

WILLIAM ESTY COMPANY, INC.
ADVERTISING

100 EAST 42nd STREET • NEW YORK, N. Y. 10017

Date 7/25/74

Payable Date 8/5/74

Estimate #

Client R.J. REYNOLDS TOBACCO COMPANY Invoice # 7-250

Product ALL CIGARETTE BRANDS

MARKETING RESEARCH

M.R.D. #73-0303

Cost of conducting Screening
of 60,000 NFO Families on
Tobacco Products

103,218.14

Supervisory Expense

14,928.02

118,146.16

INVOICE

50023 4675