDENT S. CLAY WILLIAMS, VICE PRESIDENT M.E. MOTSINGER, SECRETARY	WINSTON-SALEM, N. C. September 9, 1927. DISTRIBUTED TO SCHOOL, PREP SCHOOLS "SIXTH" "B. G. I. J. A. G." "THIRD" "B. G. I. J. A. G."	DIRECTORS R. E. LASATER, GEN. MGR. DEPT. OF MANFG. J. B. DYER, SUPT. OF LEAF DEPT. J. L. GRAHAM, TRAFFIC MANAGER C. W. HARRIS, MGR. SALES DEPT. J. W. GLENN, MGR. TURKISH LEAF DEPT. R. C. HABERKERN, PURCHASING AGENT
School days are here. And that means BIG TOBACCO BUSINESS for somebody. Let's get it. - and start after it RIGHT NOW. Attached is a list, in duplicate, of the most important Prep Schools, Colleges and Universities in your division. This list gives name of the school, town at or near which located and number of men and women students. At any school marked "X" we will probably use one or more of the student magazines or newspapers; however, you will be given a list of such papers a little later on and should make no promises to any of them about any advertising.		

Jan. 1950

CELEBRITY STATEMENT AND RELEASE

NAME Frank Sinatra OCCUPATION Radio and Motion Picture Star
ADDRESS 320 Carolwood Drive
Los Angeles 24, California NO. OF YEARS A LUCKY STRIKE SMOKER _____

You know, Luckies are really a mild-tasting cigarette.

I make my living with my throat....and doing five radio shows a week makes my throat mighty sensitive. Appearing before the public that often also keeps me highly keyed up.

So, I have two good reasons for smoking Lucky Strikes.

They relax me and at the same time Lucky Strikes are kind to my throat. It's that simple. And Lucky Strikes are that wonderful. Here's another thing. The way I look at it, smoothness is a must in singing and in a cigarette, too. And Luckies' fine tobacco is really smooth tasting.

That's what makes Luckies so good.

NEW YORK WORLD-TELEGRAM AND SUN
New York, New York
November 30, 1955

Smoking Doctor Honored by AMA

By the United Press.

BOSTON, Nov. 30.—A pipe-smoking physician from Mt. Carmel, Pa., who thinks wonder drugs are more dangerous than tobacco was named family doctor of the year yesterday by his colleagues of the American Medical Assn.

Dr. E. Roger Samuel, 66, was chosen for the 1956 award by the AMA's House of Delegates and received it from Dr. Gunnar Gunderson of La Crosse, Wis., chairman of the association's trustees.

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Editor & Publisher The Four

"INSTEAD OF A SWEET" DELETED FROM LUCKY STRIKE RADIO PROGRAM

But Food Manufacturers Will Not Compromise Until All Reference to Dieting Is Eliminated from Advertising—Junius Parker Resigns as Chairman of American Tobacco

CONTROVERSY between the food manufacturers and the American Tobacco Company, manufacturers of Lucky Strike cigarettes, took a new turn last week when the latter company, broadcasting over the National Broadcasting Company network, eliminated from its sales talk the "instead of a sweet" phrase in the "Reach for a Lucky instead of a sweet" slogan.

But the food manufacturers are still unsatisfied. Ames & Norr, the agency handling the drive of the National Food Products Protective Committee, announced this week that they have the

American Cigar Company, was not due to controversy over the Lucky Strike advertising program, an official of the American company said.

Mr. Parker's statement on his resignation follows:

"My retirement from official connection with the American Tobacco Company and its controlled companies, including American Cigar Company, seems to me of no special significance. It has been induced simply and only by my belief that the duties and responsibilities that ought to be discharged and assumed by one holding an executive or other offi-

CONFERENCE TOPIC

The Gratification of Cigarette Smoking

PURPOSES

Scientific: To stimulate scientists to a renewed study of the positive, rewarding aspects of cigarette smoking.

Industry: To provide the scientific facts for a pro-cigarette public relations campaign.

PARTICIPANTS

Twenty prominent scientists from the life, behavioral and social sciences (see roster of invitees).

PLANS

Eminent spokesmen of the represented disciplines will present papers for discussion. Conference proceedings to be published as a contribution to science.

Question 7.

Please detail the method employed in securing statements of approval and/or endorsements of 20,679 physicians:

ANSWER.

Guided by an eminent physician, the Company prepared two questions, sending them to physicians throughout the United States. In these questions and in the letter which accompanied them (see Exhibit "G-1") the Company pointed out that the Toasting Process was applied to tobaccos previously aged and cured, that it was a process lasting some 45 minutes, and that it was an *extra* process. The first of these questions was the following:

"In your judgment, is the heat treatment or 'Toasting Process' applied to tobaccos previously aged and cured, likely to free the cigarette from irritation to the throat?"

18,781 physicians answered "Yes" to this first question.

The second question was the following:

"Do you think, from your experience with Lucky Strike cigarettes, that they are less irritating to sensitive or tender throats than other cigarettes, whatever the reason?"

20,679 physicians answered "Yes" to this second question.

WASHINGTON POST AND TIMES HERALD
Washington, D.C.
July 19, 1957

Lung Cancer Is Aired In Smoke-Filled Room

By Harry Gabbett
Staff Reporter

Two scientists split right down the middle of a smoke-filled Congressional hearing room yesterday on the red-hot question of cigarette smoking's relationship to lung cancer.

(2) Lucky Strike Guest Stars. You contend that the sums paid to certain guest stars on the "Lucky Strike Hit Parade" radio program, aggregating \$18,650.00, was not taxable because these individuals were performing services of a very unusual nature and they were not in fact employees. In a brief submitted with your letter you set forth your position in respect to these guest stars, two of whom received \$5,000.00 each (Claudette Colbert and Gary Cooper), two of whom received \$3,000.00 each (Henry Fonda and Edward G. Robinson), Bob Hope who received \$2,500.00, and Bernice Saunders and Emery Darcy who received \$50.00 and \$100.00, respectively.

The guest stars, well known screen figures who had endorsed Lucky Strike Cigarette testimonials which were being reproduced in current advertising of the sponsor, each appeared during the course of a regular radio program sponsored by the American Tobacco Company. The guest stars did not form part of the general entertainment offered on the program, but rather cut into the program as an interruption. Some of the guest stars sang a song, others were interviewed, and others merely interjected a characteristic remark. In each case the stress was placed upon the personality and celebrity of the

Phillip Morris Europe, S.A.,
Brillancourt 1006,
Lausanne,
Switzerland.

18th October 1979,

For the attention of Mr. P. McNally

Dear Sirs,

Re: "SUPERMAN II" - THE MOVIE

This letter confirms the agreement that has been reached between our two companies whereby we have agreed to include in our feature film currently entitled "SUPERMAN II" (the Film) exposure of the Marlboro brand name (the Material) on the following terms and conditions:

1. The exposure of the Material referred to above shall be effected in a major scene in the Film involving "Urea" (Sarah Douglas), "General Zod" (Terence Stamp) and "Superman" (Christopher Reeve) and will be filmed in accordance with the shooting script in scenes presently numbered 333 through 341, a copy of which is attached. The size of the billboard referred to in the relevant scenes will be approximately 20 feet by 10 feet and will be illuminated.

JOHN M. LORE, M.D.
325 WEST END AVENUE
NEW YORK
—
ENCLURE 2-1027

July 18th, 1947

Mr. W. F. Greenwald
Philip Morris & Co.
119 Fifth Ave.
New York, N. Y.

My dear Mr. Greenwald:

Some months ago I did some research on the comparative irritant action of cigarette smoke, and as a result of this, I was in a good position to see for myself what the effects of the various types of cigarettes were.

Predicated on these observations, I was able to conclude that the Philip Morris cigarette was less irritating than the others.

Naturally, in the course of my work, in my specialty of Ear, Nose and Throat, I occasionally find conditions where it is necessary and desirable to remove or reduce any irritating condition or substance. And, where smoke is the irritant, I advise my patients to stop smoking if possible. But, if impracticable, then I can honestly advise them to use the less irritating cigarette, viz, the Philip Morris cigarette.

I am glad to give you this information because it is based on my own actual work and observations. You are privileged to use it in any ethical and proper way, but, under no circumstances is my name to be used in any advertising, promotion or campaign.

Yours very truly,

John M. Lore

JOHN M. LORE, M. D.

Marilyn E. Jackler Memorial Collection of Tobacco Advertisements AC1224

2/2/29				
PUBLISHED MONTHLY & QUARTERLY - 1929 - 1930				
MEDICAL PUBLICATIONS				
Publication	1928-1929 Plan		On Same Basis as 1928-1929 Plan	
	Pages	Cost	Cost	Rate Increase
Jrn'l of American Medical Association	52	\$32,812.00	\$33,516.00	\$704.00
State Journal Group	6	8,253.30	8,569.80	316.50
Illinois Medical Journal	6	450.00	450.00	-
New York State Jrn'l of Medicine	6	1,022.64	1,022.64	-
Archives of Otolaryngology	4	236.00	236.00	-
Dental Survey	6	1,260.00	1,200.00	60.00
Jrn'l of National Medical Association	6	441.00	441.00	-
Laryngoscope	6	165.79	218.34	52.55
Oral Hygiene	6	1,280.00	1,200.00	80.00
R.N. - A Jrn'l for Nurses	6	3,060.00	3,540.00	480.00
R.A.S.D. Jrn'l	12	2,625.00	3,300.00	675.00
Jrn'l Lancet	6	325.00	315.00	- 10.00
Occupational Medicine	12	720.00	720.00	-
Transactions of American Academy of Ophthalmology & Otolaryngology	6	409.50	537.00	127.50
Modern Medicine	3	1,625.00	1,710.00	85.00
Industrial Medicine	12	1,440.00	1,440.00	-
Military Surgeon	6	581.40	734.40	153.00
American Jrn'l of Public Health	6	663.00	663.00	-
The Internist	11	1,650.00	2,160.00	510.00
Jrn'l of the Omaha Midwest Clinical Society	4	280.00	280.00	-
Hebrew Medical Jrn'l	2	250.00	250.00	-
N. I. Medical Jrn'l	6	180.00	180.00	-
California Medicine	6	540.00	540.00	-
American Jrn'l of Nursing	6	2,010.00	2,520.00	510.00
Jrn'l of American Osteopathic Association	-	-	-	-
Medical Times	-	-	-	-
Jrn'l of American Medical Women's Association	-	-	-	-
Annals of Internal Medicine	-	-	-	-
Post Graduate Medicine	-	-	-	-
Southern Medical Jrn'l	-	-	-	-
Trained Nurse and Hospital Review	2	264.00	(not included)	-
		\$62,543.63	\$65,983.18	\$3,439.55

1003072784

Question 7.

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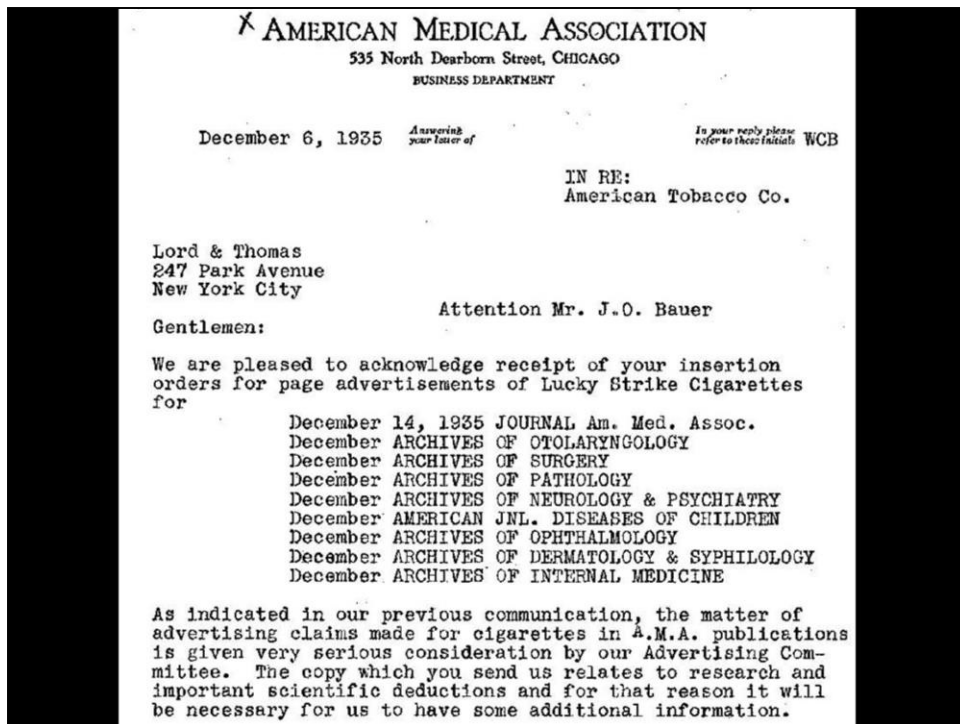
"In your judgment, is the heat treatment or 'Toasting Process' applied to tobaccos previously aged and cured, likely to free the cigarette from irritation to the throat?"

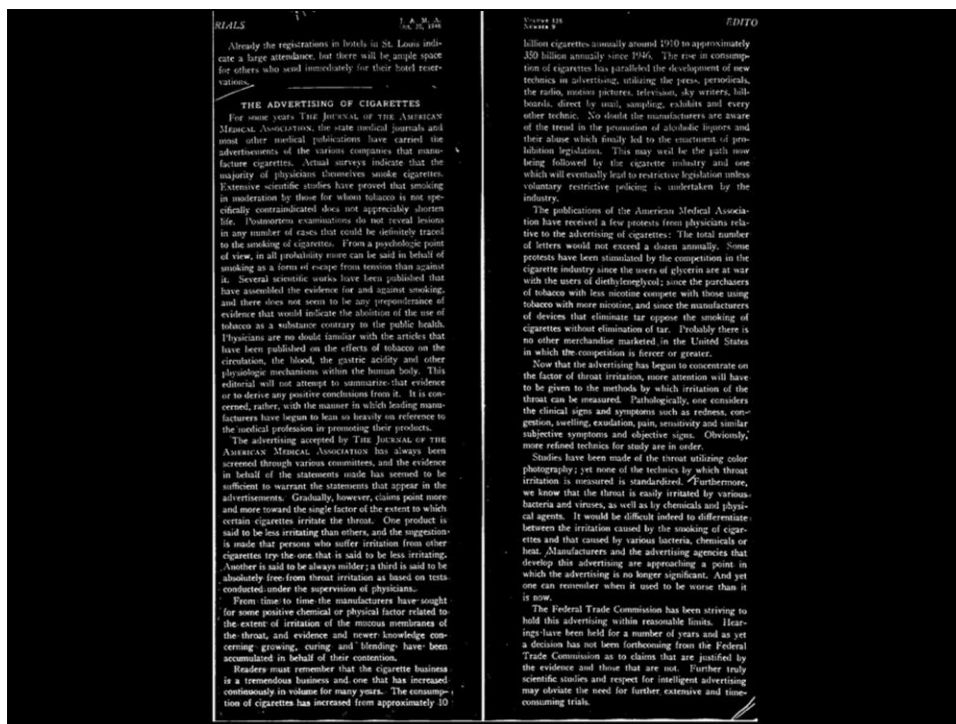
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Marilyn E. Jackler Memorial Collection of Tobacco Advertisements AC1224

12/14/53

CONFIDENTIAL

MR. HILL:

Here are some of the ideas we talked about on the phone regarding the possible discussion with the R. J. Reynolds Tobacco Company.

Obviously, there has been no opportunity to research the subject. I have attached suggested source data which should be analyzed prior to any discussion with the Company.

One point of background which might be useful in discussion with Company officials would be the question of their survey, the basis of a claim by the Company that more doctors use Camels than any other cigarette.

My understanding from outside sources is that the claim is not a valid one. At the time of undertaking the survey, interviewers attempted unsuccessfully to talk with doctors inside the Grand Central Palace during a medical meeting. When this possibility was ruled out, the interviewers stationed themselves outside the entrance and questioned doctors as they entered.

The form of the questionnaire was routine - that is, doctors were asked: How did you travel to New York - by plane, train, etc.? Did your family come with you, etc.? Buried in the questionnaire was the key question which ran something like this: Doctor, do you smoke cigarettes? If the answer was positive: Would you mind telling us what kind you smoke? Is that the kind you have with you? A large number apparently did have Camel cigarettes on their person.

Unbeknownst to the people who read the ads based on these claims, was the fact that the interviewers had placed in the doctors' hotel rooms on their arrival cartons of Camel cigarettes. The chances are that the doctors ran out of cigarettes on arrival, and conveniently put a pack of Camels into their own pockets.

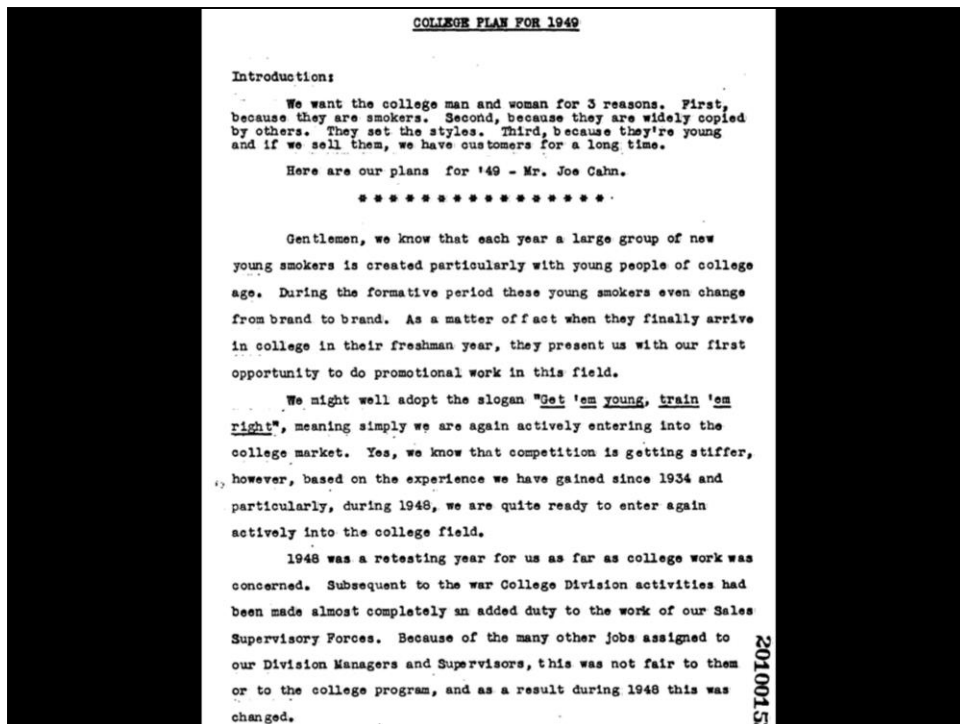
Obviously, this story has been retold many times, and in countless ways. But it certainly proves the point that it is not the most effective way to build cordial relations with a group whose support is almost required.

PROMOTION

A recent trip around the country afforded an excellent though brief opportunity of evaluating the results of our past efforts in the medical field as well as determining the receptivity of the medical profession to present and future promotional activities.

From coast to coast, and from the Gulf to Canada, I was truly surprised at the high esteem in which Philip Morris is held. Our own efforts as well as our behavior undoubtedly are important factors. This cordial attitude has been immeasurably enhanced by the activities of our competitors, which have been recognized as an attempt to cash in on our efforts. But the one thing which has done more to throw the doctors into our camp than anything else is, "More Doctors Smoke Camels ...". If Reynolds ever had the doctors smoking Camels, which I still seriously doubt, they have lost them now -- not only as smokers but their respect as well.

In view of this situation, I believe that now is the propitious time to put on pressure in the medical field. Another consideration of importance is -- a tremendous number of new men are now in practice. Since 1941, the medical graduates went directly into the armed services -- and now those men are starting the regular practice of medicine. We should do the same job with them that we did back in the old days -- scientific presentations before medical groups (which incidentally did more to build our prestige in medical circles than any other activity); together with increased and greater frequency of coverage through the medium of detailing. At the present time there are eight men engaged in promotional activities. I earnestly recommend that an increase in manpower be immediately authorized. Mr. A. W. Lawton who recently resigned has been replaced by Mr. M. Smolan. The latter is



CONFERENCE TOPIC

The Gratification of Cigarette Smoking

PURPOSES

Scientific: To stimulate scientists to a renewed study of the positive, rewarding aspects of cigarette smoking.

Industry: To provide the scientific facts for a pro-cigarette public relations campaign.

PARTICIPANTS

Twenty prominent scientists from the life, behavioral and social sciences (see roster of invitees).

PLANS

Eminent spokesmen of the represented disciplines will present papers for discussion. Conference proceedings to be published as a contribution to science.

C O P Y

BATTEN, BARTON, DURSTINE & OSBORN, Incorporated
383 Madison Avenue, New York

April 8, 1936.

Dr. Howard W. Haggard
Yale University
New Haven, Conn.

Dear Dr. Haggard:

Brown & Williamson Tobacco Corporation would like to run a series of messages addressed to the medical and dental professions on the subject of menthol. These messages would appear only in the Journal of the American Medical Association and in Oral Hygiene, the latter publication going solely to dentists.

We are enclosing these proposed advertisements in photostat and carbon form.

Why should we want to run advertising in these publications? The answer is that occasionally a smoker will consult his physician or his dentist about smoking in general, and some times about smoking mentholated cigarettes in particular. We think that the well-informed physician knows enough about menthol to answer as you would answer. We are told that less well-read doctors might themselves be frankly puzzled about what to reply to their patients, and, knowing their patients expect them to know, they often give an incorrect answer harmful to mentholated cigarettes. It is probably not too unflattering an assumption that the average dentist does not know what systemic effect menthol has in a cigarette.

2. Promotional Work in the Medical Field

A. Advertising

During 1938 scientific advertising appeared in:

Journal American Medical Assn.	weekly
Medical State Journals (40)	Monthly
Specialty Medical Journals (10)	monthly
Journal American Dental Assn.	monthly

This advertising was prepared by the Research Department in conjunction with the Sloss Company. In all of this advertising appears a coupon by which the reader can request reprints of the various Philip Morris papers which have been published. To date we have received requests in excess of 60,000 from doctors -- practically half the total doctors in the country. Approximately 10,000 dentists have requested these reprints.

B. Convention work

During 1938 we exhibited at 47 medical conventions, contacting about 25,000 doctors, and at 16 dental conventions, contacting 11,000 dentists.

Special note should be made of our participation in the convention of the American Academy of Ophthalmology and Otolaryngology, held in Washington, D.C. last October. The fact that the privilege of participating in this convention was given to us by the Academy was a signal honor. This association constitutes the outstanding group of nose and throat specialists in the country and is looked upon as the most ethical of its kind in the country. Before the close association which Philip Morris enjoys, participation by a commercial organization was unheard of in medical circles.

**'RED' BARBER HEARD
IN CIGARETTE CASE**

**Testifies to Getting \$100 for
Signing Endorsement**

A radio announcer who advertises Old Gold cigarettes and a mechanic who smoked Lucky Strikes both signed testimonials for Camels, according to testimony given yesterday before Webster Ballinger, trial examiner, at a Federal Trade Commission hearing on a complaint charging that the R. J. Reynolds Tobacco Company used misleading advertising. The hearing was held at the Commission's offices, 45 Broadway.

The announcer, Walter L. (Red) Barber, said that he was a regular smoker of Camels when he signed the endorsement, published with

his picture in 1939, and that the William Esty advertising company paid \$100 for his statement. He later changed his brand of cigarettes, he said, but the examiner, on an objection, declined to let him tell what he smokes now.

The mechanic, Allan Patterson, 672 Tenth Avenue, testified that he not only endorsed Camel cigarettes but also posed for advertising of Prince Albert tobacco. He "just couldn't stick to" Prince Albert, he told the examiner, and, although his testimonial said that both he and his wife used Camels, "Mrs. Patterson never smoked in her life."

Miss Mary E. Wegener, acting secretary of employment at Columbia University, testified that for several years she had referred students to the Esty advertising company to endorse Camel cigarettes, at the company's request. Students received about \$35 for each endorsement, she said.

The New York Times

Published: April 6, 1944

Copyright © The New York Times

Jan. 1950

CELEBRITY STATEMENT AND RELEASE

NAME Frank Sinatra OCCUPATION Radio and Motion Picture Star
ADDRESS 320 Carolwood Drive
Los Angeles 24, California NO. OF YEARS A LUCKY STRIKE SMOKER _____

You know, Luckies are really a mild-tasting cigarette.

I make my living with my throat....and doing five radio shows a week makes my throat mighty sensitive. Appearing before the public that often also keeps me highly keyed up.

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That's what makes Luckies so good.

**SAYS MOVIE STARS
SELL USE OF NAMES**

**American Medical Association
Declares Their Endorsements
of Any Product Are Offered.**

CHICAGO, Nov. 8 (AP).—For a few hundred dollars an advertiser can buy the name of a stage or movie star to foot an indorsement of any product he purveys, and the advertiser may write his own testimonial, the American Medical Association asserted today in an article in Hygeia, its health magazine.

A firm doing business in Chicago offices as Famous Names, Inc., holds the testimonial rights to names of a group of screen and stage stars, according to the article on "The Testimonial Game" appearing in the magazine, and thirteen such stars are listed as the field one advertiser was offered the right to pick from.

With the star's endorsement, according to the article, the advertiser may have a specially posed picture of the celebrity and the exclusive right to that name against all competitors. Pictures of famous movie stars "have unlimited possibilities for attracting greater attention to your advertising," the association quotes the company's literature.

The advertiser may specify the poses he desires, the company is quoted, and, "if desired, the endorsement signed by the star can be of your own dictation."

The New York Times

Published: November 9, 1926

Copyright © The New York Times

Phillip Morris Europe, S.A.,
Brillancourt 1006,
Lausanne,
Switzerland.

18th October 1979,

For the attention of Mr. P. McNally

Dear Sirs,

Re: "SUPERMAN II" - THE MOVIE

This letter confirms the agreement that has been reached between our two companies whereby we have agreed to include in our feature film currently entitled "SUPERMAN II" (the Film) exposure of the Marlboro brand name (the Material) on the following terms and conditions:

1. The exposure of the Material referred to above shall be effected in a major scene in the Film involving "Urea" (Sarah Douglas), "General Zod" (Terence Stamp) and "Superman" (Christopher Reeve) and will be filmed in accordance with the shooting script in scenes presently numbered 333 through 341, a copy of which is attached. The size of the billboard referred to in the relevant scenes will be approximately 20 feet by 10 feet and will be illuminated.

Mr. Bob Kovoloff
ASSOCIATED FILM PROMOTION
10100 Santa Monica Blvd.
Los Angeles, CA 90067

Dear Bob:

As discussed, I guarantee that I will use Brown & Williamson tobacco products in no less than five feature films.

It is my understanding that Brown & Williamson will pay a fee of \$500,000.00.

Hoping to hear from you soon;

Sincerely,

Sylvester Stallone

SS/sp



Marilyn E. Jackler Memorial Collection of Tobacco Advertisements AC1224

June 14, 1983

Mr. Sylvester Stallone
1570 Amalfi Drive
Pacific Palisades, CA 90272

Dear Mr. Stallone:

In furtherance of the agreements reached between yourself and Associated Film Promotions, Inc. representing their client Brown & Williamson Tobacco Corp. (B & W), I wish to put in summary form the various understandings and details regarding B & W's appearances and usage in your next five scheduled motion pictures. B & W is very pleased to become associated with the following schedule of films and to have you incorporate personal usage for all films other than the character of Rocky Balboa in Rocky IV, where other leads will have product usage, as well as the appearance of signage (potentially ring).

The following is the current list of the next five (5) minimum films for B & W's appearance. It is understood that if production commitments change the order or appearance of any of the group of films to be released, B & W will appear in a substituted film. The only non-appearance for B & W will be by mutual consent of both parties in which case another Sylvester Stallone movie will be arranged for substitution.

The initial schedule of films is:

- | | |
|------------------------------|---------------------|
| A). <u>Rhinestone Cowboy</u> | D). <u>50/50</u> |
| B). <u>Godfather III</u> | E). <u>Rocky IV</u> |
| C). <u>Rambo</u> | |

In consideration for these extensive film appearances of B & W products, Brown and Williamson agrees to forward to Robert Kovoloff and Associated Film Promotions, Inc. their initial deposit to you of Two-Hundred-Fifty-Thousand Dollars (\$250,000.00). This represents a fifty percent (50%) deposit of the total financial commitment by B & W. The subsequent Two-Hundred-Fifty-Thousand Dollars (\$250,000.00) is agreed to be forwarded in five (5) equal payments of Fifty-Thousand Dollars (\$50,000.00) each payable at the inception of production of each participating film.

On behalf of our client Brown & Williamson Tobacco Corp., we wish to thank you for this long term commitment, and look forward to each release from the excellent schedule of films that they will participate in.

October 16, 1926

Liberty *File* 55

Why Cigarette Makers DON'T *Advertise to Women*

An Article by
LIN BONNER

OPEN the handbag of any nowadays girl between the ages of fifteen and fifty. Rummage your way through a few dozen things you find there. What's this? A cigarette! Two out of five have them—in the big cities a larger proportion.

They Sell Them Billions a Year But They Are Afraid to Talk About It

50240 6378

Picture
by
JAMES
MONTGOMERY



Background

B&W entered into an agreement in July, 1979, whereby AFP agreed to attempt to place B&W advertising and products in selected new movie productions. Under the current agreement (1/1/83), B&W pays a retainer fee of \$30,000 quarterly for this service (quarterly fees were \$12,500 in 1979 and 1980, \$13,125 in 1981 and \$15,125 in 1982). According to this agreement, B&W is not guaranteed a specific minimum number of placements for this fee although AFP is to use its best efforts to present to B&W as many appropriate placement opportunities as possible. B&W has also made payments to AFP over the last several years for special movie placements. The difference between a regular placement and a special placement is that a special placement involves payments by AFP to various personnel involved in the movie production and implicitly B&W's exposure in the motion picture should be more prevalent and/or more prominent. B&W payments to AFP since the inception of the contract have totaled \$687,500 for special placements and \$278,000 in retainers.

AFP also provides services for B&W with regard to our Plitt Theaters, Inc. (Plitt) contract (Plitt runs B&W commercial messages in theaters they operate). AFP is responsible for delivering copies of B&W's commercials to Plitt's theaters and for monitoring the Plitt agreement. B&W payments to AFP for their Plitt work have totaled \$300,000. In addition, B&W paid AFP \$204,000 in August, 1983, in order to cancel the future commission payments AFP would have been entitled to based on an oral commitment associated with the B&W-Screenvision agreement. (Screenvision runs B&W commercial messages in theaters they have under contract.) B&W had an agreement with AFP to pay a 3% media fee to AFP for their services in monitoring Screenvision's performance under that agreement (this would amount to about \$250,000/year as long as we used Screenvision). However, according to Mr. Domantay, it was later determined by B&W that this function could be performed by C&W and that the use of AFP was superfluous; thus, a one-time buy out was negotiated with AFP.

<u>Special Motion Picture Placements</u>		
B&W has made payments to AFP for the following special placements:		
<u>Date</u>	<u>Movie</u>	<u>Amount</u>
8/81 & 3/82	Tempest	\$ 70,000 (1)
4/82	Shaker Run	5,000
4/82	Blue Skies Again	7,500
7/82	Smokey & Bandit III	10,000
8/82	Never Say Never Again	20,000
1/83	Harry & Son	100,000 (2)
3/83	Tank	25,000 (2)
3/83	Where the Boys Are	100,000 (2)
4/83	Killing Ground	50,000 (2)
6/83 & 8/83	Sylvester Stallone (5 movies) <i>PRIME TIME COMEDIES</i>	<u>300,000</u> (2), (3) & (4)
Total		<u>\$687,500</u>

BROWN & WILLIAMSON TOBACCO CORPORATION

PROJECT REPORT

September, 1972

PROJECT: Youth Cigarette - New concepts

MARKETING INNOVATIONS' SUGGESTIONS:

MI suggests new ideas for the breath-freshener field...

COLA-FLAVOR

While the government would not permit us to add caffeine to a cigarette, it may be possible to use artificial ingredients to obtain a cola taste and aroma.

Suitable names might be:

COLA-COLA, COLA-COOLER.

APPLE FLAVOR

Apples connote goodness and freshness and we see many possibilities for our youth-oriented cigarette with this flavor. Apple cider is also a possibility.

SWEET FLAVOR CIGARETTE

We believe that there are pipe tobaccos that have a sweet aromatic taste. It's a well known fact that teenagers like sweet products. Honey might be considered.

