

PURCHASE ORDER
K. GALEOTTI
H. LOBIN
BID FILE



FBI
SHOW THIS ORDER NO.
ON YOUR INVOICE
N-55791

REQUESTING DEPT. COPY

PHILIP MORRIS
INCORPORATED
120 PARK AVE., NEW YORK, N.Y. 10017

CABLE ADDRESS: POLO NEW YORK
PHONE: AREA CODE 212-880-5000

TO
GUGLER LITHO/T.C.I.
141 EAST 25TH STREET
NEW YORK, NEW YORK 10010
ATT: MR. GARRY TODD

PER INSTRUCTIONS FROM LEO BURNETT.
SHIP INSTRUCTIONS TO BE DELIVERED 1ST OF
TO MONTH PRECEDING POSTING: 2 SETS TO
PRINTER, 3 SETS TO PHILIP MORRIS.

DATE	TERMS	F.O.B.	ROUTE PREPAID VIA
7/84	NET 10	MILWAUKEE, WIS.	

1. Please return acknowledgement immediately, advising shipping date. Sign acknowledgement before returning.
2. Invoices must be rendered on day of shipment with original bill of lading or transportation receipt to: 120 Park Avenue, New York, N.Y. 10017. Also send any received prepaid freight bills to 120 Park Avenue. Send memo bill to delivery address.
3. When immediate shipment is requested, promptly advise if you cannot conform.
4. Purchase order number must appear on all invoices, bills of lading, cases, packing lists and correspondence.

QUANTITY	DESCRIPTION	PRICE
PRODUCT: VIRGINIA SLIMS		

187 CATEGORY: THIRTY SHEET POSTER - NON BLEED \$76.45 EACH

CAPTION: POLKA DOT - TEST MARKET

SIZE: OVERALL: 9'7" H X 21'7" W
VIEW : 9'7" H X 21'7" W
LIVE : 8'6" H X 21' W

STOCK: 70# MACHINE FINISH POSTER PAPER

PRINTING METHOD: LITHOGRAPHY IN FULL COLOR

PROOFING: SHOW MINI ON DULL COATED STOCK: 15 TO JOHN MORAN
15 TO HELEN LOBIN-LEO BURNETT

FINISHING: RAINLAP

2072062703

POSTING	POOL	QUANTITY	DELIVERY BY
JULY, 1984	100MM POOL CUT-IN	187	JUNE 20, 1984

NOTE: POST FULL SIZE SAMPLE IN NEW YORK; AN ADDITIONAL SAMPLE IS
TO BE MADE AVAILABLE SIMULTANEOUSLY FOR EMERGENCY BACKUP, TO BE
HELD EITHER BY VENDOR'S NEW YORK REPRESENTATIVE, OR DELIVERED
DIRECTLY TO MR. JOHN MORAN .

VEND.	K. FOSTER/B. MERLO
ACCT. #	3-520-005-496-16

BIDREP #55394

BY PHILIP MORRIS INCORPORATED

L.T. CAPPELLI

GHT

THIS PURCHASE ORDER IS ALSO SUBJECT TO THE PRINTED TERMS AND CONDITIONS ON THE REVERSE AND TO ALL ATTACHMENTS HERETO. TOGETHER THEY CONSTITUTE
THE ENTIRE AGREEMENT BETWEEN BUYER AND SELLER ON THEIR SUBJECT MATTER. NO REVISION OF OR ADDITION TO ANY OF THEM SHALL BE EFFECTIVE WHETHER IN
SELLER'S ACKNOWLEDGMENT FORM OR OTHERWISE WITHOUT BUYER'S WRITTEN AGREEMENT. ANY SHIPMENT HEREUNDER CONSTITUTES ACCEPTANCE BY SELLER OF
ALL TERMS AND CONDITIONS