


MEMORANDUM FOR: Paul

When I talked w/you in your office several weeks ago about the "Yellow Pages," am not sure whether I also asked you to look over a draft "Image" poster I'd developed (based on the comments Tony rec'd from the components he visited in his "Image" survey). In case I didn't, here's a cy. Would appreciate you-all reviewing it and giving me any suggestions or comments.

The subject, "Steps to Superior Service," is an attempt at alliteration -- just something catchy that might stick in people's minds. P&PD can do some fancy initial-cap letters, use bold type and a border, etc. Of course, it needs to be large enough overall that people can read it on their walls when they're seated at their desks. I don't foresee it being distributed outside OL.

Many thanks,



3/20/86

Date

FORM 101 USE PREVIOUS EDITIONS 5-75

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