

Wholesaler to Retailer
DRAFT

Karen Chaikin

per cc
11/30/94

Dear Retailer,

Attached is an *Ask First/It's the Law* information kit. *Ask First/It's the Law* is a program developed by Philip Morris that provides retailers like you with free materials to help you prevent the sale of tobacco products to minors.

As you know, it is illegal to sell tobacco products to individuals under the age of 18. In fact, many communities are undertaking efforts to ensure retail compliance of these laws including recent undercover operations in Akron and Columbus, which resulted in fines against retailers. Clearly, the law and our communities hold retailers responsible for sales of tobacco products to minors.

That is why ^{we} ~~your wholesaler~~ felt it was important to give you the attached information kit for you to review. ^{the law} ~~Participation in this program requires only what the state law requires.~~ It simply ^{helps you} ~~makes it easier for you~~ to comply by educating your customers and employees through signage that clearly states it is illegal to sell tobacco products to minors and that you will ask for identification when in doubt of a purchaser's age.

If you have any questions concerning the program or would like additional materials, feel free to call *Ask First/It's the Law* at 800-672-3155.

Sincerely,

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