



**BROWN & WILLIAMSON TOBACCO CORPORATION**

3000 West 100 Street, P.O. Box 200, Louisville, Kentucky 40201

May 28, 1976

Mr. Tom Graham  
ZML

REC'D  
MAY 28 1976  
M.R.D.

Dear Tom:

Attached is an updated list of Nielsen redemption numbers for VICEROY media coupons. This includes our latest additions - three direct mail coupons being designed by ZML for a Doncelley simulated co-op.

Sincerely,

Michael McCue

MM/ald

Attachment

cc: K. G. Kelly ✓  
E. A. Willets, III  
V. C. Incech  
C. E. Smoot  
Vivian Marra - Bates  
Wyatt Williams - PKG