

POST-KEYES-GARDNER INC
ADVERTISING

875 North Michigan Avenue, Chicago, Illinois 60611

**CONFERENCE
REPORT**

CLIENT: BROWN & WILLIAMSON TOBACCO CORPORATION

DATE OF CONFERENCE: March 29, 1974

PLACE OF CONFERENCE: Telephone

REPRESENTING CLIENT: Mr. Carter Broach

REPRESENTING AGENCY: Ms. Mary Jean Bankmann

COPIES: MR. R. A. PITTMAN - B&W (9)

Arnold	Landa	Parker
Beer	Locke	Pearson
Bankmann	Matullo	Popp
Carter	McDonnell	Rooney
Corbett	McIntyre	Russler
Doherty	McNamara	Sales
Elenz	Miller, J.	Schutte
Gehring	Myers	Tosch
Hatour	Nunn	Tweed
Hebel	O'Neil	Williams, W.
Johnson, V.	O'Shea	Willson
Keyes	Oseguera	Wojtanowski
Krupa	Otten	Zamparo

B&W-74-123
3/29/74

BROWN & WILLIAMSON MEDIA

VICEROY/
RACE PROGRAMS

1. VICEROY WILL RUN ON THE THIRD COVER OF THE LIME ROCK RACE PROGRAM.

Client was informed of the availability of the third cover in the Lime Rock Race Program on May 4 and has decided to place VICEROY in this space. Close date is April 15 and material should be sent directly to the printer:

Snyder Printers
419 River Street
Troy, New York: 12180

Attn: David Snyder

Please issue all paperwork and material.

Submitted by Mary Jean Bankmann

Bankmann
Matullo
Rooney
Zamparo

/im