

UTOTEM

COMPANY CORRESPONDENCE

TO		LOCATION		COPIES TO		LOCATION	
All Store and Zone Managers							
FROM John J. Pacconi, Jr.		LOCATION		OKC		DATE 2-14-83	
SUBJECT Winston King Filters						52-05-02	

Sometime, about the week of March 21st, you will receive some special Winston Filter Kings from McLane's. (See Attached Picture).

EX1
The R. J. Reynolds folks will be in your store to set up the temporary display.

Buy 3 Packs of Winston Filter Kings for \$2.99 and get 3 more packs "FREE".

Bob Roper
That's right - 6 packs for regular cost of \$2.99.

→ This will sell faster than the Marlboro Lighter deal.

A great way to build sales volume and also give our customers a great special.

R. Otter

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