

TIDEROCK - TRUE ADVERTISEMENT

On December 13, Miss Moore (Rosser Reeves' secretary) called to tell me that the billing on this advertisement was \$468.59 less than the figures we had given to each of the companies for their direct payment to Tiderock.

On December 14, Miss Moore called to say that the amount above was not the complete billing since it did not include the production costs. On December 21, she called with the final production costs -- \$1,112.14. The difference between the credit due, per paragraph 1 and this amount was only \$643.55, and Tiderock made payment to the agency by their check, leaving this \$643.55 balance to be figured into later billings for the individual company payments.

If you agree, this can now be added to the payments due on the Barron's billings, thus clearing for now any payments due from the companies direct to Tiderock. I have checked with Mr. Wells and there are no anticipated billings to be considered other than those which are now covered in our 1968 budget. Final sheets, similar to the attached example, could be sent to each of the companies involved, if you think it advisable.

The amounts we would now call on the companies for would be:

	<u>Barron's Ad</u>	<u>True Ad</u>	<u>Total</u>
Brown & Williamson	\$4,237.87	\$158.90	\$4,396.77
Liggett & Myers	2,483.39	---	2,483.39
Philip Morris	3,208.37	120.28	3,328.65
Reynolds Tobacco	9,717.45	364.37	10,081.82
 Totals	 19,647.08	 643.55	 20,290.63

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MINNESOTA TOBACCO LITIGATION

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