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TO: *R. B. Spell*
FROM: *T. L. Achey*
DATE: *March 25, 1996*
SUBJECT: *Trip Report - W/E March 22, 1996*

I spent from Saturday, March 16th through Tuesday, March 19th attending the National Advisory Group Expo in Dallas, Texas.

For the First time, at this convention, we exhibited two days (4 hours each day). We used luggage tags and tote bags for retailer hand outs. McLane, Eby-Brown and Eli Witt maintained booths at the exhibit. Competitors with booths were Philip Morris and R. J. Reynolds. The Brown & Williamson Company did not attend the Convention.

Wednesday, I spent checking retail calls in the Dallas market with B. Cohen. Contacted two cigarette stores where we maintained Plan I and Plan II. Also, contacted a Walmart Hypermart where we maintain a Plan I and a Promo Center. We also checked distribution and space allocated in one Sam's Warehouse. Spent late afternoon enroute to Phila, PA.

Spent Thursday and Friday in the New York Office.

TLA
T. L. A.

TLA/sb

cc: R. W. Caldarella

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