

MEMORANDUM

TO: MR. E. PEPPLES

CC: Mr. J. W. Groome  
Mr. L. A. Pizer  
Mr. L. R. Lewis  
Mr. W. A. Land

FROM: CARTER BROACH  
DATE: January 29, 1975  
SUBJECT: VICEROY

Attached for your review is the VICEROY  
"TWO PACKS FREE" Offer Carton Copy. May  
we have your response concerning this copy.

C. B.

CB/lg  
attachment

VICEROY "TWO PACKS FREE" CARD

CARTON COPY

Top Panel, Side Panels, and End Panels

Two Packs Free  
See Carton Bottom

Bottom Panel

1. Offer Copy

TWO PACKS FREE

VICEROY is improving its packs to make them more modern and attractive. The new packs, in new cartons, will be at stores shortly. Since you are a valued VICEROY smoker, we want you to see them first! So let us give you two new packs--free. Just let us know that you want them.

Mail in this postage paid postcard (or facsimile) to VICEROY Two Packs Free, to P. O. Box \_\_\_\_\_, Elm City, North Carolina 27822. Print name, address and ZIP CODE clearly. Upon acceptance of your request, in North Carolina, the gift is completed. The VICEROY cigarettes will be mailed to your address for your personal enjoyment.

Offer expires July 31, 1975. So mail before then. Please allow about four weeks for delivery. The offer is limited to one request per person and is void outside the Continental United States and where prohibited or restricted by law.

2. Postcard Copy

a. Return Address

Send Two Packs Free to:

Name \_\_\_\_\_  
(I am 21 years or older)

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

77500 3 0 7 1

b. Address

Business Reply Mail  
No Postage Stamp Necessary if Mailed in the United States

Postage will be paid by:

VICEROY, Two Packs Free  
P. O. Box \_\_\_\_\_  
Elm City, North Carolina 27822

c. Postage Indicia

First Class  
Permit No. \_\_\_\_  
Elm City  
North Carolina

77500 3 0 7 2