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STEPHEN W. RUTLEDGE
VICE PRESIDENT
ADVERTISING

July 24, 1992

Ms. Cheryl Waixel
Philip Morris U.S.A.
120 Park Avenue
New York, NY 10017

Dear Cheryl:

The last few weeks have been somewhat chaotic, and in the midst of this I remembered receiving a note from you to the effect that you would be leaving PM soon. This had to do with the shutting down of PM Magazine.

Sorry not to have gotten back in touch with you sooner. This surely is unfortunate news and I wish that things had worked out differently.

However, for whatever consolation it offers, you certainly can feel good about the quality of the product that you turned out. Thanks for the pleasure of our relationship and your extraordinary responsiveness during the couple of brief years that we worked together.

Let me know if somehow I can be of help. Above all, persevere in your search - the going can be tough, but there is someone out there who wants you and they just don't know where you are right now.

All the best,



Stephen W. Rutledge

Faith B. Popcorn

12/1/89.

Dear Cheryl,

Thank you and Will.

I had no idea how many
people read Philip Morris
MAGAZINE... everyone in the
world it seems —

Great job!

Best
Faith

February 27, 1992

Cheryl Waixel
Philip Morris
120 Park Avenue
New York, New York
10017-5592

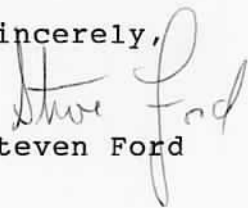
Dear Cheryl,

I wanted to drop you a short note to say thanks for making me part of your magazine. I received the copy in the mail and enjoyed the article and photos. You all put out a nice publication.

Would it be possible to have you send me six or seven more copies for my own purposes. I would greatly appreciate the help.

Thanks again and if I can ever help you in the future please call.

Sincerely,


Steven Ford

213/399-0319

2700 Neilson Way #1228
Santa Monica, Ca.
90405

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OFFICE OF THE GOVERNOR



IN REPLY REFER TO

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August 12, 1991

Ms. Cheryl Waixel
Publisher
Philip Morris Magazine
Philip Morris
U.S.A.
120 Park Avenue
New York, N.Y. 10017-5592

Dear Ms. Waixel:

I would like to thank you for sending me a copy of the Summer 1991 issue of Philip Morris Magazine. It was a pleasure to speak with your writer, Ms. Houtchens, about Marjorie Vincent, Miss America.

The article was very well-written and depicted Miss America for what she truly is: an enthusiastic bright young woman. I commend Ms. Houtchens for her hard work and accuracy in her article.

Best wishes for continued success in your future endeavors and again thank you for my copy of your wonderful magazine.

Sincerely,

A handwritten signature in cursive script that reads "Dan Schaefer".
Governor



April 24, 1992

Ms. Cheryl Waixel
Publisher
Philip Morris Magazine
120 Park Avenue
New York, NY 10017

Dear Cheryl,

It was so nice of you to drop a note. I am thrilled and delighted to be back at the News at this important time.

While there is much to be done, the future looks rather bright. The circulation numbers are growing on a daily basis, the advertising revenue is coming back strong and the economics of running the News are not bad. If there was ever a time to get it all right, the time is now.

I enjoyed the meetings that we had during my time at Hill & Knowlton and would love to stay in touch. Once I get my feet on the ground, I will call and see if we can arrange an acceptable date for lunch.

Hoping all is going well for Philip Morris Magazine - you have done a great job with the product. I stay in touch with Neil Shister - I consider him one of the real creative talents in the publishing business.

I'll call soon.

Regards,

