

C O P Y

May 27, 1938

TO VENDING MACHINE OPERATORS

We are pleased to advise that EFFECTIVE JUNE 1, 1938 AND UNTIL FURTHER NOTICE 1¢ PER PACKAGE OR 40¢ PER M ON KOOL CIGARETTES WILL BE ALLOWED TO THOSE OPERATORS WHO COMPLY WITH OUR PLANS AND POLICIES FOR THE SALE OF KOOL CIGARETTES THROUGH VENDING MACHINES.

KOOL Cigarettes for vending-machine sale will be packed in shipping cases of 5 and 10 M, cartons of 200, and packages of 20 each of which will be plainly marked: FOR VENDING MACHINE USE ONLY and the allowance of 50¢ per M will be deducted from the face of invoices covering such stock. Operators will specify: VENDING-MACHINE STOCK when ordering KOOLS and those operators not on our direct list will obtain their requirements exclusively in drop shipments which we will make for the account of any bona fide wholesaler on our direct list in amounts of not less than 5M KOOL Cigarettes. Standing orders for weekly, semi-monthly or monthly shipments will be accepted and we will include in such shipments RALPHS, WINOS, AVALONS or any of our other cigarette brands which the operator wishes to stock.

If it is found that any Operator is selling or distributing KOOL Cigarettes VENDING-MACHINE STOCK through any means other than vending machines which he operates, all allowances and concessions will be automatically withdrawn. No allowance will be made on KOOL Cigarettes sold by vending-machine operators to the owners of vending machine locations where such stock is sold over the counter and not through vending machines.

With best wishes, we are

Very truly yours,

BROWN & WILLIAMSON TOBACCO CORPORATION

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