

LAURENCE, CHARLES, FREE & LAWSON, INC.

260 MADISON AVENUE, NEW YORK, NY 10016 (212) 213-4646

January 18, 1991

Mr. James Murray
The American Tobacco Company
Six Stamford Forum
Stamford, CT

RE: Pall Mall
ALABAMA - 14' x 48' Printed Bulletins
Shipping Instructions - February 16 Posting Date

Dear Jim:

The attachment lists the Alabama markets that are to receive the Pall Mall Gold Lights/Red Filters Packs - "Pall Mall Kept The Taste" design.

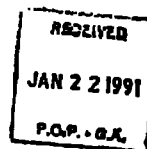
Warning Statement 'A' ("Smoking Causes...") will be displayed on this material.

To facilitate prompt posting of the Showings, the bulletins should be in the outdoor companies' hands five (5) days prior to the February 16 posting date.

Please advise if there are any questions.

Sincerely,


Cecelia Lavin



CL:sam
Att.

cc: Mmes. E. Ashkin, V. Puleo (3), D. Radazzo, M. Rose, ATCo
Messrs. B. Chandler, A. Magnane, K. Radigan
Mmes. F. Frank, S. Gold, E. Quinn, C. Rego
Mr. F. Ralph Mason, Jr. (Chester, VA), ATCo

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