

COMPETITIVE ACTIVITIES AND PROMOTIONS

REPORTED BY: R. E. Klein, Regional Sales Manager, Cleveland, OH

DATE: 4/7/88

SOURCE OF INFORMATION: Best Cigarette Co., Mentor, OH

MANUFACTURERS: R. J. REYNOLDS AND PHILIP MORRIS

TYPE OF PROMOTION: SEE ATTACHED CORRESPONDENCE REGARDING

- R. J. REYNOLDS SPRING DIRECT ACCOUNT INCENTIVE PROGRAM
 - Philip Morris - SPECIAL PROMOTIONS ON MARLBORO AND
CAMBRIDGE CIGARETTES

HOW WIDESPREAD?

OTHER COMMENTS:

cc: Mr. J. R. Ave Mr. T. L. Achey
 Mr. R. H. Orcutt Mr. P. J. McCann
 Mr. M. A. Peterson Mr. A. J. Giacchio
 Mr. T. H. Mau Mr. L. H. Kersh
 Ms. S. Ridgway Mr. R. G. Ryan
 Mr. J. P. Mastandrea Mr. P. A. Lawless
 Mr. L. Gordon Mr. J. E. Daghlian
 Mr. G. R. Telford Mr. R. S. Goldbrenner
 Dr. S. T. Jones Ms. E. R. Harrow
 Mr. C. Toti Ms. S. F. Smith
 Mr. N. P. Ruffalo

93455715