



SUBSIDIARY OF MAJERS CORPORATION

1010 Summer Street • Stamford, Connecticut • 06905 • (203) 324-6355

October 30, 1987

Mr. Thomas Saloun
Philip Morris, USA
120 Park Avenue
New York, NY 10017

Dear Tom:

Thank you for asking us to bid on your Display/Marketing test.

Review of store scanning practices and appropriate display space suggested the two chains shown ... National, St. Louis and Jewel, Chicago. While Schnucks costs were somewhat lower, they reportedly use only velocity codes for single packs and thus would not meet your specifications, as I understand them.

Should you wish to move forward with this test please check the appropriate option and sign the contract and Additional Terms. Upon receipt I will sign for TRIM and return copies for your files.

Tom, thank you again for offering us a potential opportunity to work with you.

I will call later in the week.

Sincerely,

Richard D. Moon, Ph.D
Marketing Manager

RDM:sh
Attachment

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