

# CUNNINGHAM & WALSH CHICAGO, INC.

875 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS 60611, 312 943-9400

## AD COPY INSTRUCTIONS

Please advise us immediately, if instructions are not clear.

1,001 HOME IDEAS  
Family Media, Inc.  
149 Fifth Ave.  
New York, NY 10010

DATE OF ORDER: 11/17/83

CONTRACT NO:

EDITION:

30

ADVERTISER: Brown & Williamson Tobacco Corp.

PRODUCT: Kool

POSITION: As per agreement with our Media Department Contract

**IMPORTANT:** This document is for ad copy instructions only and is not an insertion order. Our Media Contract is the **ONLY** authorization for insertion date and size. If there is any discrepancy between our copy instructions and contract, notify the undersigned immediately.

INSERTION DATE: SPACE: AD. NO: HEADLINE: KEY NO:

February 1984

Back Cover  
4C Bld

3201223

Mulholland B Drum POP

Lined up proof, 3 proofs + 2 progs for color only. 1 set offset positives RRED with new T+N line - (no ultra content) herewith.

Send 1 complete copy of this issue to Ms. Donna Sengelaub, Brown & Williamson Tobacco Corp., 1600 W. Hill St., Louisville, KY 40201.

Send 2 checking copies to Marcy Barson / Cunningham & Walsh, Inc., / 375 N. Michigan Ave. / Chicago, IL 60611.

**PUBLICATION:** Please be sure to bill all Production charges (if any) such as safety molds, offset conversions, etc., no later than 30 days from date of our insertion order. Please comply with this request or payment will not be made.

Send 6 copies to represent reproduction quality to Eileen Martin at this agency.

CUNNINGHAM & WALSH CHICAGO, INC.

Hold material for at least ninety  
days, for possible repeat insertions

Per Laurie / 11/17/83