



CABLE ADDRESS:
POWHATTAN

The American Tobacco Company
INCORPORATED

*111 Fifth Avenue
New York 3, N.Y.*

May 29, 1947

THE JACK PAAR SHOW

TO THE ENTIRE SALES ORGANIZATION:

As you know, last Sunday the Jack Benny Program went off the air for the Summer. Jack will be back for LUCKY STRIKE next Fall.

Effective this Sunday, June 1, and each Sunday during the Summer, LUCKY STRIKE will present

THE JACK PAAR SHOW

The program will star Jack Paar, rising young comedian who made a reputation for himself as a G.I. entertaining the armed forces. The program will also feature the famous Page Cavanaugh Trio, and Trudy Irwin as girl vocalist.

SAME TIME

SAME NETWORK

AS
JACK BENNY

You will find the Jack Paar Show good entertainment. Listen to the Jack Paar Show every Sunday - pass the word along to your friends and to the trade.

DISTRIBUTION	
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ASST. SALES MANAGERS?	<input type="checkbox"/> YES
DISTRICT MANAGERS?	<input type="checkbox"/> YES
SALESMEN?	<input type="checkbox"/> YES
OFFICE LIST?	<input type="checkbox"/> YES
DOM. CIGAR MEN?	<input type="checkbox"/> YES

Cordially yours,

Louis J. Riggio

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Assistant to the President

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