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DEAR MARLBORO,

I HAVE A QUESTION TO ASK ABOUT YOUR "FREEBIES" THAT ARE FREQUENTLY ATTACHED TO CARTONS OF MARLBORO CIGARETTES. 3/26/88 10:28

PHILIP MORRIS

THE TWO MAJOR CIGARETTE CARRIERS HERE IN WASHINGTON STATE ALWAYS HAVE TWO DIFFERENT PRICES FOR YOUR CARTONS OF CIGARETTES AND THE ONE WITH A "FREEBIE" (HAT, T-SHIRT, FREE PACK,...) ALWAYS COSTS MORE THAN THE CARTONS WITHOUT SUCH "FREE OFFERS"--PLEASE EXPLAIN TO ME HOW THESE ARE FREE WHEN THEY COST MORE.

WE HAVE BEEN FAITHFUL MARLBORO SMOKERS (THERE ARE 5 MARLBORO SMOKERS IN MY HOUSE) FOR MORE THAN 20 YEARS, WE DIDN'T SWITCH TO GENERICS EVEN WHEN MARLBOROS WENT UP TO \$23.00 A CARTON HERE BUT WE FEEL THAT THIS HAS TO COME TO AN END.

THIS WEEK WE PURCHASED OUR FIRST CARTON OF GPC'S AND ARE STARTING TO ADJUST TO A NEW FLAVOR OF CIGARETTE. BETWEEN THE RIDICULOUS COST OF MARLBORO'S AND THE PHONY FREEBIES WE FEEL LIKE WE'VE BEEN RIPPED OFF ENOUGH.

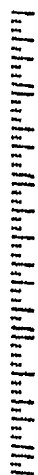
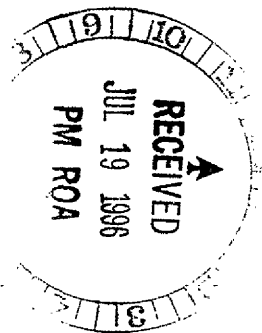
JUST THOUGHT YOU'D LIKE TO KNOW.

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