

*Mr. D. R. Dugan  
May 20 1974  
@ 6/10/74*

**Batten, Barton, Durstine & Osborn, Inc.**

(212) 355-5800

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

*Advertising*

*Trans. for*  
*cross ref - BBD Outdoor*

June 5, 1974

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

Dear Don:

This is to advise you that it will be necessary to increase the 1974 Tareyton Outdoor Space Budget to provide for the cost of cut-out embellishments for San Francisco, Calif., and New York, N.Y.

We estimate this additional cost to be as follows:

San Francisco -- 4 months @ \$660 per month	\$2,640
New York -- 3 months @ \$330 per month	990
	<u>\$3,630</u>

The above additional cost will increase the total 1974 Outdoor space expenditure to \$944,150. The current approved Budget is \$942,000. We, therefore, request that this Budget be increased by \$3,000 to \$945,000.

Please advise us if this increase meets with your approval.

Cordially,

*Paul*  
Paul Metzger

PM/lv

cc: C.A. Jackson-ATCo.  
J.R. Costello-ATCo.  
T. Cooney  
T. O'Leary  
P. Riordan  
N. Holden

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*cross ref -*  
*38300 Outdoor*