

B&W

BROWN & WILLIAMSON TOBACCO CORPORATION

April 3, 1974

Mr. Charles Wiley  
c/o Allen-Martin Productions  
9701 Taylorsville Road  
Louisville, Kentucky 40299

Dear Mr. Wiley:

This is to confirm my request that you arrange to print for VICEROY, four full ASI ads for Time-size keylines. We will need your quote by 4/10.

I. Ad Description

A. Names and Numbers:

1. "Flying Car - Mortise" - V-MG-74-11
2. "Blurred Car - Mortise" - V-MG-74-12
3. "Gold Trophy - Mortise" - V-MG-74-13
4. "32 Drivers - Mortise" - V-MG-74-14

B. Please include the following information on these ads:

1. Ad Name
2. Ad Number
3. Magazine

II. Quantity requirements and specifications:

800 copies each on 50# Patina  
7" x 10" printed on stock  
13-1/2" x 16" (Min.) and  
23" x 20" (Max.)

III. Timetable

First Proof - 4/12  
Complete - 4/17  
Ads to L.A. - 4/19

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