



M E M O R A N D U M

*The American Tobacco Company*TO Mr. H. R. Hammer
Dr. W. R. Harlan

DATE February 19, 1962

FROM B. M. Bruner

SUBJECT Copy for the Next Two Proposed Science Ads

Discussed the attached copy with Al Brayshaw by telephone today and explained it was our feeling that these should be revised and made more serious and dignified in tone. He stated that they would start over again and let us have a new draft, which would be more in keeping with our thoughts.

B.M. Bruner

ACS

Attachments