

Batten, Barton, Durstine & Osborn, Inc.

Area Code 212 355-5800

383 Madison Avenue, New York, N.Y. 10017

Advertising

March 20, 1970

Mr. D. R. Dugan
The American Tobacco Company
Division of American Brands, Inc.

Re: New Tareyton Sales Messages

Dear Don:

Attached for your approval are the film production estimate and corresponding production details for the new Tareyton sales messages - "Hands" :30, :20 and "Pack" :10. The total estimate cost is \$18,693.

The recommended contractor is MPO. They submitted a bid of \$12,500, the middle bid of the three received. Motion Associates and Jerry Ansel offered bids of \$13,600 and \$11,350 respectively.

We have recommended MPO because of their excellent production of the "Look Alike" sales messages.

Should you have any questions, please call.

Cordially,

Brad Wells

BW/ta
Atts.