



LEO BURNETT U.S.A.
ADVERTISING

PRUDENTIAL PLAZA • CHICAGO, ILLINOIS 60601 • 312-236-5959

Jim Zoller

October 5, 1976

Mr. James Thompson
Philip Morris, U.S.A.
100 Park Avenue
New York, New York 10017

Re: PHILIP MORRIS, U.S.A. - ALL MEDIA CIGARETTE
COMPETITIVE REPORT FOR FIRST QUARTER 1976

Dear Jim:

Attached is the Philip Morris, U.S.A. All Media Cigarette
Competitive Report for the First Quarter of 1976.

If there are any questions, please let us know.

Sincerely,

LEO BURNETT, U.S.A.

William W. Harmon
Media Supervisor

cc: Mr. Claude Beck PMCo.

attachments
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