

PHILIP MORRIS MANAGEMENT CORP. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE NEW YORK, NY 10017-5592

TO: Distribution

DATE: January 20, 1995

FROM: Clare C. Purcell *CCP/efm*

RE: Advertising

On Monday morning, January 30th, Dan Richardson and Jim Granger of Wirthlin, will present results of the Wirthlin studies on recent advertising and communications as part of our Action Team Meeting.

The actual call will take place at 8:30 a.m., as scheduled, and will be followed by the presentation at 9:00 a.m.

On Monday, February 13th, Tina Flournoy will present the current activities and 1995 plan for the tort reform project during our 8:30 a.m. meeting.

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cc: T. Flournoy

