

MAILED ON
THIS DATE

11/18/97

November 15, 1997

To: Chips & Everett & Greg Saar

Concerning: Camel & Winston Buy-Down

Effective Immediately

On November 24th, 1997, R. J. Reynolds Tobacco Company will put in \$2.00 and Saar's will also put in \$2.00 for every carton of Camel's and Winston's that sell at retail to encourage sales. This simply means \$4.00 off a carton at the checkout until January 15, 1998.

Packs will be reduced in a similar way.

Sincerely

Lanny

Lanny Speyer
RJR Sales Representative

PS: Dorals will be bought down at store level, except the Port Angeles store. This store will be paid at headquarter level.