

**FLEISHMAN
HILLARD INC**

Paul W. Johnson
Account Supervisor

202-659-0330

Public Relations

Fleishman-Hillard, Inc.
1225 Connecticut Ave., NW
Washington, D.C. 20036

July 29, 1986

TO: Fred Panzer
FROM: Paul Johnson
RE: Excise Tax Thank You Letters

Enclosed are the three sample thank you letters you asked us to produce. I bet you didn't know that Rep. Stark was a closet fan of The Institute.

Please call if you have any questions.

Enclosures

cc: Rick Sullivan
Karen Doyne
Karil Kochenderfer

Washington, D.C.

New York

St. Louis

Los Angeles

Kansas City

F-11 Europe SA

TI18212161

28 July 1986

The Honorable Robert Dole
U.S. Senate
Washington, D.C. 20510

Dear Senator Dole:

Thank you for your continued opposition to excise taxes. As debate on the federal deficit intensifies, I hope you will continue to take a strong stand against their use, particularly those levied on cigarettes.

As you know, excise taxes:

- o are an unreliable and impermanent solution to any funding problem;
- o cost jobs and hamper economic growth;
- o are regressive taxes which disproportionately impact middle- and low-income working families;
- o have the greatest negative impact on small business rather than large manufacturing interests;
- o are contrary to sound fiscal policy and the administration's commitment not to raise taxes; and
- o are hidden from consumers.

Senator, Congress should not shirk its responsibility by delaying any necessary budget cuts or tax increases. America's prosperity and strength is at a crossroads and its future lies in the federal government's hands. It is incumbent upon you to legislate a wise and prudent fiscal policy for this country. For this reason, and for those specifically mentioned above, I applaud your stand in opposition to excise taxes -- now and in the future.

Sincerely,

TI18212162

THE TOBACCO INSTITUTE
 SCHEDULE OF EXPENSES
 MONTH ENDING JULY 31, 1986

JUL EXPENSES	JUL BUDGET	JUL VARIANCE	ACCT DESCRIPTION	--YTD-- EXPENSES	-YTD- BUDGET	--YTD-- VARIANCE	ANNUAL BUDGET
0	0	0	48** BOOKS & SUBSCRIPTIONS	356	0	356	0
24,801	10,000	14,801	52** REPRODUCTION & PRINTING	166,222	110,000	56,222	160,000
111	0	111	54** OTHER OFFICE EXPENSE	279	0	279	0
0	0	0	55** MEMBERSHIP & STAFF TRAIN.	1,135	0	1,135	0
12,125	0	12,125	62** ADVERTISING	12,125	0	12,125	0
229,035	30,000	199,035	73** PROFESSIONAL FEES	468,520	370,000	98,520	500,000
20,000	10,000	10,000	75** SUPPORT TOBAC. & OTH. ORG.	119,416	115,000	4,416	170,000
\$286,073	\$50,000	\$236,073	* TOTAL FOR P/R EXCISE TAX PROGRAM-1305	\$768,053	\$595,000	\$173,053	\$830,000

CUMULATIVE GENERAL LEDGER, PERIOD ENDING 07-31-86

	MO	JL	ENT. NO.	CHECK DATE	CHECK NUMBER	VENDOR OR DESCRIPTION	AMOUNT
1305						O EXCISE TAX PROGRAM	
1305 4800						BOOKS & SUBSCRIPTIONS	
						OPENING BALANCE	0.00
						CLOSING BALANCE	0.00
	2	AP	1751	02-24-86	29043	TRENDS & FORECASTS	197.00
						CLOSING BALANCE	197.00
						CLOSING BALANCE	197.00
						CLOSING BALANCE	197.00
	5	AP	35	05-01-86	30788	CHAMBER OF COMMERCE OF THE U.S.	79.50
						CLOSING BALANCE	276.50
	6	AP	463	06-09-86	31763	CHAMBER OF COMMERCE OF THE U.S.	79.50
						CLOSING BALANCE	356.00
						CLOSING BALANCE	356.00
1305 5100						POSTAGE & DELIVERY	
						OPENING BALANCE	0.00
						CLOSING BALANCE	0.00
						CLOSING BALANCE	0.00
						CLOSING BALANCE	0.00
						CLOSING BALANCE	0.00
						CLOSING BALANCE	0.00
						CLOSING BALANCE	0.00
						CLOSING BALANCE	0.00
1305 5200						REPRO. PRINT. & DRAFTING	
						OPENING BALANCE	0.00
	1	AP	297	01-07-86	27550	METROPHOTO	63.60
	1	AP	511	01-10-86	27638	BEAVER PRESS	55.65
	1	AP	593	01-10-86	27674	NORTH AMERICAN	2,576.80
	1	AP	1005	01-17-86	27846	CARL SFERRAZZA	125.00
	1	AP	1391	01-24-86	27962	PEAKE PRINTERS, INC.	12,368.08
	1	AP	1427	01-24-86	27974	TYPO	1,892.30
						CLOSING BALANCE	17,081.43
	2	GJ	8	01-24-86	27949	MAC SYSTEMS	46.68
	2	AP	159	02-05-86	28467	COMMERCIAL DUPLICATING SERVICE	136.74
	2	AP	305	02-05-86	28520	PEAKE PRINTERS, INC.	36,641.32
	2	AP	337	02-05-86	28533	SPARKMAN & BARTHOLOMEW ASSOCIATE	656.56
	2	AP	531	02-06-86	28603	MAC SYSTEMS	57.13
						CLOSING BALANCE	54,619.86
	3	AP	699	03-10-86	29382	PEAKE PRINTERS, INC.	4,168.98
	3	AP	1261	03-18-86	29619	METROPHOTO	46.11
	3	AP	1263	03-18-86	29620	MILES FRIDBERG MOLINAROLI	1,107.70
	3	AP	1839	03-24-86	29795	SPARKMAN & BARTHOLOMEW ASSOCIATE	27,043.82
	3	AP	1937	03-24-86	29844	ROBERT A. GROVE	125.00
	3	AP	1939	03-24-86	29844	ROBERT A. GROVE	24.00
						CLOSING BALANCE	87,135.47
	4	AP	839	04-08-86	30254	JARBOE PRINTING COMPANY, INC.	517.28

CUMULATIVE GENERAL LEDGER, PERIOD ENDING 07-31-86

	MO	JL	ENT. NO.	CHECK DATE	CHECK NUMBER	VENDOR OR DESCRIPTION	AMOUNT
	4	AP	1867	04-22-86	30643	PEAKE PRINTERS, INC.	33,091.08
	4	AP	1889	04-22-86	30653	SLIDE TERMINAL, THE	998.52
	4	AP	1899	04-22-86	30656	SPARKMAN & BARTHOLOMEW ASSOCIATE	3,465.59
	4	AP	1923	04-22-86	30666	WILSON-EPES PRINTING CO., INC.	3,027.10
	4	AP	2045	04-26-86	30718	COMPOSITION SYSTEMS, INC.	28.70
CLOSING BALANCE							128,263.74
	5	AP	23	05-01-86	30785	BEAVER PRESS	95.61
	5	AP	43	05-01-86	30790	COMMERCIAL DUPLICATING SERVICE	50.88
	5	AP	141	05-01-86	30813	METROPHOTO	15.90
	5	AP	149	05-01-86	30813	METROPHOTO	16.96
	5	AP	165	05-01-86	30819	PEAKE PRINTERS, INC.	4,370.38
	5	AP	211	05-01-86	30835	COLORFAX LABORATORIES INC	68.90
	5	AP	921	05-09-86	31109	SPARKMAN & BARTHOLOMEW ASSOCIATE	3,072.63
	5	AP	1429	05-19-86	31280	METROPHOTO	19.08
	5	AP	1457	05-19-86	31287	PEAKE PRINTERS, INC.	1,053.64
CLOSING BALANCE							137,027.72
	6	AP	235	06-03-86	31690	SPARKMAN & BARTHOLOMEW ASSOCIATE	606.11
	6	AP	1529	06-23-86	32115	PEAKE PRINTERS, INC.	3,786.32
CLOSING BALANCE							141,420.15
	7	GJ	95	02-06-86	28606	METROPHOTO	30.74
	7	GJ	97	02-18-86	28866	RON HOLTZ	1,825.00
	7	GJ	55	03-03-86	29169	FRED KLIGMAN STUDIO	4,060.00
	7	GJ	57	03-03-86	29182	PEAKE PRINTERS	3,804.34
	7	GJ	99	03-03-86	29155	COMPOSITION SYSTEMS	22.75
	7	GJ	59	03-10-86	29395	SPARKMAN & BARTHOLOMEW	6,826.40
	7	GJ	61	03-12-86	29503	RON HOLTZ	500.00
	7	GJ	63	04-11-86	28199	RON HOLTZ	500.00
	7	GJ	65	04-22-86	30612	RON HOLTZ	760.00
	7	GJ	67	05-01-86	30791	COMPOSITION SYSTEMS	18.75
	7	GJ	69	05-09-86	31109	SPARKMAN & BARTHOLOMEW	2,283.36
	7	GJ	71	05-13-86	31177	PEAKE PRINTERS	751.54
	7	AP	389	07-01-86	32469	PEAKE PRINTERS, INC.	3,418.49
CLOSING BALANCE							166,221.52
1305 5209 REPRO. PRINT. & DRAFT. GRASSR.							
OPENING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
1305 5400 OTHER OFFICE EXPENSE							
OPENING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
	3	AP	63	03-03-86	29143	ARI-GEM DUPLICATIONS	167.79
CLOSING BALANCE							167.79

CUMULATIVE GENERAL LEDGER, PERIOD ENDING 07-31-86

	MO	JL	ENT. NO.	CHECK DATE	CHECK NUMBER	VENDOR OR DESCRIPTION	AMOUNT
CLOSING BALANCE							167.79
CLOSING BALANCE							167.79
CLOSING BALANCE							167.79
CLOSING BALANCE	7	AP	285	07-01-86	32423	FLEISHMAN-HILLARD, INC.	111.34
							279.13
1305 5556 MEMBERSHIP							
OPENING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE	6	AP	909	06-12-86	31923	INTERNATIONAL CLUB OF WASHINGTON	1,135.00
							1,135.00
							1,135.00
1305 6200 ADVERTISING SPACE & PROMO.							
OPENING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE	7	AP	1903	07-21-86	33012	OGILVY & MATHER PUBLIC RELATIONS	12,125.00
							12,125.00
1305 7300 PROFESSIONAL FEES							
OPENING BALANCE							0.00
	1	AP	1505	01-27-86	28028	THOMAS E. BORCHERDING	5,200.00
	1	AP	1915	01-29-86	28338	DESEVE ECONOMICS ASSOCIATES, INC	4,625.00
	1	AP	1939	01-29-86	28341	FLEISHMAN-HILLARD, INC.	1,791.83
CLOSING BALANCE							11,616.83
CLOSING BALANCE	2	AP	939	02-13-86	28736	FLEISHMAN-HILLARD, INC.	204.72
							11,821.55
CLOSING BALANCE	3	AP	155	03-03-86	29180	OGILVY & MATHER PUBLIC RELATIONS	7,523.27
	3	AP	1039	03-12-86	29531	THE RITZ-CARLTON	1,341.42
	3	AP	1281	03-18-86	29627	OGILVY & MATHER WASHINGTON	99.49
	3	AP	1321	03-18-86	29642	SAVARESE & ASSOCIATES, JAMES	5,282.30
	3	AP	2073	03-27-86	29893	FINGERHUT-GRANADOS	10,250.00
	3	AP	2089	03-27-86	29901	OGILVY & MATHER PUBLIC RELATIONS	1,650.00
	3	AP	2091	03-27-86	29901	OGILVY & MATHER PUBLIC RELATIONS	119.88
	3	AP	2097	03-27-86	29904	SAVARESE & ASSOCIATES, JAMES	12,040.00
CLOSING BALANCE							50,127.91
	4	AP	327	04-03-86	30054	TOBACCO INSTITUTE LABOR-	20,500.00
	4	AP	1051	04-09-86	30333	FLEISHMAN-HILLARD, INC.	13,504.28
	4	AP	1771	04-22-86	30604	FLEISHMAN-HILLARD, INC.	18,477.50
CLOSING BALANCE							102,609.69

CUMULATIVE GENERAL LEDGER, PERIOD ENDING 07-31-86

	MO	JL	ENT. NO.	CHECK DATE	CHECK NUMBER	VENDOR OR DESCRIPTION	AMOUNT
	5	GJ	56	03-27-86	29893	FINGERHUT-GRANADOS	(10,250.00)
	5	AP	891	05-09-86	31094	DESEVE ECONOMICS ASSOCIATES, INC	1,170.00
	5	AP	1277	05-16-86	31225	SAVARESE & ASSOCIATES, JAMES	34,235.00
	5	AP	1405	05-19-86	31274	FLEISHMAN-HILLARD, INC.	50.67
	5	AP	1445	05-19-86	31285	OGILVY & MATHER PUBLIC RELATIONS	9,695.00
	5	AP	1447	05-19-86	31285	OGILVY & MATHER PUBLIC RELATIONS	4,817.18
	5	AP	1833	05-23-86	31403	SAVARESE & ASSOCIATES, JAMES	8,525.17
	5	AP	2095	05-28-86	31525	FLEISHMAN-HILLARD, INC.	3.25
	5	AP	2265	05-28-86	31585	SAVARESE & ASSOCIATES, JAMES	3,200.00
CLOSING BALANCE							154,055.96
	6	AP	525	06-09-86	31781	FLEISHMAN-HILLARD, INC.	30,235.96
	6	AP	961	06-12-86	31945	OGILVY & MATHER PUBLIC RELATIONS	7,425.00
	6	AP	1139	06-17-86	32008	DESEVE ECONOMICS ASSOCIATES, INC	5,000.00
	6	AP	1627	06-23-86	32157	SAVARESE & ASSOCIATES, JAMES	18,600.00
	6	AP	1681	06-24-86	32169	SAVARESE & ASSOCIATES, JAMES	17,800.00
CLOSING BALANCE							233,116.92
	7	GJ	73	03-18-86	29583	CHASE ECONOMETRICS	784.78
	7	GJ	75	03-18-86	29612	LEWIS, GILMAN & KYNETT	935.00
	7	GJ	77	03-18-86	29639	JAMES SAVARESE & ASSOCS	9,800.00
	7	GJ	79	04-07-86	30148	DOREMUS & CO.	17,717.35
	7	GJ	81	04-07-86	30334	LEWIS, GILMAN & KYNETT	2,674.00
	7	GJ	83	05-16-86	31222	FLEISHMAN-HILLARD	562.03
	7	GJ	85	05-22-86	31344	DOREMUS & CO.	16,008.49
	7	GJ	87	05-22-86	31375	LEWIS, GILMAN & KYNETT	267.25
	7	GJ	89	05-28-86	31586	FLEISHMAN-HILLARD	21,753.38
	7	AP	281	07-01-86	32423	FLEISHMAN-HILLARD, INC.	17,403.69
	7	AP	407	07-01-86	32477	PRENDERGAST, WILLIAM	160.25
	7	AP	839	07-08-86	32661	FLEISHMAN-HILLARD, INC.	25,190.00
	7	AP	899	07-08-86	32687	OGILVY & MATHER PUBLIC RELATIONS	18,792.50
	7	AP	901	07-08-86	32687	OGILVY & MATHER PUBLIC RELATIONS	1,319.80
	7	AP	1251	07-14-86	32804	FLEISHMAN-HILLARD, INC.	11,023.25
	7	AP	1347	07-14-86	32837	OGILVY & MATHER PUBLIC RELATIONS	37,945.52
	7	AP	1387	07-14-86	32851	SAVARESE & ASSOCIATES, JAMES	1,000.00
	7	AP	1791	07-21-86	32976	DOREMUS & CO.	10,363.97
	7	AP	1901	07-21-86	33012	OGILVY & MATHER PUBLIC RELATIONS	13,426.18
	7	AP	2345	07-29-86	33194	FLEISHMAN-HILLARD, INC.	21,907.50
CLOSING BALANCE							462,151.86
1305 7309 PROF. FEES GRASSROOTS							
OPENING BALANCE							0.00
CLOSING BALANCE	1	AP	1941	01-29-86	28341	FLEISHMAN-HILLARD, INC.	67.89
CLOSING BALANCE							67.89
CLOSING BALANCE							67.89
CLOSING BALANCE							67.89
CLOSING BALANCE							67.89
CLOSING BALANCE							67.89
CLOSING BALANCE	6	AP	1011	06-12-86	31961	SAVARESE & ASSOCIATES, JAMES	6,300.00
CLOSING BALANCE							6,367.89
CLOSING BALANCE							6,367.89
1305 7330 HONORARIA PAYMENTS							

CUMULATIVE GENERAL LEDGER, PERIOD ENDING 07-31-86

	MO	JL	ENT. NO.	CHECK DATE	CHECK NUMBER	VENDOR OR DESCRIPTION	AMOUNT
OPENING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
1305 7500 SUPPORT TOB. & OTHER DRG.							
OPENING BALANCE							0.00
CLOSING BALANCE							0.00
	2	AP	45	02-01-86	28423	TOBACCO INDUSTRY LABOR	9,000.00
	2	AP	49	02-01-86	28425	THE NATIONAL BLACK CAUCUS OF STA	379.08
	2	AP	283	02-05-86	28512	NATIONAL ASSOCIATION OF	10,000.00
	2	AP	343	02-05-86	28533	SPARKMAN & BARTHOLOMEW ASSOCIATE	3,523.11
CLOSING BALANCE							22,902.19
	3	AP	47	03-01-86	29108	TOBACCO INDUSTRY LABOR	9,000.00
CLOSING BALANCE							31,902.19
	4	AP	109	04-01-86	29964	TOBACCO INSTITUTE LABOR-	9,000.00
	4	AP	329	04-03-86	30054	TOBACCO INSTITUTE LABOR-	40,000.00
CLOSING BALANCE							80,902.19
	5	AP	347	05-01-86	30874	TOBACCO INSTITUTE LABOR-	9,000.00
	5	AP	1407	05-19-86	31274	FLEISHMAN-HILLARD, INC.	514.14
CLOSING BALANCE							90,416.33
	6	AP	47	06-01-86	31613	TOBACCO INSTITUTE LABOR-	9,000.00
CLOSING BALANCE							99,416.33
	7	AP	47	07-01-86	32335	TOBACCO INSTITUTE LABOR-	9,000.00
	7	AP	325	07-01-86	32440	LEAGUE OF UNITED LATIN	11,000.00
CLOSING BALANCE							119,416.33
1305 7509 SUPPORT TOB & OTHER GRASSR.							
OPENING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CLOSING BALANCE							0.00
CUMULATIVE TOTAL -- COST CENTER 1305							768,052.73