



D.C. Heath and Company

125 Spring Street  
Lexington, Massachusetts 02173  
Telephone (617) 862-6650

#26

April 26, 1985

Mr. Thomas Keim  
Director of Communications  
Philip Morris, Inc.  
120 Park Avenue  
New York, N.Y. 10017

Dear Mr. Keim:

D. C. Heath and Company is currently preparing two books by Michael Rothschild titled Advertising: Fundamentals and Strategies and Marketing Communications: Fundamentals and Strategies. The texts will be published in 1986 to be sold in a world market at \$ 32.95 each. Each book will contain approximately 720 pages and will be hardbound with first printings of 25,000 and 12,000 respectively.

We are writing to request your permission to include the following advertisements in these texts and in future editions thereof:

- ads (1) "Palero, rider"  
(2) "Palero, lone rider (soloist)..."  
etc.

We ask that you send a text sheet or camera-ready copy of the enclosed advertisements along with your permission to use them in our books. We will include an acknowledgement to your company in credits/acknowledgements section at the end of the book.

Sincerely,

*Margaret Roll*  
Margaret Roll  
Permissions Department  
College Division

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PERMISSION GRANTED as requested above:

Signature \_\_\_\_\_

Name (please print or type) \_\_\_\_\_

Date \_\_\_\_\_

CREDIT LINE: \_\_\_\_\_

A Raytheon Company

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