

Batten, Barton, Durstine & Osborn, Inc.

(212) 355-5800

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

Advertising

November 29, 1973

Mr. J. R. Costello
The American Tobacco Company
Division of American Brands, Inc.

Dear Bob:

In line with your request, attached are revised monthly magazine budget breakdowns for Tareyton, Carlton, and Iceberg, reflecting recent changes, achievement of discount plateaus, etc.

According to your instructions to Larry Stern, we are submitting raw space costs exclusive of contingency. This also applies to Iceberg which has not been affected by any change in space cost (i.e. Iceberg amounts are for space only, and do not include the contingency previously broken out).

If you have any questions, please give me a call.

Cordially,


T. K. O'Leary

TKO:nw
Att.

cc: Tom Cooney
Paul Metzger
Larry Stern