



PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

February 2, 1987

CIRCULAR NO. 540

To Our Customers in the Roanoke, VA market area:

Philip Morris is pleased to announce the introduction of two new Marlboro products: new **MARLBORO LIGHTS MENTHOL** and new **MARLBORO MENTHOL**. These products will be available in your area on February 19, 1987.

The new **MARLBORO MENTHOLS**, made with all natural menthol, are positioned in the mainstream of the menthol category. New **MARLBORO MENTHOL** at 15 mg tar and new **MARLBORO LIGHTS MENTHOL** at 11 mg tar will challenge consumers to taste the freshness of natural menthol. These great tasting products, with contemporary packaging and impactful advertising, will receive extensive promotional and advertising support.

PRODUCT INFORMATION ON MARLBORO LIGHTS MENTHOL and MARLBORO MENTHOL

PRODUCT AND UPC:	CASE	CARTON	PACK	SUPPRESSED
King Size Lights Menthol Soft Pack	01580	11580	00158	281582
King Size Menthol Soft Pack	00210	10216	00821	288212

LIST PRICE: \$35.65 per thousand cigarettes.

NORMAL TERMS: Normal cash discount of 2% if remittances are mailed to us within 14 days of normal delivery date as shown on our invoice, plus anticipation allowance of 1 $\frac{1}{4}$ % (total 3 $\frac{1}{4}$ %) if remittances are received by us within 12 days of such date.

PACKING: 12,000 cigarettes (60 cartons) per case.
Weight—34.0 lbs. Cube—2.6 cu.ft.
Dimensions—17.8" x 11.4" x 21.8"

SPECIAL INTRODUCTORY ALLOWANCE AND INTRODUCTORY TERMS

To enlist your cooperation in obtaining retail distribution of our new **MARLBORO LIGHTS MENTHOL** and **MARLBORO MENTHOL**, we are making available to you the following Introductory Allowance during the introductory period of February 19, 1987 to March 20, 1987.

Ten Percent Off List Price

This Introductory Allowance applies to that quantity invoiced to you during the introductory period, up to but not in excess of your allocation of **MARLBORO LIGHTS MENTHOL** and **MARLBORO MENTHOL**. Your Philip Morris representative will advise you of the quantity allocated to you. Payment of the Introductory Allowance will be made "off-invoice" at the time of shipment. Your order should be given to your Philip Morris representative for placement with our Customer Service Department to ensure proper deduction of the Introductory Allowance from your invoice.

Instead of our normal terms, we will allow you a cash discount of 3 $\frac{1}{4}$ % on all shipments of **MARLBORO LIGHTS MENTHOL** and **MARLBORO MENTHOL** made during this introductory period, if payment is received within 30 days of the normal delivery date as shown on our invoice.

All orders are subject to acceptance by our Richmond office and to prices, styles and sizes in effect on date of shipment.

No representative or employee of this Company has any authority to alter any circular, letter or price list issued by this Company.

PHILIP MORRIS U.S.A.
A Division of Philip Morris Inc.

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