

CAMEL ~~DFE~~
SCW
c DD

Memorandum from

BOB RECHHOLTZ

~~TES~~ ~~LEH~~ ~~RRS~~ - FYI

- AGW return to: AGW. ~~pls.~~ ~~agony~~ ~~Drunk~~ ~~F~~

General rule is
accurate. But it is
still essential that we
carefully review each
piece of material.
Suggest you also check
ERS.

RJR

50169 5708



Inter-office Memorandum

Subject: WARNING STATEMENT

Date: May 30, 1972

To: Mr. R. A. Rechholtz

From: A. G. Weber

This will document your decision regarding the use of the Warning Statement on certain special events promotional material.

It was decided that the Warning Statement (and T and N numbers) is not necessary on those advertising units that advertise the special events rather than the brand. By definition, these units advertise a special event and/or program and include only the brand logo and/or a stylized special events emblem, e.g., WINSTON rodeo emblem. They do not have a picture of the pack or brand advertising copy. Examples of items included in this group are "welcome" banners, change aprons, imprinted window pasters and certain newspaper advertising units and billboards.

In the event the advertising material includes a picture of the pack and/or an advertising message related to the Brand, the Warning Statement and T and N numbers will be required. Also, those units designed to be used with product displays will -- because of their proximity to the product -- require the Warning and Numbers. Included in this latter group are various riser cards -- 30 package, 30 carton, etc.

AGW:skz