

MEMORANDUM

The American Tobacco Company
A DIVISION OF AMERICAN BRANDS, INC.

DATE	November 2, 1979
TO	Mr. W. J. Moore Advertising Manager
FROM	H. W. Bahrenburg Product Manager
RE	New York Times Franchise Position

File Product Data 1979
TL/KLL - JVC

At the present time we have four franchise units in the New York Times per week (Sports page). Two of these positions are assigned to Carlton and one each to Pall Mall Light 100's and Tareyton Lights.

In view of the increasing competitive pressure for low tar cigarettes in this newspaper, we propose that all four New York Times units be assigned to Carlton for the balance of the year.

May We have approval?

HWB
11/2 *[initials]*
MB *11/2*
Carlton *11/2*
Jan *11-2*

1/5/79

NEW Year Times
 Post Office 1/2/79

EFFECTIVE WEEK OF 11/4/78 ALL SPORTS PAGES
 3/4 LINE FOR W.I.L. GO TO CONTROL

Sunday	Sunday	Wednesday	Wednesday
Pull Mail	TUR	Pull Mail	TUR
4	1	6	6

TARGETION	Sunday	$7.36 \times 345 = 2,540$	$\times 1$	2,540
	Wednesday	$6.21 \times 345 = 2,143$	$\times 6$	12,858
				\$15,398

PULL MAIL	Sunday	$7.36 \times 345 = 2,540$	$\times 4$	10,160
	Wednesday	$6.21 \times 345 = 2,143$	$\times 6$	12,858
				\$23,018

Total \$38,416

Budget Transfers (000)

Increase Decrease

London K.S.
 TL/ALL INC
 PHL 100'S

38

15
 23

TOTAL

38

38

1/5/79

2/11

Fds Budget Data 1979

[TL/TLL (DVC)]

E-10 Magazine

	Spa	Prod	Total
Budget in budget	5811,000	185,000	5996,000
Authorizations to date	5810,831	183,845 x	5994,676
Balance	169	1,157	1,326
ref budget Reduction		1,000	1,000
Adjusted Balance	169	157	326
<p>Extended 10/31</p>			
<p>x resulting from DVC of 10/0/79</p>			
<p>10/31</p>			

File Budget Data -

[1/1/79 (Dec) - 1979]

Transit

	Spent	Prod	Total
Authorized in Budget	2,217,000	174,000	2,411,000
Authorizations to date	2,220,042 *	193,793	2,413,840
Balance	(3,042)	207	(2,840)
10/30 Budget increase	3,000	-	3,000
Adjusted balance	(42)	207	160
<p>Entered EHC 10/30 10/30</p>			
<p>* Little blue book credit -</p>			
Sept	R013		<p>EHC 10/30</p>

TL / T.L. (D40)

Transit

	Space	Prod.	Total
Outstanding in budget	2218,000 ^{10/24} 223,000	196,000	2414,000
Outstanding to date	2232,061	194,570 *	2426,631
Balance	939	1,410	2349
- L.A. Admin. credit	15,413		
	14,352		
	16,000		
	352		

JK
10/24

* Budgeting provision adjustment
of keeping charges in various
investigations for N.Y.
Subways.

File Budget Data 1979
 [L.I. 111 (D40)]
 L.I. Transit

	Prod.
Subsidiary in budget	176,000 *
Subsidiaries to date	174,590 *
Balance	1,410
10/24/79 Budget Reduction	1,000
Adjusted Balance	<u>410</u>

Entered
 10/24/79

EJK
 10/24/79

* 10/24/79, from an adjustment of
 funding charges in various
 of the subsidiaries for N.Y.
 Subways.

Life Budget Data
1979

	Prod.
Budgeted - see budget	175000
Authorizations to date	193783 *
 Balance -	 1207
10/26 Budget Reduction	(1000)
 Adjusted balance	 207
	E. J. K. 10/26 <i>[Signature]</i> 10/26
 C. J. M. W. Hansen	
at San Francisco 10/26/29	<i>[Signature]</i> 10/26

File Budget Date
1979

[10/1/79 (D+C)]

F-30 30 Street Parkers

	Spec.	Prod.	Total
Authorized in Budget	3395000	170000	3395000
Authorizations to date	3391470	187423 *	3392493
Balance	530	1971	2567000
10/26 Budget Reduction	-	(2000)	(2000)
Adjusted balance	530	(23)	507
<p style="text-align: center;">Entered EJK 10/26</p>			
<p style="text-align: right;">EJK 10/26</p>			
<p style="text-align: right;">JH 10/26</p>			
<p>2 Dated by JH. Transferred 10/26/79.</p>			