



CUNNINGHAM & WALSH CHICAGO
875 N MICHIGAN AVE
CHICAGO, IL
60611

REPLICATION: M87541266040

RIGHT ONE CLASS

7066 HOLLYWOOD BLVD.

SUITE 800

HOLLYWOOD

CA 90028

CLIENT: 201 - BROWN & WILLIAMSON TOBACCO CO.

PRODUCT: 03 - KOOL FAMILY

PLEASE PUBLISH ADVERTISING SPECIFIED BELOW

ORDER

CONTROL # AD NUMBER

CAPTION

SIZE & COLOR

INSERTION

DATE

AMOUNT

40048

2201K14

WAYNE T PIANO PARENT BACK COVER 4C BLD

07/01/84

1,441.80 GROS

INSERTION ORDER TOTAL: 1,441.80

[]

2 PROOFS, ~~1~~

PROGS/

AND OFFSET FILM HERewith.

(1 set negatives REEL with)

[]

MATERIAL COMING FROM

[]

THIS IS A REPEAT OF AD WHICH APPEARED IN YOUR

ISSUE. YOU HAVE MATERIALS ON HAND.

[]

FOLLOW LINED UP PROOFS FOR CROPPING AD TO YOUR

SIZE.

BLEED

IMPORTANT:

IF THERE IS ANY DISCREPANCY BETWEEN THIS INSERTION

ORDER AND THE MEDIA SPACE RESERVATION, CONTACT THE

UNDERSIGNED IMMEDIATELY.

IF AD RUNS NATIONAL, SEND 6 COPIES TO REPRESENT REPRODUCTION QUALITY

TO ELLEN MARTIN AT THIS AGENCY.

IF AD RUNS AS A CUT-IN OR REGIONAL, SEND 2 COMPLETE COPIES OF EDITION

IN WHICH AD APPEARED.

SEND 2 COPIES OF THIS ISSUE TO ZELDA BROUHE OF CUNNINGHAM & WALSH, INC.

875 N. MICHIGAN, CHICAGO, IL 60611.

SEND 1 COMPLETE COPY OF THIS ISSUE TO MS. DONNA SENGELAUB OF BROWN &

ACCOUNTING/FILE

DATE: 03/26/84
TIME: 3:43 PM
PAGE: 1
ORDER NO: 40800011-0

ORIGINAL

REP:

CONTRACT NO: 33410032

MEDIA: MAGAZINES

ESTIMATE: 155 - 1984 MONTHLY MGS.

K