



LEO BURNETT U.S.A.
ADVERTISING

PRUDENTIAL PLAZA · CHICAGO, ILLINOIS 60601 · 312-565-5959
April 16, 1982

Ms. Marie Falco
Philip Morris
100 Park Avenue
New York, NY 10017

Re: Philip Morris Paint Pool
Service Complaint
Shreveport, LA

Dear Marie:

Per our conversation today, we checked your report of flagging Virginia Slims Lights bulletin poster at I-10 & Monkhouse Drive Exit" and I-10 @ Fairfield Exit" (actual plant descriptions I-20, NS @ Curtin Lane and I-20 @ Fairfield Exit) with B&B Outdoor (George Crane). They informed us that we probably observed the sign faces immediately following rotation; consequently the former copy (Virginia Slims Lights) was torn and scrubby. The following day they reposted with Merit copy.

Kindest regards,

LEO BURNETT U.S.A.

H. E. Hein

HEH/pji

cc: Jim Thompson
Dick Lemley
Harry Tichnor
Jerry Cathey

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