1007 North Cass Street #382
Milwaukee, Wisconsin 53202

414 276 2101 Ext 382

9 June, 2003

Jim Coplab d
Licensing Division Room 105
City Hall 200 East Wekls Street
Milwaukee, Wisconsin 53202

Dear Mr. Copland,

As a frequent user of Yellow Cab COOperative I would oppose the granting of a license to a company with the name of Yellow-White on the basis of the confusion between the two names.

Would Phillip Morris allow a brand name of Miller High- Lights as a competitive beer?

As a supporter of family values there must be taken into account that one driver has a family of seven. Does the competitor also support family values?

If I cannot attend the July hearing - I hope that this short letter may be read at that time.

Sincerly,

John J. Reiss

Past civic involvemdnt:

A continuing contributator to the artwork from my collection to the Milwaukee Art Museum. A past contributator to the activities of the Penfield Children's Center, co-designer of the Summerfest banners during the Chairmanship of Steve Marcus, a signage and kiosk designer of the 1000unit Northridge Lakes, a contributator to the Milwaukee County Historical Society, Smaller contributions to the Milwaukee Public Museum and the Library. Member of Mayor Maier's Beautification Committee etcetera.

* a contibutator is a Milwaukean who eats potatoes.