



PHILIP MORRIS

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Mr. Ken Sammon
Publisher
Traffic Audit Bureau
114 East 32nd Street
Suite 802
New York, New York 10016

Dear Ken:

Your Factsletter No. 121 reminded me that after the last TAB meeting I asked Leo Burnett Co. to give me a list of non-TAB plants that we do business with.

Little did I realize how many plants don't belong.

I kind of feel overwhelmed and also like this issue should have been brought up long ago - before you arrived at TAB.

I now feel that these plants should be approached in another way -- maybe a joint effort spearheaded by TAB and endorsed by major advertisers.

Best regards.

Sincerely,

James L. Thompson, Jr.
Vice President - Media

mcf:

cc: C. Beck

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