



LEO BURNETT U.S.A.  
ADVERTISING

PRUDENTIAL PLAZA · CHICAGO, ILLINOIS 60601 · 312-565-5959

August 15, 1980

Mrs. Cheryl Lee  
Philip Morris U.S.A.  
100 Park Avenue  
New York, NY 10017

RE: PHILIP MORRIS U.S.A. - 50+/50- Media Weight Test Revision

Dear Cheryl:

Per our phone conversation yesterday, the Marlboro Page 2/Color ad the week of 7/14 in TA 503 - New Orleans AB papers, as part of the 50+/50- Media Weight Test, has been changed to a Marlboro B/W page.

The ad scheduled, entitled "Blue Shirt Bronc," is not produced in color, hence the change to B/W.

If you have any questions, please call.

Sincerely,

LEO BURNETT U.S.A.

Dawn Leslie Banas  
Media Buyer

/arf

cc: Mr. Claude Beck

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