

# COMPETITIVE ACTIVITIES AND PROMOTIONS

REPORTED BY: VAL THURMAN, DIVISION MANAGER, LOUISVILLE, KY

DATE: 4/26/91

SOURCE OF INFORMATION: SHORT STOP FOOD MARTS, LOUISVILLE, KY

MANUFACTURER: PHILIP MORRIS

BRAND(S) PROMOTED: MARLBORO CIGARETTES

TYPE OF PROMOTION: CARTON PROMOTION SWEEPSTAKES  
(SEE ATTACHMENTS)

HOW WIDESPREAD? \_\_\_\_\_

OTHER COMMENTS: \_\_\_\_\_

91356315

## CC:

A. H. TISCH  
R. H. ORCUTT  
M. A. PETERSON  
M. L. ORLOWSKY  
L. GORDON  
J. P. MASTANDREA

G. R. TELFORD  
R. G. RYAN  
N. P. RUFFALO  
T. L. ACHEY  
P. J. McCANN  
A. J. GIACOIO  
J. J. TATULLI

L. H. KERSH  
J. R. SLATER  
S. T. JONES  
R. S. GOLDBRENNER  
S. F. SMITH