

## MEMORANDUM

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*The American Tobacco Company*  
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DATE	October 17, 1964
TO	Mr. W. J. Moore Vice President - Advertising
FROM	P. J. Gumas Assistant Product Manager
RE	LUCKY STRIKE Lights - Promotional Materials

This is to recommend the purchase of two 20 foot inflatable packs of LUCKY STRIKE Lights.

With the success of our inflatable packs of LUCKY STRIKE Filters in developing brand awareness and creating attention, these LUCKY Lights inflatables would complement our efforts. These inflatables could also be used independently and would enhance the presence of LUCKY Lights at such events as the Street Machine Cruises, Daytona Beach, Military Promotions, Surf and Sand, etc.

These packs afford us visibility in locations where the opportunity for conventional signage is unavailable. Estimated cost for two new units is \$11,500.

May we have your approval to proceed.