

PURCHASE ORDER  
K. GALEOTTI  
H. LUBIN  
BID FILE



PHILIP MORRIS

INCORPORATED

120 PARK AVE., NEW YORK, N. Y. 10017

SHOW THIS ORDER NO.  
ON YOUR INVOICE  
N-55791

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

REQUESTING DEPT. COPY

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

SHIP TO  
PER INSTRUCTIONS FROM LEO BURNETT.  
INSTRUCTIONS TO BE DELIVERED 1ST OF  
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 acknowledgment immediately, advising shipping date. Sign acknowledgment 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 receipted 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
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PRODUCT: VIRGINIA SLIMS

187

CATEGORY: THIRTY SHEET POSTER - NON BLEED

\$76.45 EACH

CAPTION: POLKADOT - 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: SEND MINI ON DULL COATED STOCK: 15 TO JOHN MORAN  
15 TO HELEN LUBIN-LEO BURNETT

FINISHING: RAINLAP

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 .

BY: J. FOSTER/E. MERLO

ACCT. # 3-520-005-496-16

BIDREF N-55394

BY PHILIP MORRIS INCORPORATED

L.T. CAPELLI

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 ACKNOWLEDGEMENT FORM OR OTHERWISE WITHOUT BUYER'S WRITTEN AGREEMENT. ANY SHIPMENT HEREUNDER CONSTITUTES ACCEPTANCE BY SELLER OF  
ALL TERMS AND CONDITIONS

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