

file

June 12, 1992

MEMORANDUM

TO: Walter Woodson

FROM: Carol Hrycaj *CH*

As we discussed, Ed McQuigg of Golden-Capital Distributors in Baltimore, MD, called this week to discuss an idea about distributing the "It's the Law" materials. (McQuigg tells me that he once was a vice president at Philip Morris.)

Golden-Capital Distributors is the third largest tobacco distributor in the United States, with an East Coast operation that extends from Massachusetts to North Carolina. They have facilities in Massachusetts, New York, Baltimore and Richmond that serve 13,000 retailers.

McQuigg said that Golden-Capital is preparing to roll out a campaign to raise awareness of the company. They plan to distribute stickers, with the company logo, to their highest volume outlets. Golden-Capital will pay the retailers to ensure that the signs are posted.

One of McQuigg's division directors suggested that they put the company sign and the "It's the Law" decals together. Combining the two visuals, McQuigg said, would reinforce Golden-Capital's and the retailer's concern about the "It's the Law" program. It would deliver a favorable impression to retailers and customers about observing minimum age laws and increase the visibility of our program.

McQuigg talked about printing a poster with Golden's logo and the "It's the Law" sign together (possibly about 17"x11"). His concern is that expressly linking the industry graphic with a wholesale operation logo may not be in keeping with our policy.

I plan to follow up with McQuigg to discuss the mechanics of the project. I will keep you apprised.

cc: Margaret Rita
Martin Gleason

TIMN 387838

**CONFIDENTIAL:
MINNESOTA TOBACCO LITIGATION**