

TYPED: May 4, 1976

V-76-28

REPORT OF TELEPHONE CONVERSATION WITH CLIENT

N.J.A.

DATE: May 3, 1976

MAY 6 1976

CLIENT: BROWN & WILLIAMSON TOBACCO CORPORATION

BETWEEN: (Client) Mr. M. J. McCue

(Agency) Mr. A. Heller

COPIES: Mr. R. A. Pittman (9); Messrs. Jacoby, Scholz, Heller, Johnson, Sonn Slott, Benzer, Caplan, Goldberg, Kimmelman, Potter, Warren, Zukowski, Brennan, Sharkey, Diletto; Mss. Marra, McNamara, L'Hommedieu.

VICEROY CIGARETTES

- I. CREATIVE - ALL MEDIA. CLIENT REQUESTS AGENCY CHECK MOST EFFICIENT MANNER OF INCLUDING NEW TAR AND NICOTINE FIGURES IN PROMOTIONAL MATERIALS BEING PREPARED; AGENCY TO COORDINATE WITH POST-KEYES-GARDNER.

Client requested that Agency coordinate with P-K-G to determine most efficient manner of including new April, 1976 FTC Tar and Nicotine numbers on promotional materials being prepared for Viceroy currently.

If more efficient (cost and timing), Agency will include old figures (Nov. '75) on mechanicals being prepared with instructions to P-K-G on tissue overlay to substitute Apr. '76 numbers.

Please note the above. Account Group will follow through with P-K-G and advise as to most efficient method of accommodating inclusion of new figures.

A. Heller

- Mr. Heller:
- Mr. Johnson:
- Ms. Marra:
- Mr. Potter:
- Mr. Benzer:
- Mr. Brennan:
- Mr. Sharkey:

AH:bn

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JH
Marra