

PHILIP MORRIS U.S.A.
INTER - OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

OFFICE Dallas, Texas

Date: April 9, 1979

VIN-
PLEASE
HANDLE!
FITZ

To: Mr. Bob Fitzmaurice

From: Larry Glennie

Subject: LUBBOCK/AMARILLO MARKET

Attached is correspondence from Ben Harper, who is affiliated with Branham Newspapers, in reference to Big Spring Herald newspaper. Please note that Leo Burnett is running Marlboro Red ads in Abilene and San Angelo but are not running ads in Big Spring.

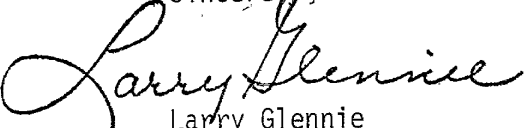
Big Spring is part of Harte-Hanks Group II which we could pick up for an additional \$240.78 (60% less than regular rate). Please note that Reynolds ran 13,785 lines in support of Winston 85/100's in 1978. Marlboro has not been advertised in the Big Spring Herald in 1978 or '79.

In light of the fact that Lubbock/Amarillo market is the strongest Marlboro market in Region V, I would like to recommend deeper penetration of newspaper advertising in this entire market area, as I understand outdoor advertising in this market is more expensive than the normal rate. As you know, we have no outdoor billboards in the entire Lubbock, Texas area.

Marlboro Development/1978 Growth Indices for Region V Markets

	<u>SDI</u>	<u>'78 Growth Index</u>
Lubbock/Amarillo	133	130
Corpus Christi	132	142
Dallas/Fort Worth	127	181
Tulsa	126	166
San Antonio	121	-
Oklahoma City	119	115
Houston	119	91
Lake Charles/Monroe	104	166
Little Rock	99	121
Shreveport	95	53
New Orleans	81	70
St. Louis	74	130
Jackson, Miss.	71	40
Memphis	66	64
National Share	16.62	+.53

Sincerely,


Larry Glennie

LG/ms
Attach.

cc: Mr. H. B. Coleman

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