



MEMORANDUM

The American Tobacco Company



TO Mr. H. B. Walker
Vice President,
Advertising and Sales

DATE April 3, 1961

FROM Karl W. Schullinger
Assistant to the
Advertising Manager
SUBJECT

This is in reference to Mr. A. T. Adams' letter of March 20 to Mr. Chanslor, in which he recommends an advertising and merchandising package offered by KZKY Radio, the Negro station in Tyler, Texas.

The Advertising Department does not consider this a feasible advertising buy for either DUAL FILTER TAREYTON or LUCKY STRIKE for the following reasons:

1. As you know, the current media plan for DUAL FILTER TAREYTON is to concentrate our local advertising in 67 of the most important markets throughout the country, whereas this offer covers only 125,000 Negroes in a small over-all market. Although the money involved in this instance is not great - \$1,053.00 for 13 weeks, or \$4,212.00 for a full year - it would have to be taken from one of our other markets and it is felt that the benefits to be derived in this specialized area of activity do not warrant making an exception.
2. While the media plan for LUCKY STRIKE is somewhat more flexible, extending into a number of smaller markets - including Tyler with LOCK-UP - the same limiting factors mentioned above would also apply.
3. As regards the film that would be shown at the Negro Drive-In Theatre, it has been pretty well established that the visual use of white people in Negro advertising is not very effective. Our present DUAL FILTER TAREYTON commercials are constructed in such a way that we could not edit a thirty or forty-second portion that would eliminate the people. It could be done with one or two LUCKY STRIKE commercials, but the cost of editing would be between \$750.00 and \$1,000.00.

KWS

cc: Mr. A. R. Stevens
Mr. J. A. Ulrich ✓