

MEMORANDUM

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

*Jam*

DATE	February 5, 1976
TO	Mr. C. R. McKeever - Marketing Director
FROM	Norman H. Chester - Media Director
REF	

This will modify the Purchase Point letter of February 2, wherein \$536,506 was authorized to reflect the following:

1. A 50 showing of 30 sheet subsequently authorized to run in Los Angeles, San Francisco and Cleveland for the months of March and April, at a cost of \$120,000.
2. Deletion of 30 sheet in Denver due to prior sale, resulting in a saving of \$10,530.
3. Addition of \$3,038 for cut-out charges in Washington and Atlanta.
4. Addition of Covington to Cincinnati purchase and correction of Milwaukee costs, resulting in an addition of \$2,692.
5. Reduction from 112 30-sheet panels to 90 in Houston, resulting in a saving of \$3,158.

The net effect of these changes is a revised expenditure of \$648,548, an increase of \$112,042.

*NC*  
*Jan 25*  
*Feb 15*  
*Mar 25*

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