

To: 2210 - Atlanta ROU, 2610 - Dallas ROU, 6910 - St. Louis ROU (PETERSA)  
From: Mitchell, Jeanelle D.  
Posted: 11/11/96 12:46  
Opened: 11/11/96 14:15  
Subject: IMPERIAL - CAMEL MENTHOL / PRE-BOOKS

TO: DUANE WILLIAMS (2610)  
TOM BAGBY (2210)  
MARK HIRSCH (6910)

SUBJECT: CAMEL MENTHOL STYLES & REVISED PRE-BOOK FORMS

GENTLEMEN:

PLEASE COPY THE ATTACHMENTS REGARDING IMPERIAL TRADING COMPANY TO ALL AFFECTED MANAGERS/REPS IN YOUR RESPECTIVE REGIONS.

THANKS FOR YOUR HELP.

J.W. SWEENEY  
KAM / 2643

53004 3628



**J. W. SWEENEY**  
**KEY ACCOUNTS MANAGER**

1305 Distributors Row, Suite A  
Harehan, LA 70123  
PH: 504-733-1563  
FAX: 504-733-0207  
VM: 1-800-757-8255 (#60764)

November 11, 1996

**TO: ALL MANAGERS / SALES REPS AFFECTED BY IMPERIAL TRADING  
COMPANY**

**SUBJECT: CAMEL MENTHOL STYLES & PRE-BOOK FORMS**

---

Ladies & Gentlemen:

I am attaching a new pre-book form for the two new Camel Menthol Brand Styles. The pre-book form has line numbers for regular product and for promoted product at \$2.00 off per carton / \$.20 off per pack.

During the month of December, all the Camel promoted cartons will be off invoice from Imperial. You should use this pre-book form and fax completed forms to my office at (504) 733-0207. I will pay for the price reduction at Imperial. Orders that are faxed directly to Imperial will not be reimbursed since we can't track these orders. You should book live product along with the promoted product for the December introduction. It is imperative that you fax pre-books to my office ASAP. I need a two week lead time on the promoted items. CAMEL MENTHOL STYLES will be available for shipment to retail the week of December 9th.

Also attached are new pre-book forms that include Camel Menthol Styles that will be effective January 1, 1997. If you are booking product for 1997, please dispose of all previous pre-book forms and use this new one. You must pay for any reduction on the Camel Menthol Styles after December 31, 1996.

I appreciate your assistance and follow thru with these procedures. If you have any questions, please do not hesitate to call.

Sincerely,

Junie Sweeney

JWS:jdm  
attachments

53004 3629



# CAMEL MEN 750 L



**IMPERIAL TRADING CO.**

**PLEASE SHIP THE QUANTITIES BELOW TO THE LISTED LOCATION (S)**

RJR SIS #:			DELIVERY DATE:		
ACCOUNT NAME:			AUTHORIZED BY:		
ADDRESS:			RJR REP.:		
CITY:	ST:	ZIP:	DATE:		
SUPPLIER: <b>IMPERIAL TRADING COMPANY</b>					
CUSTOMER ACCT. #:					

BRAND	QUANTITY	LINE #
CAMEL MEN FF BOX		1038077
CAMEL MEN LT BOX		1038078
CAMEL MEN FF BOX - COUPON*		1063887
CAMEL MEN LT BOX- COUPON*		1063888

\* COUPONED STYLES SHIPPED BY  
IMPERIAL THRU 12/31/96 WILL HAVE THE  
\$2.00 PRICE REDUCTION TAKEN OFF

**2-WEEK LEAD TIME ON PROMOTED ITEMS**

**FAX TO ATTENTION: JUNIE SWEENEY (504) 733-0207**

**(ORDER WILL NOT BE SHIPPED UNLESS ALL INFORMATION IS COMPLETE.)**

# IMPERIAL TRADING COMPANY

FORM EFFECTIVE 1/1/97

SIS #: \_\_\_\_\_  
Chain/Acct. Name: \_\_\_\_\_  
Account Address: \_\_\_\_\_  
Account Phone #: \_\_\_\_\_

\*\*Retailer #: \_\_\_\_\_  
\*\*Delivery Date: \_\_\_\_\_

**\$2.00 OFF CARTON / 20-CENTS OFF PACK**

**CIRCLE STATE:**      **LA**      **MISS**      **ALA**      **ARK**      **TENN**

**KINGS:**

Line #	Qty.	Brand	Style	Packing
1063880		Camel	FILTER	10/20's
1063881		Camel	FL BOX	10/20's
1063882		Camel	LT KS	10/20's
1063883		Camel	LT BOX	10/20's
1063887		Cam Men	FF BOX	10/20's
1063888		Cam Men	LT BOX	10/20's
1063853		Doral	LT KS	10/20's
1063851		Doral	FF KS	10/20's
1063857		Doral	FF M KS	10/20's
1063861		Doral	FF BOX	10/20's
1063862		Doral	LT BOX	10/20's
1063914		Salem	KS	10/20's
1063915		Salem	LT	10/20's
1063770		Salem	GOLD BOX	10/20's
1063836		Vantage	KS	10/20's
1063838		Vantage	UL KS	10/20's
1063911		Winston	KS	10/20's
1063913		Winston	LT KS	10/20's
1063912		Winston	BOX KS	10/20's
1063890		Win Sel	FF BOX	10/20's

**100'S:**

Line #	Qty.	Brand	Style	Packing
1063854		Doral	LT 100	10/20's
1063860		Doral	LT M 100	10/20's
1063852		Doral	FF 100	10/20's
1063858		Doral	FF M 100	10/20's
1063856		Doral	UL LT 100	10/20's
1063864		Doral	FF BX 100	10/20's
1063865		Doral	LT BX 100	10/20's
1063927		Salem	100	10/20's
1063916		Salem	LT 100	10/20's
1063839		Vantage	100	10/20's
1063841		Vantage	UL 100	10/20's
1063924		Winston	100	10/20's
1063925		Winston	LT 100	10/20's

**TOTAL CTNS:**

**AUTHORIZED BY:**

Print Name: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Today's Date: \_\_\_\_\_

RJR Representative: \_\_\_\_\_  
Voice Mail Number \_\_\_\_\_  
1-800-757-8255 Box # \_\_\_\_\_

\*Order will not be shipped unless all information is complete, including address.

**FAX TO ATTENTION : JUNIE SWEENEY (504) 733-0207**

*R.J.R. Representatives will pay retailer for the \$2.00 discount.*

53004 3632

# IMPERIAL TRADING COMPANY

FORM EFFECTIVE 1/1/97

SIS#: \_\_\_\_\_

Chain/Acct. Name: \_\_\_\_\_ \*\*Retailer #: \_\_\_\_\_

Account Address: \_\_\_\_\_

Account Phone #: \_\_\_\_\_ \*\*Delivery Date: \_\_\_\_\_

## NON-PROMOTED PRODUCT

**CIRCLE STATE:**      LA      MISS      ALA      ARK      TENN

### KINGS:

Line #	Qty.	Brand	Style	Packing
1038067		CAMEL	SP LT BOX K	10/20's
1038068		CAMEL	SP LT SP	10/20's
1038070		CAMEL	FILTER	10/20's
1038072		CAMEL	FILTER HP	10/20's
1038075		CAMEL	LIGHT	10/20's
1038080		CAMEL	LT HP	10/20's
1038082		CAMEL	UL LT SP	10/20's
1038084		CAMEL	UL LT BX	10/20's
1038086		CAMEL	WD FILTER	10/20's
1038088		CAMEL	WD LT	10/20's
1038077		CAM MEN	FF BOX	10/20's
1038078		CAM MEN LT	LT BOX	10/20's
1038535		SALEM	KING	10/20's
1038540		SALEM	LT KING	10/20's
1038545		SALEM	UL KING	10/20's
1038547		SAL GOLD	FF BOX	10/20's
1038660		VANTAGE	KING	10/20's
1038665		VANTAGE	MEN KING	10/20's
1038670		VANTAGE	UL LT KS	10/20's
1038735		VANTAGE	UL BOX	10/20's
1038735		WINSTON	KING	10/20's
1038740		WINSTON	KS BOX	10/20's
1038745		WINSTON	LT KS	10/20's
1038746		WINSTON	LT BX KS	10/20's
1038750		WINSTON	UL KS	10/20's
1038752		WINSTON	UL LT BX KS	10/20's
1038754		WINSTON	SEL BX KS	10/20's
1038756		WINSTON	SEL LT BX	10/20's
1038758		WINSTON	SEL SP KS	10/20's
1038760		WINSTON	SEL LT SP	10/20's

### 100'S:

Line #	Qty.	Brand	Style	Packing
1041093		CAMEL	SP LT BX 10X	10/20's
1041095		CAMEL	LT 100	10/20's
1041545		SALEM	100	10/20's
1041550		SALEM	LT 100	10/20's
1041551		SALEM	LT 100 CUST	10/20's
1041555		SALEM	UL LT 100	10/20's
1041560		SALEM	SL LT 100	10/20's
1041420		NOW	REG 100	10/20's
1041425		NOW	MEN 100	10/20's
1055490		MORE	F 120	10/20's
1055495		MORE	WH LT 120	10/20's
1055500		MORE	F M 120	10/20's
1055505		MORE	WH LT MEN	10/20's
1041700		VANTAGE	100	10/20's
1041705		VANTAGE	MEN 100	10/20's
1041710		VANTAGE	UL LT 100	10/20's
1041810		WINSTON	100	10/20's
1041815		WINSTON	LT 100	10/20's
1041816		WINSTON	LT BX 100	10/20's
1041820		WINSTON	UL 100	10/20's
1041822		WINSTON	UL LT BX 10X	10/20's
1041824		WINSTON	SEL LT 100	10/20's
1041825		WINSTON	SEL FF BX 10	10/20's
1041826		WINSTON	SEL SL LT 1C	10/20's

**TOTAL CTNS:**

ALLOW 2-WEEK LEAD TIME-INDEPENDENTS  
ALLOW 2-WEEK LEAD TIME-CHAINS

### AUTHORIZED BY:

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Today's Date: \_\_\_\_\_

RJR Representative: \_\_\_\_\_

Voice Mail Number \_\_\_\_\_

1-800-757-8255 BOX # \_\_\_\_\_

\*Order will not be shipped unless all information is complete, including address.

**FAX TO ATTENTION : JUNIE SWEENEY (504) 733-0207**

53004 3633