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TILLINGHAST CHARLES C III  
Form SC 13G/A  
February 17, 2004

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

SCHEDULE 13G

UNDER THE SECURITIES EXCHANGE ACT OF 1934

(AMENDMENT NO. 14)\*

ADVANCED MARKETING SERVICES, INC.  
(Name of Issuer)

Common Stock, Par Value \$0.001 Per Share  
(Title of Class of Securities)

0753T 10 5  
(CUSIP Number)

Check the following box if a fee is being paid with this statement \_\_. (A fee is not required only if the filing person: (1) has a previous statement on file reporting beneficial ownership of more than five percent of the class of securities described in Item 1; and (2) has filed no amendment subsequent thereto reporting beneficial ownership of five percent or less of such class.) (See Rule 13d-7).

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP NUMBER: 00753T 10 5      13G

1. NAME OF REPORTING PERSON: Charles Carpenter Tillinghast, III,  
as Trustee of Tillinghast Family Trust  
UTD April 7, 1988  
Social Security or IRS ID:

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*      (a)  
Not applicable      (b)

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORIGIN: U.S.A.

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH:

5. SOLE VOTING POWER: 2,098,588