PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Keith Bruce **DATE:** February 22, 1989

FROM: Ashley O'Neil ALO'N

SUBJECT: Virginia Slims Driving Gear Trade Folder

As discussed, please make the following revisions to the enclosed trade folder keyline:

1) Revise cover heading to: VIRGINIA SLIMS
Let Virginia Slims drive
your profits up
(as presented on original comp)

2) Revise quote on cover to: "Ladies and Gentlemen,
start your cash registers."

3) Delete from interior of folder: Ladies and Gentlemen, start your cash registers.
The paragraph now begins with "We've created..."

4) Please provide a VIRGINIA SLIMS logo as an overlay to the current folder heading. This will replace the existing heading on the press release folders. We will do a plate change during printing.

5) The revised PMS red should be attached to all keylines.

Please advise me upon receipt of this letter when we can receive revised keylines. Thanks for your help.

Leo Burnett
J. Schaff
B. Stoldt

cc: M. Antonoff
J. Cunningham
H. Foster
N. Parmet

2048526822

Ash