

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 MAKLORO 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. Giacoio
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. Daghlion
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	

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