

# Lorillard

TOBACCO COMPANY

One Park Avenue, New York, N.Y. 10016-5895 • (212) 545-3000

GENERAL MANAGER, SALES DEVELOPMENT

November 2, 1995

TO: All Regional Sales Managers  
FROM: R. W. Caldarella  
SUBJECT: Special Promotions -- 1st Quarter P-O-S

Attached please find a memo from K. A. Sparrow indicating the possibility of back orders on various Harley, Style, and Old Gold promotions.

As Kathy indicates, back orders will be filled automatically and shipped prior to the start of the promotions.

If these materials are not received prior to the promotion periods, you are to phone me indicating Divisions involved.

Don't wait until materials finally do arrive, let me know if they have not arrived prior to the start of the promotion period.

R. W. C.

/pag  
Attachment

cc: R. B. Spell  
P. J. McCann  
S. L. Enloe  
K. A. Sparrow  
Directors of Sales

011STQTR

94530509