



*The American Tobacco Company*  
245 Park Avenue  
New York, N.Y. 10017

October 31, 1968

TO MEMBERS OF THE SALES ORGANIZATION IN THE METROPOLITAN AREA OF NEW YORK CITY

The New York Metropolitan area has more people, more purchasing power, more visitors from out of town, more stores selling cigarettes and ...

MORE CIGARETTE SMOKERS

than any other area of the country.

BUT ... we are not getting our rightful share of business in a market accounting for close to 10% of total cigarette sales in the United States. And we mean to get that rightful share by taking the following action:

IMMEDIATE

1. Divide present Section E2A into two Sections, effective Monday, November 4, 1968.
2. Sales Section E2A, under the supervision of Section Sales Manager C. T. Stadter, will be comprised of New York, Bronx, Westchester, Putnam, Dutchess, Ulster, Sullivan, Orange and Rockland Counties in New York and Fairfield County in Connecticut.
3. Sales Section E2C, under the supervision of Section Sales Manager E. Verdrager, will be comprised of Richmond, Kings, Queens, Nassau and Suffolk Counties in New York.

FUTURE PLANS

1. Add more manpower where required.
2. Assign a Female Sampling Representative to each of the two Sales Sections headquartered in New York.
3. Authorize afterhours sampling of special affairs.