

1950s 1960s 1970s 1980s 1990s 2000s > 2010	411 119 50 99 140 14 40
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https://www.industrydocuments.ucsf.edu/docs/rzxcg0177
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rzxcg0177)
...V Batten, Barton, Durstine & Osborn, Inc. ELdorado 5-5800 383 Madison Avenue, New York 17, New York (t Advertising March 29, 1951 Memorandum to: Mr. V. J. Boor The American Tobacco Company Dear John: Enclosed herewith (http://tiny.cc/mwZFFE) <http://tiny.cc/mwZFFE>)
Author : Traviesas-H; Batten Barton
Document Date : 1951 March 29
Type : memo
ID : rzxcg0177 (TID : puj97h00)
ARK : ark:/88122/rzxcg0177
Collection : American Tobacco Records; Master Settlement Agreement

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- ☐ 209. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=spbx0017)
https://www.industrydocuments.ucsf.edu/docs/spbx0017
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=spbx0017)
...11/8/46 AMOUNT REMAINING IN GREEN SHEETS ISSUED FOR THE PRODUCTION OF SALESMEN'S MOVIE 47-A GREEN SHEET]= AuOLLNT REMAININO B-99 Music clearance 8 862.50 Costumes 355.47 Experimental recording 52.53
Author : Unknown
Document Date : 1946 November 08
Type : chart; drawing; graph; graphic; table
ID : spbx0017 (TID : bwl70a00)
ARK : ark:/88122/spbx0017
Collection : American Tobacco Records; Master Settlement Agreement

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- ☐ 210. Herbert Tareyton Filter Tip Advertising Plans
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=zkcj0144)
https://www.industrydocuments.ucsf.edu/docs/zkcj0144
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=zkcj0144)
...11/19-ua.reccce October 28, 1q\$4 HERBERT TAREYTON Filter Tip Advertising Plans TO SEIECTED PdETHIBERS OF THE SALES ORGANIZATION: Beginning the week of November 1, we will launch an ad- vertising campaign in the interest of
Author : Walker-RB, American Tobacco Company
Document Date : 1954 October 28
Type : letter
ID : zkcj0144 (TID : ibw75f00)
ARK : ark:/88122/zkcj0144
Collection : American Tobacco Records; Master Settlement Agreement

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- ☐ 211. Advertising Plans - Summer 1954
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kxcj0144)
https://www.industrydocuments.ucsf.edu/docs/kxcj0144
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kxcj0144)
...Mr. R. B. Walker 3rd Floor pgNbr=1 je ciWinP210f-IU-C-1~1 To All Directors, Officers, Heads of Departments, Managers and Office Managers of Branches, Leaf Departments and Divisions and others concerned ADVERTISINGO PLANS - SUMMER 1954
Author : Stevens-AR, ATCO
Document Date : 1954 May 20
Type : letter
ID : kxcj0144 (TID : szv75f00)
ARK : ark:/88122/kxcj0144
Collection : American Tobacco Records; Master Settlement Agreement

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https://www.industrydocuments.ucsf.edu/docs/gzfy0142
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=gzfy0142)
...3, Baptamber 11" 1946 Yr. Jack Benny c/o 1[CA ArLists, Ltd. 9370 Burton Way Beverly Hills, California DearYr. Benny3
Reference is made to Paragraph 13 (d) of the agreement between us dated March Bo 1949'. This is to advise you that effect
Author : ATCO; Benny-J

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Document Date : 1948 September 14
Type : agreement; contract agreement
ID : gzfy0142 (TID : yup65f00)
ARK : ark:/88122/gzfy0142
Collection : American Tobacco Records; Master Settlement Agreement

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- ☐ 213. [The American Tobacco Company Lucky Strike Transcribed Radio Commercials, Honest Taste Bank #1 \(https://www.industrydocuments.ucsf.edu/docs/jsfb0146\)](https://www.industrydocuments.ucsf.edu/docs/jsfb0146)

https://www.industrydocuments.ucsf.edu/docs/jsfb0146

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=jsfb0146)

...Radio Program prepared and produced by... BATTEN.3 BARTON9 DIIRSTINE & OSBORN9 im REVISED 8/12/58 THE

AMERICAN TOBACCO COMPANY LUCKY STRIKE TRANSCRIBED RADIO COMMERCIALS HONEST TASTE BANK #1

more...

Author : Batten Barton

Document Date : 1958 August 12

Type : advertisement; radio & television commercials

ID : jsfb0146 (TID : hum85f00)

ARK : ark:/88122/jsfb0146

Collection : American Tobacco Records; Master Settlement Agreement

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- ☐ 214. [Pall Mall Summer Schedule \(https://www.industrydocuments.ucsf.edu/docs/yjdj0144\)](https://www.industrydocuments.ucsf.edu/docs/yjdj0144)

https://www.industrydocuments.ucsf.edu/docs/yjdj0144

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=yjdj0144)

... 1liur 'lox.F. 3, 'lrG. y. June ..., 1952 PALL MALL SUMMER SCHEDULE TO THE ENTIRE SALES ORGANIZATION: "THE BIG STORY" TELEVISION SHOW Telecasts of PALL MALL's "The Big Story" will be suspended for the summer at the conclusio

Author : Harvey-EA, ATCO

Document Date : 1952 June

Type : letter

ID : yjdj0144 (TID : ikw75f00)

ARK : ark:/88122/yjdj0144

Collection : American Tobacco Records; Master Settlement Agreement

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- ☐ 215. [Now I Know How Great ... \(https://www.industrydocuments.ucsf.edu/docs/lgpl0144\)](https://www.industrydocuments.ucsf.edu/docs/lgpl0144)

https://www.industrydocuments.ucsf.edu/docs/lgpl0144

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lgpl0144)

...C//l:-. X7I2(2<C09Z 111L"111C61."(YI10JIL1"/SC C<all 421td flicr! %,-I, :t~_ />:31,-/ C.J i January 27, 1961 NOW I KNOW

HOW GREAT TO THE ENTIRE SALES ORGANIZATION Remember how great music used to be during the big band era? Well, it

Author : Walker-RB The American Tobacco Co

Document Date : 1961 January 27

Type : letter; memo

ID : lgpl0144 (TID : pzm80f00)

ARK : ark:/88122/lgpl0144

Collection : Brown & Williamson Records; Master Settlement Agreement

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- ☐ 216. [Now I Know How Great..... \(https://www.industrydocuments.ucsf.edu/docs/qyyI0134\)](https://www.industrydocuments.ucsf.edu/docs/qyyI0134)

https://www.industrydocuments.ucsf.edu/docs/qyyI0134

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=qyyI0134)

.../SD ~iet ~F2~,c2httt January 27, 1961 NOW I KNOW HOW GREAT TO THE ENTIRE SALES ORGANIZATION Remember how great music used to be during the big band era? Well, it still is. Remember how great Jack Benny used to be? Well, Jack

Author : Walker-RB, ATCO

Document Date : 1961 January 27

Type : letter; memo

ID : qyyI0134 (TID : qif15f00)

ARK : ark:/88122/qyyI0134

Collection : American Tobacco Records; Master Settlement Agreement

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SMOKING, VAPING & NICOTINE

.../SO(-nnt~l2?d,-,tiPVL 11-uy 2/oa.E,/7, 1.2/.. May 10, 1957 To A11 Directors, Officers, Heads of Departments, Managers and Office Managers of Branches, Leaf Departments and Divisions and others concerned ADVERTISING PLANS - SUMMER 1957

Author : Stevens-AR ATCo Garratt-AC ATCo

Document Date : 1957 May 10

Type : letter

ID : srmd0010 (TID : jtq41a00)

ARK : ark:/88122/srmd0010

Collection : American Tobacco Records; Master Settlement Agreement

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222. [Lucky Strike \(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=tsxy0134\)](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=tsxy0134)

https://www.industrydocuments.ucsf.edu/docs/tsxy0134

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=tsxy0134)

...LUCKY STRIKE The LUCKY STRIKE brand began as a smolŕing tobacco mixture in 1853 by a subsidiary company. The brand was not registered by R. A. Patterson Company, Richmond, Virginia until 1871. The American Tobacco Company started more...

Author : Unknown

Document Date : 1983

Type : excerpt; report; summary

ID : tsxy0134 (TID : tiv15f00)

ARK : ark:/88122/tsxy0134

Collection : American Tobacco Records; Master Settlement Agreement

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(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=mrjd0010)

...Batten, B+ton, Durstine & Osborn, Inc* Eldovdo 5-SEm 383 «-Asan Avenue, New York 17, New York ,Jlrlverti.ring July 1, 1952 ft Mr. V. J. Boor The American Tobacco Company Dear John: In anaxer to ny inquiry to3ey about the starting date of the J more...

Author : ATCo Traviesas-H BBD&O Stevens-CR CBS Television Coleman-M Boor-VJ

Document Date : 1952 July 01

Type : compilation; list

ID : mrjd0010 (TID : tfp41a00)

ARK : ark:/88122/mrjd0010

Collection : American Tobacco Records; Master Settlement Agreement

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224. [Preliminary 1955 Advertising Plans Filter Tip Herbert Tareyton \(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=fzll0134\)](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=fzll0134)

https://www.industrydocuments.ucsf.edu/docs/fzll0134

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=fzll0134)

...M E M O R A N D U M Tr. B. Walker Ezeutive Sales Manager onre December 27, 1954 V. J. Boor Assistant Advertising Manager SUBJECT Preliminary 1955 Advertising Plans Filter Tip HERBERT TAREYTON . In aceordance with your request more...

Author : Boor-VJ, ATCO

Document Date : 1955 December 27

Type : letter; memo

ID : fzll0134 (TID : jie15f00)

ARK : ark:/88122/fzll0134

Collection : American Tobacco Records; Master Settlement Agreement

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225. [Lucky Strike Summer Radio-Television Almanac \(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lncj0144\)](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lncj0144)

https://www.industrydocuments.ucsf.edu/docs/lncj0144

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lncj0144)

...MayyY, 1950 LUCKY STRIKE SUMMER RADIO-TELEVISION ALMANAC TO THE ENTIRE SALES ORGANIZATION: RADIO I. SUMMER REPLACEMENT FOR JACK BENNY Sunday, May 28, will be Jack Denny's last broadcast for the Sum- mer se more...

Author : Harvey-EA, ATCO

Document Date : 1950 May 22

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Type : letter
ID : Incj0144 (TID : vcv75f00)
ARK : ark:/88122/Incj0144
Collection : American Tobacco Records; Master Settlement Agreement

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☐ 226. [A Penny From Benny \(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lfpb0010\)](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lfpb0010)
<https://www.industrydocuments.ucsf.edu/docs/lfpb0010>
[\(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lfpb0010\)](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lfpb0010)
...JACK BENNY *Beverly Hills, California pgNbr=1* JACK BENNY *Beverly Hills, California* A PENNY FROM BENNY! S January 23, 1961 I have enclosed not one but two gifts (yes gifts) from me to you. A costly photo PLUS a genuine one cent piece. Now more...

Author : Benny-J
Document Date : 1963 January 23
Type : letter
ID : lfpb0010 (TID : icf41a00)
ARK : ark:/88122/lfpb0010
Collection : American Tobacco Records; Master Settlement Agreement

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5 pages
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☐ 227. [Summer Radio And Television Schedule \(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lkdj0144\)](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lkdj0144)
<https://www.industrydocuments.ucsf.edu/docs/lkdj0144>
[\(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lkdj0144\)](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lkdj0144)
...M E M O R A N D I g i / - s Mr. E. A. Harvey Vice President _ , L W' /oA Te May 13, 1953 In Charge of Sales Albert R. Stevens
Advertising Manager SUBJECT Summer Radio and Television. Schedule RADIO 1. THE JACK BERNY PROGRAM . Sund more...

Author : Stevens-AR, American Tobacco Company
Document Date : 1953 May 13
Type : letter; memo
ID : lkjd0144 (TID : vkw75f00)
ARK : ark:/88122/lkdj0144
Collection : American Tobacco Records; Master Settlement Agreement

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4 pages
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☐ 228. [Lucky Strike \(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=jlvb0138\)](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=jlvb0138)
<https://www.industrydocuments.ucsf.edu/docs/jlvb0138>
[\(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=jlvb0138\)](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=jlvb0138)
...LUCKY STRIKE LUCKY STRIKE Sweepstakes - 5/11/36 - 4/5/37 Entries 6 No. of cartons sent out Joster - 1929 - "LUCKY IN LOVE" 79,765 90,776 "%eep Your Eye on the Red Bulls Eye" - Your Hit Parade Radio 9/13/47 thru 10/18/47. (Summer more...

Author : Unknown
Document Date : 1986
Type : notes
ID : jlvb0138 (TID : vdp35f00)
ARK : ark:/88122/jlvb0138
Collection : American Tobacco Records; Master Settlement Agreement

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☐ 229. [Lucky Strike s 110-Year History, A Story Of Firsts \(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rsjw0010\)](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rsjw0010)
<https://www.industrydocuments.ucsf.edu/docs/rsjw0010>
[\(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rsjw0010\)](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rsjw0010)
...2<5PqRK AVENUE, NEW YORK, NEW YORK 10161 TELEPHONE (212) Ssl-J000 PRESS RELEASE For Immediate Release
Contact: Stephen Schechter The Rowland Company, Inc. (212) 688-1200 LUCKY STRIKE'S 110-YEAR HISTORY A STOR more...

Author : American Brands Inc
Document Date : 1982
Type : press release; publication
ID : rsjw0010 (TID : civ41a00)
ARK : ark:/88122/rsjw0010
Collection : American Tobacco Records; Master Settlement Agreement

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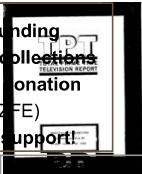
Truth Tobacco Industry Document		Contribute to our crowdfunding campaign! Help us grow our collections by making a tax-deductible donation (http://tiny.ucsf.edu/NrWZFE) today. Thank you for your support!
230. Lucky Strike s 110-Year History. A Story Of Firsts (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=hngd0010) https://www.industrydocuments.ucsf.edu/docs/hngd0010 (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=hngd0010) ...THE ROWLAND COMPANY, INC. Contact: Stephen Schechter ' (212) 688-1200 ' _ LUCKY STRIICE'S 110-YEAR HISTORY ' A STORY OF FIRSTS In 1871, a brand of s-g tobacco was by R.A. Patterson Ml' '. Richmond, Va. It was called Lucky Strike more... Author : Rowland Company Inc Document Date : 1981 November 25 Type : meeting materials; presentation; speech ID : hngd0010 (TID : ozn41a00) ARK : ark:/88122/hngd0010 Collection : American Tobacco Records; Master Settlement Agreement	PDF 2 pages (https://www.industrydocuments.ucsf.edu/docs/hngd0010) ADD BOOKMARK DOWNLOAD	
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231. Lucky Strike s 110-Year History A Story Of Firsts (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rndl0012) https://www.industrydocuments.ucsf.edu/docs/rndl0012 (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rndl0012) ...T ~ REDACTED TSE ROVI AND COMPANY, INC. i D-R-A-F-T 11/6 Contact: Stephen Schechter Binghamton (212) 688-1200 t LUCICY STR=S 110-YEAR HISTORY A STORY OF FIRSTS In 1871, aNtiei- brand of smoking tobacco was registered by more... Author : Rowland Company Inc Document Date : 1981 November 16 Type : meeting materials; presentation; speech ID : rndl0012 (TID : zfv51a00) ARK : ark:/88122/rndl0012 Collection : American Tobacco Records; Master Settlement Agreement	PDF 2 pages (https://www.industrydocuments.ucsf.edu/docs/rndl0012) ADD BOOKMARK DOWNLOAD	
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232. Television And Radio Programs - Fall 1951 (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=jxdj0144) https://www.industrydocuments.ucsf.edu/docs/jxdj0144 (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=jxdj0144) ...rLcIv~. ~lyiw/un~czx, JcrGa~eeo~nn~rzanu~ ri~"-~JYaa ~ 3. az~1 August 27, 1951 To All Directors, Officers, Heads of Departments, Managers and Office Managers of Branches, Leaf Departments and Divisions and others concerned TELEVISION more... Author : Stevens-AR, ATCO Document Date : 1951 August 27 Type : letter ID : jxdj0144 (TID : njw75f00) ARK : ark:/88122/jxdj0144 Collection : American Tobacco Records; Master Settlement Agreement	PDF 2 pages (https://www.industrydocuments.ucsf.edu/docs/jxdj0144) ADD BOOKMARK DOWNLOAD	
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234. TPT, Total Prime Time Television Report (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=tjxl0134)	PDF 10 pages (https://www.industrydocuments.ucsf.edu/docs/tjxl0134) ADD BOOKMARK DOWNLOAD	

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...J TOTAL PRIME TIME TELEVISION REPORT E MONTCLAIR CIGARETTES Husband and Wife #2 Friday, January 22, 1966
GALLUP & ROBINSON, INC. PRINCETON, N. J. pgNbr=1 a 1 MONTCLAIR CIGARETTES Husband and Wife #2 Friday, January 22, 1966
Author : Gallup & Robinson Inc
Document Date : 1965 January 29
Type : report; study
ID : tjxl0134 (TID : pyc15f00)
ARK : ark:/88122/tjxl0134
Collection : American Tobacco Records; Master Settlement Agreement

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Spokane And Lucky Strike Share A 110-Year-Old Nostalgic Link

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kngd0010).

https://www.industrydocuments.ucsf.edu/docs/kngd0010

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kngd0010)

...THE ROWLAND COMPANY,INC. D-R-A-F-T 11/6 Contact: Stephen Schechter Spokane Magazine . (212) 688-1200 SPOKANE AND LUCKY SIRIKE SHARE A. 110-YEAH-DLD NOSTALGIC LINK in 1871, the year that Spokane was settled, cew bran

more...

Author :

Rowland Company Inc

Document Date :

1981 November 06

Type :

meeting materials; presentation; speech

ID :

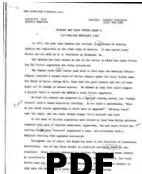
kngd0010 (TID : rzn41a00)

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Collection :

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https://www.industrydocuments.ucsf.edu/docs/ppld0133

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=ppld0133)

...[~ M E M O R A N D O M To Mr. John W. Hanlon Secretary Fnoen H. H. Boggiano Advertising Department sueJECr DATE February 15, 1956 Following the usual ye=ry procedure, we are forwardirc to yo Department contracts listed below which

more...

Author :

Boggiano-HM, ATCO

Document Date :

1956 February 15

Type :

letter; memo

ID :

ppld0133 (TID : ruo05f00)

ARK :

ark:/88122/ppld0133

Collection :

American Tobacco Records; Master Settlement Agreement



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237.

Lucky Strike Television And Radio Programs - Fall 1953

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=ghdj0144).

https://www.industrydocuments.ucsf.edu/docs/ghdj0144

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=ghdj0144)

...August 24, 1953 To All Directors, Officers, Heads of Departments, Managers and Office Managers of Branches, Leaf Departments and Divisions and others concerned LUCKY STRIKE TELEVISION AND RADIO PROGRAMS - FALL 1953 For your

more...

Author :

Stevens-AR, ATCO

Document Date :

1953 August 24

Type :

letter

ID :

ghdj0144 (TID : uiw75f00)

ARK :

ark:/88122/ghdj0144

Collection :

American Tobacco Records; Master Settlement Agreement



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238.

47-A Movie (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kmbx0017).

https://www.industrydocuments.ucsf.edu/docs/kmbx0017

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kmbx0017)

..... J g ~ t.~C~S . do~ fr Csutin Hr. Connell Mise Polsine April 15, 1946 . Wamorandum to Lisa Jane Shalere 47-A itevie Past experience twe shown thati to mest the Sales Department's delivery date of December 1 1946 for quantity vrints of the-

more...

Author :

Freese-J



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https://www.industrydocuments.ucsf.edu/tobacco/results/#q="%0AJack Benny"&h=%7B"hideDuplicates"%3Atrue%2C"hideFolders"%3Atrue%7D&su... 9/47

Document Date : 1946 April 15**Type :** letter; memo**ID :** kmbx0017 (TID : xtl70a00)**ARK :** ark:/88122/kmbx0017**Collection :** American Tobacco Records; Master Settlement Agreement

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- ☐ 239. [Lucky Strike Cigarette](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rsjl0037) (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rsjl0037)

https://www.industrydocuments.ucsf.edu/docs/rsjl0037

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rsjl0037)

...HIGH SPOTS IN THE LIFE OF JACK BENNY 151EAR ON THE AIRJHEAR IN SHOW BUSINESS p»e»,ed by

/iKKpgfiwieg'stftiuf~s/-fS#12:pgNbr=1 ...

Author : The American Tobacco Company**Document Date :** 1945**ID :** rsjl0037 (TID : pdz46b00)**ARK :** ark:/88122/rsjl0037**Collection :** Richard W. Pollay Cigarette Ads Collection

1 pages

(https://www.industrydocuments.ucsf.edu/docs/rsjl0037)



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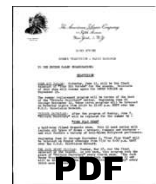
- ☐ 240. [Lucky Strike Summer Television - Radio Schedule](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kkdj0144) (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kkdj0144)

https://www.industrydocuments.ucsf.edu/docs/kkdj0144

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kkdj0144)

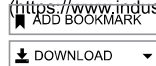
..." w, j/L ., ~& ~ LUCKY STRIKE SUM1,ER TELEVISION - RADIO SCHEDULE TO THE ENTIRE SALE4 OHGANIZATION:

TELEVISION YOUR HIT PAR D-E: Saturday, June 13, will be the final telecast of-your Hit Parade" for the season. Telecast

Author : Harvey-EA, American Tobacco Company**Document Date :** 1953 May**Type :** letter**ID :** kkdj0144 (TID : ukw75f00)**ARK :** ark:/88122/kkdj0144**Collection :** American Tobacco Records; Master Settlement Agreement

3 pages

(https://www.industrydocuments.ucsf.edu/docs/kkdj0144)



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- ☐ 241. [-- No Title --](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=tsfh0017) (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=tsfh0017).

https://www.industrydocuments.ucsf.edu/docs/tsfh0017

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=tsfh0017)

...4/88 A. OTIs JVne 4, 1959 OPFICE Attached is copy of letter which was forwarded today to the entire Sales Organization. Sales

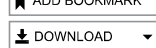
Denartment pgNbr=1 THE AMERICAN TOBACCO COMPANY SUMMER TELEVISION-RADIO SCHEDULE TELEVISION

Author : Sales Department**Document Date :** 1959 June 04**Type :** letter; memo**ID :** tsfh0017 (TID : ujh70a00)**ARK :** ark:/88122/tsfh0017**Collection :** American Tobacco Records; Master Settlement Agreement

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(https://www.industrydocuments.ucsf.edu/docs/tsfh0017)



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- ☐ 242. [-- No Title --](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=mxcj0144) (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=mxcj0144).

https://www.industrydocuments.ucsf.edu/docs/mxcj0144

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=mxcj0144)

...0 11_--3,~::~ June 2,1954 TO TBE ENTIRE SALES ORGANIZATION: For your information, we are attaching the summer

sched- ule of all of our television and radio shows. In announcing our summer schedule of shows this year, we decided to

Author : Walker-RB, ATCO**Document Date :** 1954 June 02**Type :** letter**ID :** mxcj0144 (TID : uzv75f00)**ARK :** ark:/88122/mxcj0144**Collection :** American Tobacco Records; Master Settlement Agreement

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- [https://www.industrydocuments.ucsf.edu/tobacco/results/#q=%0AJack Benny"&h=%7B"hideDuplicates"%3Atrue%2C"hideFolders"%3Atrue%7D&s...](https://www.industrydocuments.ucsf.edu/tobacco/results/#q=%0AJack+Benny) 11/47

Author : CALABASAS PARK COUNTRY
Document Date : 1978 September 25
Type : press release
ID : nljd0066 (TID : rlq54c00)
ARK : ark:/88122/nljd0066
Collection : Lorillard Records; Master Settlement Agreement

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https://www.industrydocuments.ucsf.edu/docs/ssfh0017
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=ssfh0017)
...J50eeL42-ddAasC e~ /7. 'GV. June , 1959' TO THE ENTIRE SALES ORGANIZATION Our summer Television-Radio schedule of programs and' spot announcements is included within this pocket " size folder for your reference. When the opportunity arises...
- Author :** Walker-RB, American Tobacco Company
Document Date : 1959 June
Type : letter
ID : ssfh0017 (TID : tjh70a00)
ARK : ark:/88122/ssfh0017
Collection : American Tobacco Records; Master Settlement Agreement

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- ☐ 249. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=nsml0134)
https://www.industrydocuments.ucsf.edu/docs/nsml0134
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=nsml0134)
...V/(r~inP//IP.R/> t/Ovcu_1:v1.vn1QQ/IL(1i/SO(JFdG42ndU'~ O O, //recL /7, //L 2/.. May 31, 1957 TO THE ENTIRE SALES ORGANIZATION: Our summer television and radio schedule, which offers a variety of entertaining programs is , listed ior more...
- Author :** Walker-RB, ATCO
Document Date : 1957 May 31
Type : notice
ID : nsml0134 (TID : hre15f00)
ARK : ark:/88122/nsml0134
Collection : American Tobacco Records; Master Settlement Agreement

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- ☐ 250. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kqxm0034)
https://www.industrydocuments.ucsf.edu/docs/kqxm0034
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kqxm0034)
...GtHfartlan* for Non*Smokers Rights mo 18th Street San Francisco, CA 94114 #K*e*17. d O S3 O Why would these 6 people want to vote YES on P on November 8? Cj Humphrey Bogart 1 Betty Grable Buster Keaton Jack Benny Nat "King" Cole * more...
- Author :** Unknown
Document Date : Unknown
ID : kqxm0034 (TID : lzt35b00)
ARK : ark:/88122/kqxm0034
Collection :
Tobacco Institute Records; RPCI Tobacco Institute and Council for Tobacco Research Records; Master Settlement Agreement

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- ☐ 251. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=zfwd0133)
https://www.industrydocuments.ucsf.edu/docs/zfwd0133
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=zfwd0133)
...V. J. BOOR November 13, 1964 The attached agreement covering our sponsor- ship of the "Remember How Great" special telecast starring Jack Benny has never been executed for The American Tobacco Company. 6tany of the terms and cond more...
- Author :** Boor-VJ
Document Date : 1964 November 13
Type : delivery slip; log; note
ID : zfwd0133 (TID : uxl05f00)
ARK : ark:/88122/zfwd0133

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Collection : American Tobacco Records; Master Settlement Agreement

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252. -- No Title -- (<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=gqfh0144>)
<https://www.industrydocuments.ucsf.edu/docs/gqfh0144>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=gqfh0144>)

...Mr. C. H. Nordlund, Manager July 19, 1966 Piling Department Rose Armstrong Marketing Department I am returning herewith drawer No. 269, the contents of which have been destroyed with the approval of Mr. Boor. pgNbr=1 MEMORANDUM TO

Author : Armstrong-R

Document Date : 1966 July 19

Type : delivery slip; log; note

ID : gqfh0144 (TID : yel75f00)

ARK : ark:/88122/gqfh0144

Collection : American Tobacco Records; Master Settlement Agreement

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253. -- No Title -- (<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=xrjd0010>)
<https://www.industrydocuments.ucsf.edu/docs/xrjd0010>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=xrjd0010>)

...arch ~27, 1947 r. H. M. Boggiano: „Pdomorandum to In accordance with our telephone conversation a few days ago I attach for the records of the Advertising Department two copies (photostats) of the following documents: 1. Agreement between The

Author : Murphy-JAV

Document Date : 1947 March 27

Type : letter; memo

ID : xrjd0010 (TID : pfp41a00)

ARK : ark:/88122/xrjd0010

Collection : American Tobacco Records; Master Settlement Agreement

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254. The American Tobacco Company, National Network Television Shows - Fall 1958 - Spring 1962
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=zmxxh0147>)
<https://www.industrydocuments.ucsf.edu/docs/zmxxh0147>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=zmxxh0147>)

...THE AMERICAN TJBAT0 COYP0.W NATICYJAL NETWORK TELEV151C! S+OAS - FALL 1959 - SPRING 196 CUNTRACT BETIIEEN OJ A.T., "p. A'D SDLD TO TME A.TID. BY PRDwCED BY TALES OF WELLS FA4G0 NBC PCA OVERLA'M

Author : Unknown

Document Date : 1962

Type : chart; drawing; graph; graphic; table

ID : zmxxh0147 (TID : afs94f00)

ARK : ark:/88122/zmxxh0147

Collection : American Tobacco Records; Master Settlement Agreement

Truth Tobacco Industry Document

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255. Lucky Strike, Television And Radio Programs, Fall 1951
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kxdj0144>)
<https://www.industrydocuments.ucsf.edu/docs/kxdj0144>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kxdj0144>)

...O / August , 1951 LIICSY STRIKE TELEVISION OND RADIO PROGRAMS PgLLL 1951 TO THS ENTIRE S&LSS ORGANIZATION T&LB6ISION I. YOUR HIT PARADR "Your Hit Parade" returns to the air Saturday, September 8, and vill

Author : Harvey-EA, ATCO

Document Date : 1951 August

Type : letter

ID : kxdj0144 (TID : ojw75f00)

ARK : ark:/88122/kxdj0144

Collection : American Tobacco Records; Master Settlement Agreement

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256. -- No Title -- (<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=ylnb0146>)

<https://www.industrydocuments.ucsf.edu/docs/ylnb0146>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=ylnb0146>)

...Batten, Barton, Durstine & Osborn, Inc. ELdorado 5-5800 383 Madison Avenue, New York 17, New York, Advertising Office
16, 1950 Mr. Paul M. Bahn The American Tobacco Company in 'sifth Avenue New York, New York Dear Phil Hiny (S500/NrWZFE)

Author : Duffy-BC, Batten Barton
Document Date : 1950 October 16
Type : letter
ID : ylnb0146 (TID : yqp85f00)
ARK : ark:/88122/ylnb0146
Collection : American Tobacco Records; Master Settlement Agreement

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<https://www.industrydocuments.ucsf.edu/docs/gpph0147>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=gpph0147>)

...A.W. 5. 1955. i.r. Proston P. Itankln, 5907 Yomicrly Ave. St. Louis, Lto. Uear i,'s. Rankin; lloceivod your letter with your idea for a coe#nerioal i,iich may have norit. I have just sent your letter to my apoaeor, and you will probably hear from him very soon

Author : Benny-J
Document Date : 1955 April 05
Type : letter
ID : gpph0147 (TID : gxu94f00)
ARK : ark:/88122/gpph0147
Collection : American Tobacco Records; Master Settlement Agreement

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<https://www.industrydocuments.ucsf.edu/docs/kngy0142>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kngy0142>)

...Batten, Barton, Durstine & Osborn, Inc, P.Ldorado S-Sao0 383 Madison Avcnuy New York 17, New York , , Tdve'fi.ring
September 2, 1954 Memorendnm tos Mr. V. J. Boor The American Tobacoo Company Dear Johnt Enelosed is a letter from

Author : Traviesas-H, Batten Barton
Document Date : 1954 September 02
Type : letter; memo
ID : kngy0142 (TID : qaq65f00)
ARK : ark:/88122/kngy0142
Collection : American Tobacco Records; Master Settlement Agreement

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<https://www.industrydocuments.ucsf.edu/docs/kzfy0142>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kzfy0142>)

...<85 YADSSDR ARFUE.FEW Y0R1 E2NEF YOYHVLAEA FPE~S .-LiTt#COGE.d.v .ty,r7.7.1y 1955 LYC1woJeu1Nn4f,N . . ,
American Tobacco Company Ill Fifth Avenue Nes York 3, N. T. AttY Mr. P. J. Boor Centleaeas This aupplemante my letter

Author : CBS Television; Boor-VJ, ATCO; Benny-J
Document Date : 1955 April 14
Type : letter
ID : kzfy0142 (TID : cvp65f00)
ARK : ark:/88122/kzfy0142
Collection : American Tobacco Records; Master Settlement Agreement

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<https://www.industrydocuments.ucsf.edu/docs/npyl0075>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=npyl0075>)

...CBS RADIO A Division of Columbia Broadcasting System, Inc. 485 MADISON AVENUE, NEW YORK 22, NEW YORK • PLAZA
5-2000 HENRY HOWARD,JR Senior Attorney April 3, 1952 John A.V. Murphy, Esq. The American Tobacco Company 111

Author : Howard-H-Jr; CBS Radio
Document Date : 1952 April 03

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Type : letter
ID : npyl0075 (TID : dst90c00)
ARK : ark:/88122/npyl0075
Collection : American Tobacco Records; Master Settlement Agreement

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- ☐ 261. [The American Tobacco Company Lucky Strike Weekly Film Commercials For Use On \"Film\" Trackdown, June 3, 1959; The American Tobacco Company Lucky Strike Weekly Film](#)
<https://www.industrydocuments.ucsf.edu/docs/shgj0144>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=shgj0144>)

... 0 BBDO ,ldvertieing June 2, 1959 AS TELECAST THE AirF'RICAH TOBACCO COMPANY LUCKY STRIKE WEEKLY FILM COMMERICALS FOA, USE ONa ATi7+)- "TRACKDONIP" June 3, 1959 OPENING: 182 MACHINE GUNNER PIIDDLEE

Author : Batten Barton
Document Date : 1959 June 02
Type : blank page; cover sheet; file; file folder; tab sheet; title page
ID : shgj0144 (TID : umx75f00)
ARK : ark:/88122/shgj0144
Collection : American Tobacco Records; Master Settlement Agreement



2 pages
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- ☐ 262. [The American Tobacco Company Lucky Strike Weekly Film Commercials For Use On \"Film\" Trackdown, May 6, 1959; The American Tobacco Company Lucky Strike Weekly Film](#)
<https://www.industrydocuments.ucsf.edu/docs/yhgj0144>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=yhgj0144>)

... • e s TELEVISION 383 MADISON .SVENVE~ NEW YORK 17, NEW YORK - ELDOEADO HIRGO tlldvertising 5/5/59 AS TII,ECAS THJ. AMERICAN TOEACCO COMPANY LUCKY STRIKE WEEKLY FILM COMMn1ICIALS FOR USE ON "FIL

Author : Batten Barton
Document Date : 1959 May 05
Type : blank page; cover sheet; file; file folder; tab sheet; title page
ID : yhgj0144 (TID : qmx75f00)
ARK : ark:/88122/yhgj0144
Collection : American Tobacco Records; Master Settlement Agreement



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- ☐ 263. [-- No Title -- \(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=zkhm0142\)](#)
<https://www.industrydocuments.ucsf.edu/docs/zkhm0142>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=zkhm0142>)

...CA 13 S T 1 L I.T NTI S IOI' July 17,- 1956-,. ~ 0 American Tobacco Company 150 East 42nd Street New York, New York.

Gentlemen: We refer to the Agreements between you~and ue.dated'January16, 1956 and February7.,1955.,purauant to r

Author : CBS Television
Document Date : 1956 July 17
Type : letter
ID : zkhm0142 (TID : yfe65f00)
ARK : ark:/88122/zkhm0142
Collection : American Tobacco Records; Master Settlement Agreement



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- ☐ 264. [-- No Title -- \(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=xngy0142\)](#)
<https://www.industrydocuments.ucsf.edu/docs/xngy0142>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=xngy0142>)

...THE AMERICAN NATIONAL RED CROSS WASHINGTON,D.C. o.,~EaFHE~x.aM.x March 15, 1954 Dear Mr. Bfims I can't adequately express the gratitude of the 9merican Fed Cross for your generous cooperation in dedicating your Nbbruary 2

Author : Harrison-SR, American National Red Cross
Document Date : 1954 March 15
Type : letter
ID : xngy0142 (TID : oaq65f00)
ARK : ark:/88122/xngy0142
Collection : American Tobacco Records; Master Settlement Agreement



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...III . CHICAGO, ILL. N I'LES PRESS W- CIRC N AVAIL AU'G 18 1968 &4a& BY CHARLES L. SCHADEN ' A quiet summer day wee thought, might serve as a fit- ting background to test your memory of some of the great old time radio themes. [more...](#)

Author : WARREN SENTINEL

Document Date : 1968 August 15

Type : newspaper article

ID : lfjk0000 (TID : gam02a00)

ARK : ark:/88122/lfjk0000

Collection : Philip Morris Records; Master Settlement Agreement

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☐ 270. [-- No Title -- \(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=mrfh0144\)](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=mrfh0144)
<https://www.industrydocuments.ucsf.edu/docs/mrfh0144>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=mrfh0144>)
... N.Y.O. 165 MEMJRANDOM TO FILING DEPARIMENT: THE FOLLOWING RECORs ARE READY FOR STORAGE: DATE
Abril 21 1961 FORM No. NAME OF FCNM AND OTHER IDENTIFYING GESCRPTION GERIOD RETENTIONI STORED [more...](#)

Author : Doherty-PO, ATCO

Document Date : 1961 April 21

Type : letter; memo

ID : mrfh0144 (TID : ufi75f00)

ARK : ark:/88122/mrfh0144

Collection : American Tobacco Records; Master Settlement Agreement

Truth Tobacco Industry Document [more...](#)

☐ 271. [Division Of Billing And Commissions For Filter Tip Tareyton Cut-Ins \(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=ysph0147\)](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=ysph0147)
<https://www.industrydocuments.ucsf.edu/docs/ysph0147>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=ysph0147>)
...M E M O R A N D I M TO Ns. trAlbert R. Stevens DATE October 25, 1954 Advertising Manager rwom Karl W. Gschullinger
Advertising Department SUBJECT Division of Billing and Commissions for Filter Tip TAREYTON Cut-ins In determiuig a [more...](#)

Author : Schullinger-KW, American Tobacco Company

Document Date : 1954 October 25

Type : letter; memo

ID : ysph0147 (TID : kzu94f00)

ARK : ark:/88122/ysph0147

Collection : American Tobacco Records; Master Settlement Agreement

Truth Tobacco Industry Document [more...](#)

☐ 272. [-- No Title -- \(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rswm0142\)](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rswm0142)
<https://www.industrydocuments.ucsf.edu/docs/rswm0142>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rswm0142>)
...SovePber 28, 1950 Miss Janet Scoresby . . . 1436 Laramic . . . Yanhattan.'KansasDear Miss gcoresbys - Ae are enclosing
herewithaopy of telegraa sent you today in reply to your telegram of goverber 28. We should like very suoh to oot [more...](#)

Author : Boor-VJ

Document Date : 1950 November 28

Type : letter

ID : rswm0142 (TID : fhd65f00)

ARK : ark:/88122/rswm0142

Collection : American Tobacco Records; Master Settlement Agreement

Truth Tobacco Industry Document [more...](#)

☐ 273. [Progress Report \(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=xzdg0141\)](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=xzdg0141)
<https://www.industrydocuments.ucsf.edu/docs/xzdg0141>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=xzdg0141>)
...July 26, 1946 B@erandum to , llr.George W. 9i1l, President 1.Cperations continue on schadftitie in the deparbenE. , - 2. Could
you 'ive us your decision oa the Andy Msspii matter which was sent to youu last *eek, by Monday or Tuesday, July 29 or J [more...](#)

Author : Weaver-SL-Jr

Document Date : 1946 July 26

Type : letter; memo

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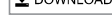
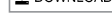
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278. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=tkfm0075)

https://www.industrydocuments.ucsf.edu/docs/tkfm0075

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=tkfm0075)

...June 29, 1955 Mr. Cleveland V. Childs 180 Walnut Street Montclair, New Jersey Dear Mr. Childs I appreciate your letter of June 25 and I am returning it to Mr. A. F. Howden Assistant to the President, because of your indication that you are not interested in the settlement.

Author : Stevens-AR

Document Date : 1955 June 29

Type : letter

ID : tkfm0075 (TID : fgw90c00)

ARK : ark:/88122/tkfm0075

Collection : American Tobacco Records; Master Settlement Agreement

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more...

279. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=ljdd0146)

https://www.industrydocuments.ucsf.edu/docs/ljdd0146

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=ljdd0146)

...AMERICAN CIGARETTE AND CIGAR COMPANY One EIEVSrv F,rTx Avenue.NewYOrsr a.N.Y. P.VI MALL E~.muus

Cmnaerts Station KPO San Francisco California Attention of Mr. James V. McConnell Gentlemen: ~NreRa.TmN~., cmwa

Author : Barnes-R, American Cigarette And Cigar Company Incorporated

Document Date : 1946 May 13

Type : agreement; contract agreement

ID : ljdd0146 (TID : fyx85f00)

ARK : ark:/88122/ljdd0146

Collection : American Tobacco Records; Master Settlement Agreement

Truth Tobacco Industry Document

more...

280. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rjdd0146)

https://www.industrydocuments.ucsf.edu/docs/rjdd0146

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rjdd0146)

...AMERICAN CIGARETTE AND CIGAR COMPANY ONE ELEVEN FIFTH AVENOLE,NEW YORM 3. V.Y PhL[NALL F~MUUS

Ci~nHe:nEs pfiT:'d;~ 'IStation KMJ ',Fresno . 'ICalEornia Attention of Mr. Keith Collins Gentlemen: May 13, 1946 This is for

Author : Barnes-R, American Cigarette And Cigar Company

Document Date : 1946 May 13

Type : agreement; contract agreement

ID : rjdd0146 (TID : lyx85f00)

ARK : ark:/88122/rjdd0146

Collection : American Tobacco Records; Master Settlement Agreement

Truth Tobacco Industry Document

more...

281. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=xjdd0146)

https://www.industrydocuments.ucsf.edu/docs/xjdd0146

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=xjdd0146)

...AMERICAN CIGARETTE AND CIGAR COMPANY OVL ELEVEY PIFTH AVENUE,VEW YORR 3.N.Y. PN.LNAIL FAXnus

CIGAN[IIES Station KCRA Sacramento California INisarvenaxw~fm.rt Bx~xna H[xm CuvuuBOCxt Cu.LTn May 13., 1946 American

Author : Barnes-R, American Cigarette And Cigar Company Incorporated

Document Date : 1946 May 13

Type : agreement; contract agreement

ID : xjdd0146 (TID : cyx85f00)

ARK : ark:/88122/xjdd0146

Collection : American Tobacco Records; Master Settlement Agreement

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282. GROUP OF ARTICLES REGARDING KUEPER TRIAL.

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=zrfn0102)

https://www.industrydocuments.ucsf.edu/docs/zrfn0102

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=zrfn0102)

...T; h 2 t~RC~*1; Or^,N : F wc Tp, UEC 23, 1992 5:5:Rt tt523 P.08 r e , S7. tAIUS P0,41 DiSPA1Cfi Executive Defends

Cigarette Industry tiv. Rot~rt t3oodrtoh aaSd. Anyay. wrveyr MoM.tnflaonee Ct lb rat~Qwpstan.tlx.n /// ~-! of neert and pare

Author : American

Document Date : 1992

Type : agreement; contract agreement

ID : zrfn0102 (TID : zrfn0102)

ARK : ark:/88122/zrfn0102

Collection : American Tobacco Records; Master Settlement Agreement

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https://www.industrydocuments.ucsf.edu/tobacco/results/#q="%0AJack Benny"&h=%7B"hideDuplicates"%3Atrue%2C"hideFolders"%3Atrue%7D&s... 19/47

Author :
NEWS & RECORD; WINSTON SALEM JOURNAL; GOODRICH R; ST LOUIS POST DISPATCH; AUBUCHON J;
BELLEVILLE NEWS DEMOCRAT
Document Date : 1992 December 22; 1992 December 23
Type : publication
ID : zrfn0102 (TID : see92d00)
ARK : ark:/88122/zrfn0102
Collection : RJ Reynolds Records; Master Settlement Agreement

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- ☐ 283. [Television And Radio Programs - Fall 1951](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lxdj0144)
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lxdj0144)
https://www.industrydocuments.ucsf.edu/docs/lxdj0144
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lxdj0144)

...August 24, 1951 A. Harvey, Vice President TELEVISION AND RADIO PROGRAMS - FALL 1951 TELEVISION YOUR HIT PARADE-TV returns to the air Saturday, Septem- ber 8 and on every Saturday thereafter will be telecast over the NBC-TV

Author : Stevens-AR, ATCO
Document Date : 1951 August 24
Type : letter
ID : lxdj0144 (TID : pjw75f00)
ARK : ark:/88122/lxdj0144
Collection : American Tobacco Records; Master Settlement Agreement

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- ☐ 284. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=xkpx0136)
https://www.industrydocuments.ucsf.edu/docs/xkpx0136
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=xkpx0136)

...' ~~~' COMPANY AML IITUAN Iii,10I,I,aII,Ai ~t~III., CI111~r1;16L -JdLIW NIATIMiINIIa_a" P.AII NI.AIJ.. . i.11111'1'N ~

AMERICAN TOBACCO July 14, 1994 Mr. Charles H. Mullen Radio Spirits, Inc. 1609 Barclay Boulevard Buffalo Grove, IL 60089-0454

Author : Ferry-PW, ATCO
Document Date : 1994 July 14
Type : letter
ID : xkpx0136 (TID : kiz25f00)
ARK : ark:/88122/xkpx0136
Collection : American Tobacco Records; Master Settlement Agreement

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- ☐ 285. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=flpx0136)
https://www.industrydocuments.ucsf.edu/docs/flpx0136
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=flpx0136)

...THE AMERICAN TOBACCO COMPANY ANVG:UAN b:~LL t/aa:~JA: ~.,kt:.,N " :A,,TH:ICH NALp:~ ha~, .. /NI' .. ,r' ...,R t:.,N

July 14, 1994 , Mr. Charles H. Mullen I' Radio Spirits, Inc. , 1609 Barclay Boulevard 'Buffalo Grove, IL 60089-04544 1 This

Author : Ferry-PW, ATCO
Document Date : 1994 June 14
Type : letter
ID : flpx0136 (TID : xiz25f00)
ARK : ark:/88122/flpx0136
Collection : American Tobacco Records; Master Settlement Agreement

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- ☐ 286. [CBS Television](https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=prfy0142) (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=prfy0142)
https://www.industrydocuments.ucsf.edu/docs/prfy0142
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=prfy0142)

...CAI S 'a LrN ~S:ION ~r, .i.,msu. a, cme. n,u,uxt; ^--1.a an, . i i,,, i _ February 25, 1955 Mr. H. Traviesas Batten, Barton, Durstine & Osborn, Inc. 383 Madison Avenue New York 17, New York Dear Travi: This will acknowledge receipt of your letter of

Author : Fapan-WJ, CBS Television
Document Date : 1955 February 25
Type : letter

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ID : prfy0142 (TID : ltp65f00) ARK : ark:/88122/prfy0142 Collection : American Tobacco Records; Master Settlement Agreement		Download Contribute to our crowdfunding campaign! Help us grow our collections by making a tax-deductible donation (http://tiny.ucsf.edu/NrWZFE) today. Thank you for your support!	
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287. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=flnb0146). https://www.industrydocuments.ucsf.edu/docs/flnb0146 (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=flnb0146) ...COLUMBIA BROADCASTING SYSTEM, INC. 485 Meonos Avsxus, Nsw Yom 21'; N. Y. PLr. 5BODU ootober Z si95o The American Tobacco Company 111 Fifth Avenue New York 3, N. Y. Gentlemen: We both desire that the four Jack Benny telemaen.	PDF 1 pages (https://www.industrydocuments.ucsf.edu/docs/flnb0146) ADD BOOKMARK Download		
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288. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kjdh0144). https://www.industrydocuments.ucsf.edu/docs/kjdh0144 (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kjdh0144) ...January 6, 1948 The American Tobacco Company 111 Fifth Avenue New York, ... Y. Gentlemen: This will confirm oor unmaerste.rvam> aith respect to my appearance on the radio pru;;ram, entitled "ne Jack Benny Program, scheduled to be more...	PDF 1 pages (https://www.industrydocuments.ucsf.edu/docs/kjdh0144) ADD BOOKMARK Download		
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289. Advertising Plans - Fall 1957 (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rrnd0010) https://www.industrydocuments.ucsf.edu/docs/rrnd0010 (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rrnd0010) ...Mr. J. A. V. Murphy 5th Floor pgNbr=1 7%JY 0Y+!<.: To All Directors, Officers, Heads of Departments, Managers and Office Managers of Branches, Leaf Departments and Divisions and others concerned ADVERTISING PLANS - FALL 1957 For y more...	PDF 5 pages (https://www.industrydocuments.ucsf.edu/docs/rrnd0010) ADD BOOKMARK Download		
Truth Tobacco Industry Document more...			
290. American Tobacco Company Offers Columbia Album To Promote Lucky Strike (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=xgpb0010). https://www.industrydocuments.ucsf.edu/docs/xgpb0010 (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=xgpb0010) ...from: COLUMBIA RECORDS 799 Seventh Avenue, New York 19, New York Releasee: Monday, January 16, 1961 I AMERICAN TOBACCO COMPANY 9FFSR6"COLUMBIA ALBUM TO PROMOTE "LUCKY STRIKES" "Remember How Great", a Colum more...	PDF 3 pages (https://www.industrydocuments.ucsf.edu/docs/xgpb0010) ADD BOOKMARK Download		
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...l r1. Y. O. 62> Mr. Ray Brown Legal Department M E M O R A N D U M ~ dne,~W~ X, 11~1 o0 a i~. 12.U.7 DATE May 7r 19 59

FROMM. V. Timlen Advertising Department SUBJECT Attached you will find a listing of the LUCKY STRIKE advertising 1957-58

Author : Timlen-MV, ATCo

Document Date : 1959 May 07

Type : memo

ID : rjvk0012 (TID : lyn51a00)

ARK : ark:/88122/rjvk0012

Collection :

American Tobacco Records; Oklahoma Privilege Downgrades Collection; Master Settlement Agreement

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296. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=plph0147)

https://www.industrydocuments.ucsf.edu/docs/plph0147

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=plph0147)

...October 31, 1951 Dr. Foster D. Hnell Easter D. Snell, Inc. 29 West 15th Street New York 11, New York Dear Dr. Snell! As requested by phone today, herewith are the television and radio shows on which your report will either be seen and heard

more...

Author : Stevens-AR, ATCO

Document Date : 1951 October 31

Type : letter

ID : plph0147 (TID : dvu94f00)

ARK : ark:/88122/plph0147

Collection : American Tobacco Records; Master Settlement Agreement

Truth Tobacco Industry Document

more...

297. Unknown (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=hhdh0177)

https://www.industrydocuments.ucsf.edu/docs/hhdh0177

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=hhdh0177)

...JhJiCh Cablt AoOdtS POWHATTAN October 13, 1950 Memorandum to Mr. John Hanlon Secretary We are attaching hereto results of Special Celebrity Survey conducted by Alfred Politz Research, Inc., in connection with the celebrity advertising

more...

Author : Boor-VJ; ATCo

Document Date : 1950 October 13

Type : memo

ID : hhdh0177 (TID : oqn97h00)

ARK : ark:/88122/hhdh0177

Collection : American Tobacco Records; Master Settlement Agreement

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298. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=grjc0146)

https://www.industrydocuments.ucsf.edu/docs/grjc0146

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=grjc0146)

...DISTRIBUTION DIAAILBDTOSECIONE ~-p-a~~sel ASST. SALRS MANACERS T YES I DISTRICT MANACaR9? .y, e9..

more...

Author : Riggio-LJ, ATCO

Document Date : 1948 December 01

Type : letter

ID : grjc0146 (TID : miu85f00)

ARK : ark:/88122/grjc0146

Collection : American Tobacco Records; Master Settlement Agreement

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299. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rrvx0017)

https://www.industrydocuments.ucsf.edu/docs/rrvx0017

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rrvx0017)

...~..... *Jw.nn. August 28, 1947 Etation KILT Van Ness Avenue tnd Calaveras Street Fresno, California Gentlemene Reference is mF,de to the agreement between you and The A@erican t'obacco Company, dated Eeptember 20, 1946, In o

more...

Author : Meade-EW, ATCO

Document Date : 1947 August 28

Type : agreement; contract agreement

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304. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=nfpb0010)

https://www.industrydocuments.ucsf.edu/docs/nfpb0010

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=nfpb0010)

...JULIET PROWSE Hollywood, California pgNbr=1 JULIET PROWSE Hollywood, California February 6, 1963 My UCSf.edu/NrWZFE)

DANCE? I want you to keep step with me Thursday night on our fabulous LUCKY STRIKE "Rement today. Thank you for your support!

Author : Prowse-J

Document Date : 1963 February 06

Type : letter

ID : nfpb0010 (TID : kcf41a00)

ARK : ark:/88122/nfpb0010

Collection : American Tobacco Records; Master Settlement Agreement

Truth Tobacco Industry Document

more...

305. Lucky Strike Spots - Radio (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lnlv0015)

https://www.industrydocuments.ucsf.edu/docs/lnlv0015

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lnlv0015)

...1947 4/(*Smigh S/U 1949 6AW4g • 12/31/4g 1949 M49 - S/71%49 1950 9/4/0 - 12/21/50 1951 7/11/0 - 5/30/32 1952 72 - 12%31/S2 1953 11/S3/43 - 12/7/53 1954 1/4/94 1955 Jan%gst - Deember 15 Second 944 etations Jack Benny Minutes and more...

Author : Unknown

Document Date : 1961 January 19

Type : inventory; list

ID : lnlv0015 (TID : bsq60a00)

ARK : ark:/88122/lnlv0015

Collection : American Tobacco Records; Master Settlement Agreement

Truth Tobacco Industry Document

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306. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=jrjd0010)

https://www.industrydocuments.ucsf.edu/docs/jrjd0010

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=jrjd0010)

...U7[Qc/Y%YLO/L(LCU)[", c~I~L"[iC,/C/CO"--Y[ff //~/ f~(yL ~YUym (/uz '~In~~r 2f0."zF 3. 92. 2f. 7 O JVIV 26' 1935 thr. Ci. Pravisaaa BSSMaQ Y am atts.hing hereto, for your information an9.fature guidance oopy oP the Judgment and a Gopy of more...

Author : Boor-VJ ATCo

Document Date : 1955 July 26

Type : letter; memo

ID : jrjd0010 (TID : qfp41a00)

ARK : ark:/88122/jrjd0010

Collection : American Tobacco Records; Master Settlement Agreement

Truth Tobacco Industry Document

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307. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kfdj0144)

https://www.industrydocuments.ucsf.edu/docs/kfdj0144

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=kfdj0144)

...J~Zeur ~LozE.. 3, November 24, 1952 Memorandum to Mr. R. B. Walker Assistant to the Vice President In Charge of Sales As a matter for your information, this is to advise you that starting February 1, 1953, LUCKY STRIKE will sponsor a new televis more...

Author : Jackson-CA, ATCO

Document Date : 1952 November 24

Type : letter; memo

ID : kfdj0144 (TID : shw75f00)

ARK : ark:/88122/kfdj0144

Collection : American Tobacco Records; Master Settlement Agreement

Truth Tobacco Industry Document

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308. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=ylph0147)

https://www.industrydocuments.ucsf.edu/docs/ylph0147

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=ylph0147)

...October 31, 1951 Mr. H. R. Hanmer Director of Research Research Laboratory Richmond, Virginia Dear pocs Dr. Snell called me for this Snformation today so that he will be thoroughly familiar with the scheduling of the exposure of his report, in case more...

Author : Stevens-AR, ATCO

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Document Date : 1951 October 31**Type :** letter**ID :** ylph0147 (TID : cvu94f00)**ARK :** ark:/88122/ylph0147**Collection :** American Tobacco Records; Master Settlement Agreement

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<https://www.industrydocuments.ucsf.edu/docs/mxbf0177><https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=mxbf0177>

...FOOTE, CONE # BELDING Client THE JACK BENNY PROGRAM Number Copy for Opening Commercial - February 29, 1948#

Date BOONE: LAING: RUYSDAEL: LAING: RUYSDAEL: LAING: RUYSDAEL: (CHANT - 57 to 59 - AMERICAN) Lucky Strike more...

Author : Foote Cone & Belding**Document Date :** 1948 February 27**Type :** advertisement; radio & television commercials**ID :** mxbf0177 (TID : qta97h00)**ARK :** ark:/88122/mxbf0177**Collection :** American Tobacco Records; Master Settlement Agreement

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<https://www.industrydocuments.ucsf.edu/docs/hjdh0144><https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=hjdh0144>

...January 8, 1948 The American Tobacco Company 111 Fifth Avenue New York, N.Y. Gentlemen: This will confirm our

understanding with respect to the radio programs currently entitled The Jack Benny Program. Notwithstanding anything to more...

Author : Amusement Enterprises Inc**Document Date :** 1948 January 08**Type :** letter**ID :** hjdh0144 (TID : zgk75f00)**ARK :** ark:/88122/hjdh0144**Collection :** American Tobacco Records; Master Settlement Agreement

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<https://www.industrydocuments.ucsf.edu/docs/syjc0146><https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=syjc0146>

...DISTIH6UTCN 1 %w 'y.o-w- 3, 6/1 lla LUCKY STRIKE SPOT ANNOUNCEMENT TO THE ENTIRE SALES ORGANIZATION:

MAILED TC E O f3 ~- i i , I SALES . MANf C. 1 I Y-S ; I I ASB'T. SdLPS IAAf.AGER54 I Y(S ~ DISTICT GESS J Fch 28, more...

Author : Mooney-EF, ATCO**Document Date :** 1947 March 28**Type :** letter**ID :** syjc0146 (TID : chu85f00)**ARK :** ark:/88122/syjc0146**Collection :** American Tobacco Records; Master Settlement Agreement

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<https://www.industrydocuments.ucsf.edu/docs/ksdf0177><https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=ksdf0177>

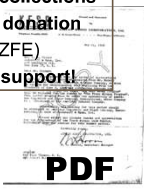
...NOTE—Report on this form all conversations with clients wherein any decision is reached—or any subject discussed which

affects advertising policies, FOOTK, CONE & BL-DING % Contact Report (NEW YORK OFFICE) Manager Copy Dept. A more...

Author : Freese-J; Foote Cone**Document Date :** 1946 June 19**Type :** report; report, call; report, contact**ID :** ksdf0177 (TID : ttb97h00)**ARK :** ark:/88122/ksdf0177**Collection :** American Tobacco Records; Master Settlement Agreement

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☐ 314. <u>Lucky Strike Salesmen's Movie 47-A</u> (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=fsdf0177) https://www.industrydocuments.ucsf.edu/docs/fsdf0177 (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=fsdf0177) ...' HOI'B—'Heport on this form all conversations with clients wherein any decision is reached —or any subject discussed which affects advertising policies, Manager Messrs. Czufin Copy Dept. Hill Freese Art Dept, leaver Polsine Radio Garratt Conner Author : Freese-J; Foote Cone Document Date : 1946 April 29 Type : report; report, call; report, contact ID : fsdf0177 (TID : otb97h00) ARK : ark:/88122/fsdf0177 Collection : American Tobacco Records; Master Settlement Agreement	 1 pages (https://www.industrydocuments.ucsf.edu/docs/fsdf0177) ADD BOOKMARK DOWNLOAD	
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...October ZB, 1954 Memorandum to Mr. Paul H. Nahn President :ith the increasing number of co-sponsored shows and the exchange of commercials involving products handled by dif- ferent agenaiies, the aatterlof commission adjuster has become a

Author : Unknown

Document Date : 1954 October 28

Type : letter; memo

ID : msph0147 (TID : izu94f00)

ARK : ark:/88122/msph0147

Collection : American Tobacco Records; Master Settlement Agreement

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...Batten, Barton, Durstine & Osborn, Inc. Eldorzd 5-5EOo 383 N7adiaon Avrmue, New York 17, New York ,fduerriireg January 7, 1953 Merafrandum to: ?l/r. V. J. Boor The American Tobacco Compasy Dear John: We have checked either the "ae-broad

Author : Gillespie-McD, Batten Barton

Document Date : 1953 January 07

Type : letter

ID : zpwm0142 (TID : mfd65f00)

ARK : ark:/88122/zpwm0142

Collection : American Tobacco Records; Master Settlement Agreement

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319. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=njgj0012).

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...TOMPKINS, BOAL & TOMPKINS ARTHUF2 M.BOAL MILLARD F.TOMPKLNS,JR. FRANCIS J.FITZPATRICK EUGENE T_ MCQUADE JAMES M.FULTON John A. V. Murphy, Esquire The American Tobacco Company 111 Fifth Avenue New York

Author : Schule-J, Tompkins Boal

Document Date : 1950 October 16

Type : letter

ID : njgj0012 (TID : vdk51a00)

ARK : ark:/88122/njgj0012

Collection : American Tobacco Records; Oklahoma Privilege Downgrades Collection; Master Settlement Agreement

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320. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=nlnb0146)

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...Batten, Barton, Durstine & Osborn, Inc. ELdorad 5-5800 383 Madison Avenue, New York 17, New York ellcLvertising October 16, 1950 Mr. Paul M. Hahn The American Tobacco Compauy 111 Fifth Avenue New York, New York Dear Panl.c I talked v

Author : Duffy-BC, Batten Barton

Document Date : 1950 October 16

Type : letter

ID : nlnb0146 (TID : xqp85f00)

ARK : ark:/88122/nlnb0146

Collection : American Tobacco Records; Master Settlement Agreement

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321. Memorandum Re Termination Dates Lucky Strike - Level Best Advertising (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=fnwj0012)

https://www.industrydocuments.ucsf.edu/docs/fnwj0012 (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=fnwj0012)

...SMORANDUM XX DOW LU= 82= . UUM This snemorandur sets forth eepliest possiU.tt expected dates of ttiscontinuaaoe of LZM BIBT aM• vertisi.ng in various adFertisisi med1a, in view of prior commitments and meohmiaal diffiea].ties. The dates

Author : Chadbourne Parke (inferred)

Document Date : 1949

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327. Memorandum Of Modification Agreement (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=yxgy0142) https://www.industrydocuments.ucsf.edu/docs/yxgy0142 (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=yxgy0142) ...-+ Washington 600 + eff, 8/1/53 720 ' %molomentary Interconnected , Ames 240' off. 7/1/53 300 ' Atlantic City 901 Austin 150 1 Baton Rouge Binghamton 120 2404 off. 8/1/53 300 t- Bloomington 300 BnSfalo . 6001 Charleston 120 ~ Columbia 120 600 more... Author : Boor-VJ, American Tobacco Company; Columbia Broadcasting System Inc Document Date : 1953 February 09 Type : agreement; contract agreement ID : yxgy0142 (TID : sxp65f00) ARK : ark:/88122/yxgy0142 Collection : American Tobacco Records; Master Settlement Agreement		 10 pages (https://www.industrydocuments.ucsf.edu/docs/yxgy0142) ADD BOOKMARK DOWNLOAD
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...10-__7 f..l PRRTr nia L, sT LUCKY-STRIKE SPOTS - RADIO 1947 4/7 through 5/18 1948 6/22/48 10/31/48 11/19/48 1/1/49
1/31/49 2/28/49 - 5/7/49 1950 9/4/50 - 12/21/50 1951 7/16/51 - 5/30/52 1952 3/17/52 - 12/31/52 7/28/52 - 12/31/52 1953 1/25/53

Author : Unknown
Document Date : 1961 January 19
Type : inventory; list
ID : jnlv0015 (TID : zrq60a00)
ARK : ark:/88122/jnlv0015
Collection : American Tobacco Records; Master Settlement Agreement

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(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=glhm0142>)

...4 LAW OFFICE . OF RICHARD IVES RUDELL 1501 19watway JnawmounE `13u~'d'uzy ~rEw To4 Rtly.1oth,1956 Columbia
arcadaasting System, Ina. 485 Madison Avenue . Now York, Now York. Gentlement- ____ . <'.__.'. I have been retained by me.

Author : Rudell-RI
Document Date : 1956 July 10
Type : letter
ID : glhm0142 (TID : age65f00)
ARK : ark:/88122/glhm0142
Collection : American Tobacco Records; Master Settlement Agreement

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☐ 332. Filter Tip Herbert Tareyton Advertising Atlanta, Birmingham-Montgomery, Columbia And Memphis Areas (<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=ljml0134>)
<https://www.industrydocuments.ucsf.edu/docs/ljml0134>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=ljml0134>)

...To Mr. R. B. Walker DATE November Executive Sales Manager 1 FROM V. J. Boo r Assistant Advertising Manager Filter Tip
BERBERT TAREYTON Adve sueJecT Atlanta, Birmingham-Montgomery, columbia C and Memphis Areas The followin.g

Author : Boor-VJ, ATCO
Document Date : 1954 November 29
Type : letter; memo
ID : ljml0134 (TID : rle15f00)
ARK : ark:/88122/ljml0134
Collection : American Tobacco Records; Master Settlement Agreement

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☐ 333. -- No Title -- (<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=ysjm0142>)
<https://www.industrydocuments.ucsf.edu/docs/ysjm0142>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=ysjm0142>)

...CBS RADIO bx.. MA-ISON AvENOE, FE Ofk 11, NEW YuF% vLA2A 5.090 April 21, 1952 The American Tobacco Company
111 Fdith Avenue New York, New York Gentlemen: L1e refer to the agreement between Columbia Broadcasting System, Inc.

Author : Seward-JM, Columbia Broadcasting System, Inc
Document Date : 1952 April 21
Type : letter
ID : ysjm0142 (TID : ief65f00)
ARK : ark:/88122/ysjm0142
Collection : American Tobacco Records; Master Settlement Agreement

Truth Tobacco Industry Document

more...

☐ 334. -- No Title -- (<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=mxhj0144>)
<https://www.industrydocuments.ucsf.edu/docs/mxhj0144>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=mxhj0144>)

...NO : Script of televiaion and radio coffinercials sttsched - o.k.Id hv W. Ueaver.Ftoellling and llnbertson. pgNbr=1 4lIVIRTlSInu:

Lucky Strike Cigarettes - _0 l'r.UCKIES TASTE BETTER!' ~iur'Jlae,- 3, lrc.* October 31, 1951 Mr. E. B. Hanmer Director

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Collection : American Tobacco Records: Master Settlement Agreement

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- Date 1-30-48 ms V'ILSON: RUYSDAEL: RIGGS: LAING: RUYSDAEL: LAIJG: RUYSDAEL: LAI7G: VOICE: LAING: RUYS

Collection : American Tobacco Records: Master Settlement Agreement

more...

- ...NOTE—Report on this form all conversations with client* wherein any decision is reached- or any subject discussed which affects advertising policies, FOOTE, CONE & BELDING a Contact Report (NEW YORK OFFICE) Name of Client—THE JIMBRICKMORE...

Collection : American Tobacco Records; Master Settlement Agreement

more...

- ...SIAGEGN GFNBACSWAHNING.Cigerene Snke Contains Cerhon Monoxitle- pgNbr=1 LUCKY STRIKE The LUCKY STRIKE
brand began as a smoking tobacco mixture in 1853 by a subsidiary company. The brand was not registered by R. A. Patterson...

Collection : American Tobacco Records: Master Settlement Agreement

more...

- ORGANIZATION: Our Fall lineup of network Television Shows and local Radio Programs -- designed to give you the greatest experience...

ARK : ark:/88122/xrll0134

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Collection : American Tobacco Records; Master Settlement Agreement

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339.

Winter Schedule II For Radio & Television Programs Sponsored By Tobacco Companies, Network & Local New York (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=jshf0141)

(https://www.industrydocuments.ucsf.edu/docs/jshf0141)

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=jshf0141)

...0 0 S4INTs."& SCc*Iih7LE II EC78 HADIO & TF1LOYISIOF Ayt(OGCd4~S SFaSSORED BY TOBACCO COEIPAf~S ., T rom & loczW -rvr msa ramwry zo, 1955 pgNbr=1 BRAMD PROGRADI T7ETI70BF L TIM 1'!IS'38 SCF::DULS II • R. J: Ru^YNO

Author : Unknown

Document Date : 1955 January 20

Type : chart; drawing; graph; graphic; table

ID : jshf0141 (TID : bbv55f00)

ARK : ark:/88122/jshf0141

Collection : American Tobacco Records; Master Settlement Agreement

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340.

LONG] LAND PRESS Long Island, New York And How Many Times Did You (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lqlk0026)

https://www.industrydocuments.ucsf.edu/docs/lqlk0026

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#d=lqlk0026)

...rwu^<: U^+r "f LONG ISLAND PBESS Long Island, New York June 25, 1954 And How Many Times Did You Give Up Smoking? (EDITOB'S NOTE: The rending time of th» dispatch Is approximately one cigar-ette. The writing: time—five.) By ABNOLD

Author : Unknown

Document Date : 1954 June 25

ID : lqlk0026 (TID : rui05b00)

ARK : ark:/88122/lqlk0026

Collection : Tobacco Institute Records; RPCI Tobacco Institute and Council for Tobacco Research Records; Master Settlement Agreement

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Total Prime Time Television Report (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=pjvj0144)

https://www.industrydocuments.ucsf.edu/docs/pjvj0144

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=pjvj0144)

...6 TO-TA L -RR=H-i~f E-TTIM E-. TELE-'tISION REPORT_ .. , 7A s pgNbr=1 i i TAREYTON CIGARETTES Tuesday, October 1, 1963 pgNb=2 Report Contents . Commercial Film Script . CR/PCR Commercial Scores . Idea Registration Profile . Verbal

Author : Gallup & Robinson Inc

Document Date : 1963 October 01

Type : report; study

ID : pjvj0144 (TID : vgv75f00)

ARK : ark:/88122/pjvj0144

Collection : American Tobacco Records; Master Settlement Agreement

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FIRE HAZARDS ALERT NATIONAL FIRE PROTECTION ASSOCIATION STANDARDS COUNCIL TO CONSIDER SMOKING MATERIAL ISSUES 990100 MEETING COMMENTS DUE 981201 https://www.industrydocuments.ucsf.edu/docs/qfvj0076

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=qfvj0076)

...Tobttoco ALERTS Tobacco ALERTS Page 1 of 2 VCR ALERTS T QZPBSIWGBpT Boston. Monday, Octo 8 PBS r tice Sund et 11, 1998, 10 PM BT One thread features tobac Anderson Pearson, who has killed someone—with a gun. ga b.. 21 (Long Is

Author : TOBACCO ALERTS

Document Date : 1998 October 19

Type : computer printout; pamphlet

ID : qfvj0076 (TID : ldv93c00)

ARK : ark:/88122/qfvj0076

Collection : Philip Morris Records; Master Settlement Agreement

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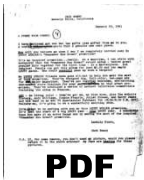
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☐ 344. Unknown (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lryf0121) https://www.industrydocuments.ucsf.edu/docs/lryf0121 https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lryf0121 <i>...N OR ,Xt1N, CRAIG & KL: 11i11EL Znc: _-I dverti~ng Apr? 6, 1964 Mr. Ma nuel Ye 11 en P. Lorillard Company 200, Ealst 42nd Street New York, New Y@rk Dear Mr. Ye!! len: Ir88 ~tifadiaan Ai~enue 1GewYork, X. Y 10022 PLuza1-0400 On April 10th</i> more...		 1 pages https://www.industrydocuments.ucsf.edu/docs/lryf0121 ADD BOOKMARK DOWNLOAD
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☐ 345. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rfpb0010) https://www.industrydocuments.ucsf.edu/docs/rfpb0010 https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rfpb0010 <i>...JACK Bk77NY Beverly Hills, California January 23, 1961 A PRNMYFROH P-FNNY1 I have'qnoslosed,Aot one but two glfte (yes glfts)' from me to you. . A coet1*:!M _M_e6Ophoto PLUS a genuine one cent piece. o will you believe me when I say I am</i> more...		 1 pages https://www.industrydocuments.ucsf.edu/docs/rfpb0010 ADD BOOKMARK DOWNLOAD
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☐ 346. -- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lthg0147) https://www.industrydocuments.ucsf.edu/docs/lthg0147 https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lthg0147 <i>...FOOTE, C.ONS & BELDING Client THE JACK BENNY PROGRAM Copyto: Closing Cosmercial Po~ ~Yvwde. Number Detd- 14-48 eb FILBOH: Jack w111 be back in just a minute, but first here Ss Basil Ruysdael with front page newal RUYBDAEL</i> more...		 2 pages https://www.industrydocuments.ucsf.edu/docs/lthg0147 ADD BOOKMARK DOWNLOAD
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☐ 347. Lucky Strike Salesmen's Movie 47-A https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=prdf0177 https://www.industrydocuments.ucsf.edu/docs/prdf0177 https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=prdf0177		

...NOTE—Report on this form all conversations with clients wherein any decision is reached, or any subject discussed which effects advertising policies/ FOOTE, CONE & BELDING Contact Report (NEW YORK OFFICE) Name of Client Manager (Owner)

Author : Freese-J; Foote Cone

Document Date : 1946 June 26

Type : report; report, call; report, contact

ID : prdf0177 (TID : itb97h00)

ARK : ark:/88122/prdf0177

Collection : American Tobacco Records; Master Settlement Agreement

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https://www.industrydocuments.ucsf.edu/docs/jxdh0144

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#d=jxdh0144)

...0 °o:w~... ~-~ I ~-~ ... ~- t rona 2s, 1945 rMr. Jaek Danny a/o A. & S. Lyan. lsw.)% Sorib Ca.d.m Arin Hollywod, Callfosnia

Daar Hr. Ilssmy, This coufrims our saraaant modifying tha contract bstaoea you and the laarieau Cigaretts and Cigar Compaore...

Author : Hahn-PM, ATCO

Document Date : 1945 June 25

Type : letter

ID : jxdh0144 (TID : lqk75f00)

ARK : ark:/88122/jxdh0144

Collection : American Tobacco Records; Master Settlement Agreement



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349. The \"Golden Age Of Radiol\" Cassette Promotion; The \"Golden Age Of Radio\" Cassette Promotion (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=mqpj0139)

https://www.industrydocuments.ucsf.edu/docs/mqpj0139

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#d=mqpj0139)

...0 . PROGRAM MECHANICS • 20,000 tapes (10,000 each of two shows) will be produced based on a 5% redemption rate

(132,000 cartons/month x 3 months x 5% = 19,800). • The bounce-back offer will be conveyed with a carton sticker affixed to more...

Author : Lamont-Spencer-S, ATCO

Document Date : 1994 June 30

Type : letter; memo

ID : mqpj0139 (TID : qjk45f00)

ARK : ark:/88122/mqpj0139

Collection : American Tobacco Records; Master Settlement Agreement



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350. The \"Golden Age Of Radiol\" Cassette Promotion; The \"Golden Age Of Radio\" Cassette Promotion (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=pmml0139)

https://www.industrydocuments.ucsf.edu/docs/pmml0139

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#d=pmml0139)

...THE Memorandum A.V(ERICAN TOBACCO COMPPNY Mr. B. A. iiammond June 30, 1994 Merchandising and Sales

Communications Director S. Lamont-Spencer Assistant Merchandising and Sales Programs Manager a.. THE \"GOLDEIV rre...

Author : Lamont-Spencer-S, ATCO

Document Date : 1994 June 30

Type : letter; memo

ID : pmml0139 (TID : vgv45f00)

ARK : ark:/88122/pmml0139

Collection : American Tobacco Records; Master Settlement Agreement



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(https://www.industrydocuments.ucsf.edu/tobacco/docs/#d=pfcc0148)

...a !P-7! AP/78.1960 H. Y. HERALD TRIBUHE E& ng-Mgdlson Avenue Willi Kaselow Heresy Is Perpetrated in Cigarette Ad By

Joseph Kaselow *** ttavh vcnrij KASKLOVf The cigarette industry may be overdoing this self-flagellation bit. It's okay to more...

Author : Unknown

Document Date : Unknown



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ID : pfcc0148 (TID : hz720g00)

ARK : ark:/88122/pfcc0148

Collection :

Tobacco Institute Records; RPCI Tobacco Institute and Council for Tobacco Research Records; Master Settlement Agreement

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(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=hmn0146)

...4/9/52 Bt*nis+. litaroc,o.in;zsrvs k OseosN Advertising Client The American Tobacco Company Date of bleecing April 8, 1952

Plaze of Meeting 111 Fifth Avenue Present for Client P,ti- Hahn, A.F. Dourden, A.R. Stevens, V.J, oor, J.V, liurphy Presen

more...

Author : Traviesas-H, Batten Barton

Document Date : 1952 April 09

Type : report; report, call; report, contact

ID : hmn0146 (TID : hrp85f00)

ARK : ark:/88122/hmn0146

Collection : American Tobacco Records; Master Settlement Agreement

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353. Lucky Strike Salesmen's Movie 47-A

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https://www.industrydocuments.ucsf.edu/docs/srdf0177

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=srdf0177)

...NOTE—Report on this form nil con»er»atiotw with client* wherein any deciliori is reached—or «ny subject discusted which

.fleets idrentifflnf policies, FOOTB, CONJB & BELDING a Contact Report ^ (NEW YORK OFFICE) Name of fil*t. THE AMERICAN

more...

Author : Freese-J; Foote Cone

Document Date : 1946 September 10

Type : report; report, call; report, contact

ID : srdf0177 (TID : ltb97h00)

ARK : ark:/88122/srdf0177

Collection : American Tobacco Records; Master Settlement Agreement

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(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=phml0134)

...s~fv~ /snen.r/ccr.n r~oGaecrC".rvi-a7r~ `r)lcur7r~ 3, June , 1955 TO THE ENTIRE SALES OR6ANIZATION: Fo. your

convon'ence, our summer schedule of entertain- inq shows and up-to-the-minite news pro9m.ms on TV and Raofio Is lis'te

more...

Author : Walker-RB, ATCO

Document Date : 1955 June

Type : pamphlet; publication

ID : phml0134 (TID : pke15f00)

ARK : ark:/88122/phml0134

Collection : American Tobacco Records; Master Settlement Agreement

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(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=srxc0146)

...STIO[N da ,V,uz `ljZeav~?AA,oz,4- 3, O ~ MAILED TO SECTIONS 11111 _I I V 11216=41" I ALES MANAGERS? ' ASST. SAL3S

MANAC5R5? DI9THICT MANAGENS? lyES , y SALESMEN? I IES I' . OFFICE LIST? ~~ December21X1'99+."5 DOM. C

more...

Author : Riggio-LJ, American Tobacco Company

Document Date : 1949 December 21

Type : letter

ID : srxc0146 (TID : czt85f00)

ARK : ark:/88122/srxc0146

Collection : American Tobacco Records; Master Settlement Agreement

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356.

The "Golden Age of Radio" Cassette Promotion; The "Golden Age of Radio" Cassette Promotion
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=zkpx0136>)
<https://www.industrydocuments.ucsf.edu/docs/zkpx0136>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=zkpx0136>)

...Mr. B. A. Hammond I Merchandising and Sales Communications Director S. Lamont-Spencer Assistant Merchandising and Sales Proigrams Manager THE "GOLDEN AGE OF R4DIO" CASSETTE PROMOT7ON I D,pSune 30, 1994 The Poltowing

Author : Lamont-Spencer-S, ATCO
Document Date : 1994 June 30
Type : letter; memo
ID : zkpx0136 (TID : wiz25f00)
ARK : ark:/88122/zkpx0136
Collection : American Tobacco Records; Master Settlement Agreement

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357.

KUEPER V. R. J. REYNOLDS TOBACCO CO., ET AL CAUSE NO. 91-L-734. TRIAL EXHIBIT INDEX. PX85A. TIME. (<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=jxmp0102>)
<https://www.industrydocuments.ucsf.edu/docs/jxmp0102>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=jxmp0102>)

...Honest taste is the true, full, generous taste of fine tobacco. It's the taste that a man wants when he smokes. And you get it every time in a Lucky Strike. pgNbr=1 Just in case you haven't noticed... ® ® ® You probably have noticed the marked

Author : JONES DAY
Document Date : 1993 January 28
Type : draft; legal document
ID : jxmp0102 (TID : tss92d00)
ARK : ark:/88122/jxmp0102
Collection : RJ Reynolds Records; Master Settlement Agreement

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358.

'MOST LOW TARS HAVE A HOLLOW TASTE.'
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<https://www.industrydocuments.ucsf.edu/docs/lhj0107>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lhj0107>)

...ANSWERS _ ETH TRACE P ECR RED N R THEMouser NU SOT VATS OD GENS MORE A SEN FOA S DOOR TROT
OLDMOTHERH ASSU ES SETH AG HOTTEA SLUR RASHE LOGES AI_E GALEN AMNESI A_RAM UNDERTHEHAYS

Author : BOSTON SUNDAY HERALD MAGAZINE
Document Date : 1988
Type : advertisement
ID : lhj0107 (TID : dja10e00)
ARK : ark:/88122/lhj0107
Collection : Lorillard Records; Master Settlement Agreement

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(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=xrwm0011>)

...Two alert freelance magazine writers, living by their wits amid the lush sur- ,duction stars Barry Coe and Brett Halsey. Their co-stars are Gary Lockwood, Created by Roy Huggins, of "Maverick" fame, the 20th Century-Fox Television pro- FOLLOW THE SUN

Author : Unknown
Document Date : Unknown
Type : other
ID : xrwm0011 (TID : wui47a00)
ARK : ark:/88122/xrwm0011
Collection : Liggett & Myers Records

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360.

Radio TV Reports, Inc. 4.1 East 42ND - 'Tre 'i". He1n' York. N.Y. 10017. 697"5100 - co Institute.
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=jhmv0032>)

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https://www.industrydocuments.ucsf.edu/docs/jhmv0032
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=jhmv0032)
...RADIO TV REPORTS. INC. E d i At EAST 42ND STREET. NEW YORK. N.Y. 10QJV. 697-5100 S. PACCO INSTITUTE INC
ogram^---Nx Times Correspondent Report station (WQXR) date June 13, 1969 - 7:07 P.M. city New York (http://www.industrydocuments.ucsf.edu/docs/NrWZFE)
Author : Unknown
Document Date : 1969 June 13
ID : jhmv0032 (TID : npm25b00)
ARK : ark:/88122/jhmv0032
Collection :
Tobacco Institute Records; RPCI Tobacco Institute and Council for Tobacco Research Records; Master Settlement Agreement

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(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=klvb0138)
...9fr. env % e ~ /4.,>w pgNbr=1 OYO 'L4,~YL' ILI~%9~ ~41 ~bNlll'G/ GL'r.h~r'6"' ". L G7fr ~ ,ez~ _ ~ IZII~ i~ pgNbr=2 ~\,~?
~en L :)_A , s_., 0~-crt. 7all-g3N3 - pgNbr=3 (~ 1,~_,r, . ' . '=4, ~ ti ~4 ~ r, Z ! I pgNbr=4 II CTgar-eLSe LUCKY STRIKE

more...

Author : Unknown

Document Date : 1959 June 05

Type : notes

ID : klvb0138 (TID : wdp35f00)

ARK : ark:/88122/klvb0138

Collection : American Tobacco Records; Master Settlement Agreement

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362.

Herbert Tareyton Filter Tip Advertising Plans
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=tkcj0144)
https://www.industrydocuments.ucsf.edu/docs/tkcj0144
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=tkcj0144)
...[1 Pi ~malccecUrz<<~(i(~'eo~om~urriu~ `~,2/ar~ 3, `~Z2y. October 29, 1954 affiT11Y10T s~k,~07- ADVERTISING PLANS
TO SELECTED MEMBERS OF THE SALES ORGANIZATION: Beginning the week of November 1, we will launch an adv

more...

Author : Walker-RB, American Tobacco Company

Document Date : 1954 October 29

Type : letter

ID : tkcj0144 (TID : hbw75f00)

ARK : ark:/88122/tkcj0144

Collection : American Tobacco Records; Master Settlement Agreement

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-- No Title -- (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lsjm0142).
https://www.industrydocuments.ucsf.edu/docs/lsjm0142
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lsjm0142)
...CBS RADIO 395 M(U~SON ~VF.NI .I'.ILW. YQPF ?..LEW VaRK.YLAZA 1 21111 As of August 25, 1952 i'_ne A:^erican Tobacco
Company III Fifth Avenue S;ew York, N. Y. Gentlemen: 1'ie refer to the agreement between us dated March 26, 1952, cover

more...

Author : Seward-JM, Columbia Broadcasting System, Inc

Document Date : 1952 August 25

Type : letter

ID : lsjm0142 (TID : fef65f00)

ARK : ark:/88122/lsjm0142

Collection : American Tobacco Records; Master Settlement Agreement

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https://www.industrydocuments.ucsf.edu/docs/qxpb0079
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=qxpb0079)
...Al/Itif OF syo &4r /5? L IIZ3L9 Tf ~:17'ol~ Rf-N- o~'. Or9rES. I-li~s~1y11t-A 0 XKSvNO - pgNbr=1 L.J.L.M1J1 L: TIU+ AL
:E'EARCE SHOW FOR C ~~~~... 'T:+. . ""~. 3) 1940 MvH C.J.GA X~TJ a J:~S ". "" . TTCZ 3:30 - 4:00 P.M. 5: 00 - 5:30 P.M. (more...)

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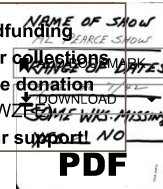
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INSPIRING LIVES FREE FROM SMOKING,VAPING & NICOTINE

https://www.industrydocuments.ucsf.edu/tobacco/results/#q="%0AJack Benny"&h=%7B"hideDuplicates"%3Atrue%2C"hideFolders"%3Atrue%7D&s... 38/47

Author : Unknown
Document Date : 1940 May 03
Type : script
ID : qxpb0079 (TID : yys03d00)
ARK : ark:/88122/qxpb0079
Collection : RJ Reynolds Records; Master Settlement Agreement

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- ☐ 365. TPT, Total Time Television Report, Pall Mall Cigarettes
 (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=qlxl0134)

https://www.industrydocuments.ucsf.edu/docs/qlxl0134

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=qlxl0134)

...TOTAL PRIME TIME TELEVISION REPORT PALL MALL CIGARETTES Commercial N450 "3 Cities, New York - Miami Beach - San Francisco" and Commercial 0436 "Miniature Golf" Frida, December 4, 1964 GALLUP & ROBINSON. INC. PRINCETON, NJ

Author : Gallup & Robinson Inc**Document Date :** 1964 December 04**Type :** report; study**ID :** qlxl0134 (TID : szc15f00)**ARK :** ark:/88122/qlxl0134**Collection :** American Tobacco Records; Master Settlement Agreement

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https://www.industrydocuments.ucsf.edu/docs/mgpv0132

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=mgpv0132)

...THE Memorandum AMERICAN TOBACCO COMPANY -UI(04 Ip -lu Ta Mr. B. A. Hammond o..., June 30, 1994 Merchandising and Sales Communications Director S. Lamont-Spencer Assistant Merchandising and Sales Programs Manager TIE "GOVERNMENT

Author : Lamont-Spencer-S; ATCo**Document Date :** 1994 July 09**Type :** letter; memo**ID :** mgpv0132 (TID : eze01f00)**ARK :** ark:/88122/mgpv0132**Collection :** Brown & Williamson Records; Master Settlement Agreement

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https://www.industrydocuments.ucsf.edu/docs/qswm0011

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=qswm0011)

...Two alert freelance magazine writers, living by their wits amid the lush sur- FOLLOW THE. SUN, premiering for Chesterfield on Sunday, September 17. roundings of Hawaii, find romance and adventure in the new hour-long series, while broke". articulated here...

Author : Unknown**Document Date :** Unknown**Type :** other**ID :** qswm0011 (TID : uvi47a00)**ARK :** ark:/88122/qswm0011**Collection :** Liggett & Myers Records

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https://www.industrydocuments.ucsf.edu/docs/rsfh0017

(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=rsfh0017)

...THE AMERICAN TOBACCO COMPANY SUMMER TELEVISION-RADIO SCHEDULE TELEVISION BACHELOR FATHER Mendey THE TALES OF WELLS FARGO Wednaday TRACKOOWN Aur.dey pRO6MM rr 31, aulucM1d n o./ d. an 1 re .r.n more...

Author : Walker-RB, ATCO**Document Date :** 1959 June**Type :** letter**ID :** rsfh0017 (TID : sjh70a00)**ARK :** ark:/88122/rsfh0017

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☐	370. Records To Be Checked By F. X. T. (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=qmlv0015) https://www.industrydocuments.ucsf.edu/docs/qmlv0015 (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=qmlv0015) ...}- RE ORDS TO BE CHECKED - BY F. X. T. SENT_Fx0^S BBD&O ! LUCKY LUCKY - Q LUCKY LUCKY ^ LUCKY LUCKY LUCKY LUCKY LUCKY LUCKY ~ LUCKY LUCKY ~ 4 LUCKY UCKY L CKY LUCKY LUCKY LUCKY LUCKY LUCKY STR Author : Unknown Document Date : 1961 March 15 Type : inventory; list ID : qmlv0015 (TID : qrq60a00) ARK : ark:/88122/qmlv0015 Collection : American Tobacco Records; Master Settlement Agreement	PDF 2 pages ADD BOOKMARK DOWNLOAD
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☐	371. Spring Schedule II For Radio & Television Programs Sponsored By Tobacco Companies, Network & Local New York (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=gshf0141) https://www.industrydocuments.ucsf.edu/docs/gshf0141 (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=gshf0141) ...• SYRING SCBEDULE II FOH PAOIO & TELG'NISION PROGHAWS SPONSOR~D BY TOB6CC0 COISANIES NETPuORE & LOC::L NEH Y086 ' APRIL 25, 1955 0 pgNbr=1 Baaw • R.S. CEYOiOLIIS(CoHt.) (tlinston) -3, Tv Paocx.y4.M-TUaRt & Tr Author : Unknown Document Date : 1955 April 25 Type : chart; drawing; graph; graphic; table ID : gshf0141 (TID : yav55f00) ARK : ark:/88122/gshf0141 Collection : American Tobacco Records; Master Settlement Agreement	PDF 6 pages ADD BOOKMARK DOWNLOAD
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☐	372. Progress Report (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=mtdg0141) https://www.industrydocuments.ucsf.edu/docs/mtdg0141 (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=mtdg0141) ...August 30, 1946 Memorandum to Mr. George W. iiii, President PROGRE--: RHPORT 1. 1 was delighted wita W decision to place „11 our business tr.rougo Foota, lone k La13inj. I L-ve :pent tne =reat.:r part of the pa.st vizeez: working cn the Author : Weaver-SL-Jr Document Date : 1946 August 30 Type : letter; memo ID : mtdg0141 (TID : ypz55f00) ARK : ark:/88122/mtdg0141 Collection : American Tobacco Records; Master Settlement Agreement	PDF 4 pages ADD BOOKMARK DOWNLOAD
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(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=zzjx0022>)
...I I I I I I I Comedy A SYMPHONY OF ONE VOICE AT CARNEGIE HALL "DO YOU WANT REAL ANSWERS OR FAKE
answers?" asks comedian Steven Wright. Whichever's easier. "Just tell people I make things up, and I say them, and I've

Author : Unknown
Document Date : 1997 June
Type : magazine article
ID : zzjx0022 (TID : gjh89a00)
ARK : ark:/88122/zzjx0022
Collection : Philip Morris Records; Master Settlement Agreement

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<https://www.industrydocuments.ucsf.edu/docs/pyvb0132>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=pyvb0132>)
...THE AMERICAN TOBACCO COMPANY 1 ru ID'I Memorandum Mr. B. A. Hammond Merchandising and Sales Communications
Director S. Lamont-Spencer Assistant Merchandising and Sales Programs Manager THE "GOLDEN AGE OF RADIO" CASSETTE
- Author :** Lamont-Spencer-S; ATCo
Document Date : 1994 June 30
Type : letter; memo
ID : pyvb0132 (TID : bof01f00)
ARK : ark:/88122/pyvb0132
Collection : Brown & Williamson Records; Master Settlement Agreement

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<https://www.industrydocuments.ucsf.edu/docs/qxmj0075>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=qxmj0075>)
.../ To -roni F" THE Memorandum AMEIZICAN TOBACCO COMPANY y ~ u 1 ~ -, l' 1 I Mr. B. A. Hammond Date June 30, 1994
Merchandising and Sales Communications Director S. Lamont-Spencer Assistant Merchandising and Sales Programs Manager
- Author :** Lamont-Spencer-S; ATCO
Document Date : 1994 June 30
Type : memo
ID : qxmj0075 (TID : erg90c00)
ARK : ark:/88122/qxmj0075
Collection : American Tobacco Records; Master Settlement Agreement

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<https://www.industrydocuments.ucsf.edu/docs/hjhk0030>
(<https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=hjhk0030>)
...I ES AT THE 95 South Office:20 ALE THEATRE uraptice Road, Wallingford, Connecticut 6592 269-8721 FA3C:203-284-1816
H1LL OF FAME AIR SUPPLY AMERICA PAUL ANMA BURT BACHARACH JOAN SAEZ ROSEANNE9ARR BEACH BOY
- Author :** ASSOCIATES FOR THE PERFORMING ARTS; ARCHAMBEAULT,JJ
Document Date : 1990 May 11
Type : letter
ID : hjhk0030 (TID : vfh20b00)
ARK : ark:/88122/hjhk0030
Collection : Philip Morris Records; Master Settlement Agreement

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378. UNEXPECTED TASTE. THE OTHER GOOD REASON SMOKERS ARE SWITCHING TO TRUE ONLY 5 MG TAR (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=nkxg0025)
https://www.industrydocuments.ucsf.edu/docs/nkxg0025
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=nkxg0025)

...Warning: The Surgeon General Has Determined That Cigarette Smoking Is DangeroustoYourHealth. --,-4_ s cr-. -
pgNbr=1 WN S@qUetCONTINUED three marriages (including one to Italian actress Luciana Paluzzi), five children and th
more...

Author : TIME

Document Date : 1977

Type : advertisement

ID : nkxg0025 (TID : ark00b00)

ARK : ark:/88122/nkxg0025

Collection : Philip Morris Records; Master Settlement Agreement

Unexpected taste. The other good reason smokers are switching to true. 5 mg. tar. 0.9 mg. nicotine av. per cigarette by FTC method.

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379. Founded 1877 Michael E. Pulizer, Editor and Publisher PAGE TWO -- SECTION C (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=Imdn0047).
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(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=Imdn0047)

...t Ammut jBaHn *1fof Founded 1877 Michael E. Pulitzer. Editor and Publisher PAGE TWO -- SECTION C TUCSON, SUNDAY, FEBRUARY 20, 1983 Cancer's ghastly triumph must someday be conquered By Steve Emerine The Arizona Daily Star Da
more...

Author : Unknown

Document Date : Unknown

ID : Imdn0047 (TID : fxc85b00)

ARK : ark:/88122/Imdn0047

Collection :
Tobacco Institute Records; RPCI Tobacco Institute and Council for Tobacco Research Records; Master Settlement Agreement

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.../SO 4a6 y!?'rd~,G et ~kurl/mc 17, O l August 30, 1957 10 TIE LN71RL SALES ORGANITA11ON: Will, tho com:ng of iho iall soason a varlely of television nnd rodlo programs will agatn bo sponmrod by your Company on behalf of WCKY SRIKF. P
more...

Author : Walker-RB, ATCO

Document Date : 1957 August 30

Type : notes

ID : frml0134 (TID : jqe15f00)

ARK : ark:/88122/frml0134

Collection : American Tobacco Records; Master Settlement Agreement

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381. Filter Tip Herbert Tareyton Advertising Butte, Phoenix And Portland, Seattle, Spokane Areas (https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=nlcj0144)
https://www.industrydocuments.ucsf.edu/docs/nlcj0144
(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=nlcj0144)

...M E M O I F A N O U M h- ~-l". To Mr. B. B. Walker onrc October 22, 1954 Executive Sales Manager FROM V. J. Boor Assistant Advertising Manager ' Filter Tip HERBERT TAREYTON Advertising sue. ecr Butte. Phoenix and Portland. Seattle. 4 k 7s P
more...

Author : Boor-VJ, American Tobacco Company

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Document Date : 1954 October 22
Type : letter; memo
ID : nlcj0144 (TID : rbw75f00)
ARK : ark:/88122/nlcj0144
Collection : American Tobacco Records; Master Settlement Agreement

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(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=msyh0147)

...Batten, Barton, Durstin e &Osborn, X nc1 lt.-a/ ELdorsdo 5-580o 383 Madison Avenue, New York 17, New York c/fIfU2YliJtlfg
September 18E 1950 Mr. A. R. Stevens The American Tobacco Company 111 Mfth Avenue New York, New York Dear Alt

Author : Cumings-T, Batten Barton
Document Date : 1950 September 18
Type : letter
ID : msyh0147 (TID : mpu94f00)
ARK : ark:/88122/msyh0147
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(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=fpxc0146)

...February 16, 1949 TG THE ENTIRE.SALES ORGANIZATIDN: T~ni se 3i~youu, uhder separa,e,coveri the LUCEY LEPEL ~
s.ooutwhich I'wrote'yqu some Eima ago. - = ' Attached to this letter you will find a new "Outline of Talk for Moving Picture

Author : Riggio-L.J, American Tobacco Company
Document Date : 1949 February 15
Type : letter
ID : fpxc0146 (TID : jxt85f00)
ARK : ark:/88122/fpxc0146
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(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lnbx0017)

...~J9Q<c&n22at~.,ilv,G,-tc< ~tn~>au~ Jrmuary 9, 19h5 . 0 . Mr. John Freese Foote, Cone & Belding -. ~ev1 ~~y^A
'...~2a.4~E739 Just about ayear.\$go, (February 26,j9/5) 11r. Czufin wrote you a letter about color fiicc for the 46-fA r,ovio

Author : Shaler-J, ATCO
Document Date : 1946 January 09
Type : letter
ID : lnbx0017 (TID : oul70a00)
ARK : ark:/88122/lnbx0017
Collection : American Tobacco Records; Master Settlement Agreement


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(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=jjgw0133)

...COPY OF CONTRACT ON FILE - ' IN S33CRF;TARYIS DNIVARTMP,NT Porlod 3/30/52 to 11s1~63 40 AGREI1SMN:NT
Between TUR AMERICAN TOBACCO COMPANY and COLUMI3IA BROADCASTING SYSTEM, INC. etn;-a~s Februar

Author : Columbia Broadcasting System Inc; American Tobacco Company
Document Date : 1952 February 04
Type : agreement; contract agreement
ID : jjgw0133 (TID : bvs05f00)
ARK : ark:/88122/jjgw0133
Collection : American Tobacco Records; Master Settlement Agreement


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...Mr. Hamishixwell Chairman nd C.E.O. Philip orris Companies I 120 ark Avenue N York, NY 10017 I have just perused your 1990 First Quarter Report. You and your management team are to be commended for the splendide re-sults you are achieving. Yours

Author : RICE ASSOCIATES; RICE,EE

Document Date : 1990 July 17

Type : letter

ID : gfbn0127 (TID : eyi85e00)

ARK : ark:/88122/gfbn0127

Collection : Philip Morris Records; Master Settlement Agreement

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Author : Unknown

Document Date : 1983

Type : binder cover; blank page; file; file folder; pamphlet; publication

ID : jmvy0132 (TID : pgg04f00)

ARK : ark:/88122/jmvy0132

Collection : Brown & Williamson Records; Master Settlement Agreement

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Author : Unknown

Document Date : Unknown

ID : hjcm0043 (TID : xcv69b00)

ARK : ark:/88122/hjcm0043

Collection : Tobacco Institute Records; RPCI Tobacco Institute and Council for Tobacco Research Records; Master Settlement Agreement

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Author : Unknown

Document Date : Unknown

ID : xtwh0043 (TID : wur68b00)

ARK : ark:/88122/xtwh0043

Collection : Tobacco Institute Records; RPCI Tobacco Institute and Council for Tobacco Research Records; Master Settlement Agreement

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Author : Unknown

Document Date : Unknown

ID : rybx0042 (TID : wur68b00)

ARK : ark:/88122/rybx0042

Collection : Tobacco Institute Records; RPCI Tobacco Institute and Council for Tobacco Research Records; Master Settlement Agreement

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Author : Unknown

Document Date : 1968 October 15

ID : rybx0042 (TID : eqd65b00)

ARK : ark:/88122/rybx0042

Collection :

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...HARRY JAMES January 30, 1961 I understand Jack Benny sent you a letter recently about the LUCKY STRIKE "Remember How Great" promotion. Now Jack means well. He's a wonderful comedian. He does play the violin. But somehow - I think I missed it.

Author : James-H
Document Date : 1961 January 30
Type : pamphlet; publication
ID : ymyd0010 (TID : zzq41a00)
ARK : ark:/88122/ymyd0010
Collection : American Tobacco Records; Master Settlement Agreement

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...BIOW-BEIRN-TOIGO INCORPORATED c/jc~vertisin' 640. FIFTH AVENUE • NEW YORK 19, N.Y. February 25 1 9 5 5 Mr. J. L. Van Volkenburg President Columbia Broadcasting System 485 Madison Avenue New York, New York Dear Jack:- The following is a list of names of persons who are members of the Board of Directors of the American Tobacco Company.

Author : BIOW BEIRN; MACGREGOR,GP
Document Date : 1955 February 25
Type : letter
ID : flwn0141 (TID : jfq61f00)
ARK : ark:/88122/flwn0141
Collection : Philip Morris Records; Master Settlement Agreement

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(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=lyxc0146)

...INDIVID'JALLY ADDE/ESSGD TO CUSTOMERS OV DL_AECT LIST Iffi THE VICINITY OF MINNEAPOLIS AND ST. PAUL.
(SEE LIST ATTACHED); ~Lfiwi Y<cuvnx~cac~ U~i~t'iEe'<i~Cnrf, ~d, atccul~ February E6, 1949 We are running a newspaper.

Author : Riggio-V, American Tobacco Company
Document Date : 1949 February 28
Type : letter
ID : lyxc0146 (TID : zwt85f00)
ARK : ark:/88122/lyxc0146
Collection : American Tobacco Records; Master Settlement Agreement

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(https://www.industrydocuments.ucsf.edu/tobacco/docs/#id=jyxc0146)

...INDIVIDUALLY ADDRESSED TO CUST0S4ERS ON DIRECT-LIST OI' COLUMBIA. (SEE LIST ATTACHED).
c~C~l ~"J~cccPircE"a(~c~"~"/~l qL~ cq~vCGZCC/iXUUI. ~ ///,/~~[qy, JYC4n w Oe 3. February 24, 1949 • We are running a newspaper.

Author : Riggio-V, American Tobacco Company
Document Date : 1949 February 24
Type : letter
ID : jyxc0146 (TID : xwt85f00)
ARK : ark:/88122/jyxc0146

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...I ^J k^dted- or at liis form alt conversations with clients wherein any decision ;ny subject cTiid'A'sc^ v^U'.tH affecu advertising policies. >. FOOTE, CONE & BELDING Contact Report (NEW YORK OFFICE) Name of Client _____-4ffi:4MERiSM^TOfiit. Cite rep: <http://tiny.ucsf.edu/NrWZFE>

Author : Czufin-S; Foote Cone
Document Date : 1945 March 06
Type : report; report, call; report, contact
ID : tfvg0179 (TID : epl12i00)
ARK : ark:/88122/tfvg0179
Collection : American Tobacco Records; Master Settlement Agreement



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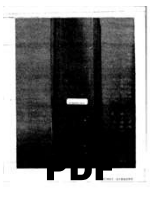
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Author : Unknown
Document Date : 1953 December
Type : media article; media transcript; publication
ID : phhb0020 (TID : jzd80a00)
ARK : ark:/88122/phhb0020
Collection : American Tobacco Records; Master Settlement Agreement



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