

BDI of.
95+
19 states

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Requisitions -

high dec.

7/27

250,000

June , 1987
SPECIAL NOTICE NO.

TO: ALL OUR CUSTOMERS IN THE

AREA

W/ Dick
7/17

Free Jack
& \$2.00 off ctiv.

BARCLAY DIRECT MAIL PROGRAM

During the week of July 20, 1987, thousands of smokers
in ~~throughout the following states~~ will receive a
direct mail package from Brown & Williamson featuring
the following coupons:

This BARCLAY package will be sent to ^{competitive} smokers
~~of~~ and should generate extra sales of
BARCLAY.

As you know, BARCLAY is
Don't be caught without a sufficient supply of BARCLAY
Kings, BARCLAY 100's, and BARCLAY Box.

Sincerely,

BROWN & WILLIAMSON TOBACCO CORPORATION

/ar/0584n

LEMO. breaks

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