

IN-HOME MEDIA ADVERTISING SUBMISSION MEMO

TO: LAW DEPARTMENT

FROM: Lennis WoodsDATE: July 16, 1987RE: AD NO. RC-87-MAG-118D-WA

REVISION NO. _____

AD TITLE Richard Dool Pack "Yellow Flowers" (Ad No. 87-16-4312)

Attached for Law Department review is a stat of the mechanical for the ad described in this memo. The mechanical has been signed by all necessary creative agency and Brand Group people. The stat reflects the copy, positioning, and photographic content of the ad as the Brand Group presently intends to run it; if any changes are subsequently made in the mechanical, we will submit a revised stat to you for review. I have checked and measured with approved "acetates" the Warning Notice and T/N legend as they appear on the mechanical; both are present on the mechanical, in the sizes indicated below and in the position shown on the stat. Both exactly match the acetates which I used to measure them. The copyright legend is present and reads as shown below.

SIZE OF AD: 116.09 sq. in. (show only trim size(s) of single full page of publication(s) into which this ad will be inserted)

TYPE OF MEDIUM: State (e.g., newspaper, magazine)

SIZE OF AD: (check one)

FULL SINGLE PAGE ☒FULL DOUBLE PAGE ☐OTHER ☐

(describe completely including number of pages and size of live space of ad appearing on fractional pages)

TYPE OF PRODUCTION: (check one)

SHRINK (e.g., ROP) ☐NON-SHRINK ☒WARNING NOTICE: 3A Exhibit # - 41194."TAR" AND NICOTINE: 10 PointsCOPYRIGHT NOTICE: 1987 B&W T. Co.
(year)

Submitted by:

Debbie Luthard

Law Department:

J. C. [Signature]
7-17-87

ORIGINAL - returned to Brand Group
PHOTOCOPY - retained by Law Department

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JUL 16 1987
LCA

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

25's 17 mg. "tar", 1.2 mg. nicotine av. per cigarette by FTC method. 20's 15 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method. 100's 11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method. 100's 11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

Value has its place.

Richland, USA

Suggested retail price of Richland 25's is the same as that of regular price 20's.

© 1987 B&W T Co.

NOTICE The advertisement complies with the legal requirement for the correct Surgeon General's Warning Statement and "tar" and nicotine line which must appear in all cigarette advertising.

Examining the proofs and reprint materials you receive to be certain they match each other.

Circumstances are you to run substitute materials, alter, or omit any copy without prior approval from Geer, DuBois.

Do not use these materials on any date(s) other than shown on the insertion order.

These materials may appear only in publications with a cover date between the period of

Oct. 1 through Dec. 31, 1987.

IT IS IMPERATIVE THAT THIS PRINTING MATERIAL BE RETURNED TO GEER, DUBOIS OR DESTROYED AFTER THIS PERIOD TO AVOID THEIR IMPROPER USE.

Ad No. 87-16-4317
BROWN & WILLIAMSON TOBACCO CORP.
RICHLAND

"Richland, USA" Yellow Flowers
Tab Page 4C Non Bleed
9 7/8 x 11 1/4 Mechanical Size
111.09 Square Inches

Warning Statement A Exhibit 3 10 pt. T&N 4th Quarter 1987
Square Inches Publication Date
111.09 111.09 Oct. 13, 1987
Prepared by Geer, DuBois Inc., New York, N.Y.

SURGEON GENERAL'S WARNING: Causes Lung Cancer, Heart Emphysema, And May Complicate Pregnancy.

Exhibit 3 Category 3 Over 110 to 180 sq.

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PRODUCED FROM B&W WEB SITE

Source: <https://www.industrydocuments.ucsf.edu/docs/grbc0052>

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L.C.A.

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