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File*

OCT 27 1989

BRADLEY S. BREWSTER
DALE J. FLORIO
PETER J. McDONOUGH, JR.

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NOV 1 1989

LESLIE C. ZUKE

October 25, 1989

John R. Nelson
Vice President
Corporate Affairs
Philip Morris U.S.A.
120 Park Avenue
New York, New York 10017

Dear Jack:

I want to encourage you to take the Pittsburgh smokers accommodation program nationwide.

We reviewed the program at Scott's meeting in Pittsburgh last week. It's fantastic. It is by far the best program Philip Morris has sponsored.

The program could be used effectively as a preemptive strike or as a follow up to approved restrictive smoking legislation/ordinances like the case in Pittsburgh.

I recognize the budget and staff commitment a program like this would require. However, I would take money from some of your other programs in order to fund this one.

Sincerely,



Dale J. Florio

2023276776

tlh

cc: C.P. Johnson
S.S. Fisher



FOR YOUR INFORMATION
SCOTT FISHER

RECEIVED

NOV 6 1989

R. W. MURRAY