

Subject: PM
Sales Policies
 Source: DR

Date of Activity: _____
 Filed: MI
 Cross Re: Galaxy

SUMMARY OF ACTIVITY:

PM salesmen exchanging Clark chewing gum for Galaxy cigarettes which are not selling.

EXTENT OF ACTIVITY

*NRK	*FCQ	WEF	JRW	RVW	MCO
OCK	DPC	EGW	WRS	RLB	WAN
TJS	JEM	*EJD	TMC	BWS	KWH
CTM	GHW	BCS	*CMW	JRH	*EJB
JHT	WWD	LGS	HLM	*KAB	LTG
WJH	*WOM	JLP	PLC	HTG	JWS
JED	RCH	RMO	AMF	RLD	DMR
*NS	MBM	*JAW	EWV	JKC	IB
EJO'C	FAD	LRA	JGB	HGM	SEM
RDP	RJK	MFA	JLC	AJM	*DAS
FRP	*ANR	HFJ	SRB	*GMF	WRB
HEP	WFD	GD	*MBW	RTD	OLP
*JJB	AHH	WmNM	JWC	ODW	LRM
RLV	AS	JRB	RBM	ELL	CRB
TLC	HRI	*HAS	WTM	HJH	DRF
WMC	*RCM	JKR	PEW	*BGP	*HAM
HFC	ROZ	JEH	MLT	HSR	RHD
EAM	JMH	DJD	*LBS	BES	RWC
*AT	WEH	ADR	JNB	LJE	GPM
HMN	RGW	GAC	JAL	MWB	PHH
JWO	*RGD	*AEF	WHB	JG	WBJ
HB	ELP	JET	EFP	*WLP	RJC
CAD	JRJ	WMC	*GT5/13/65 DR		JJS

50130 6490

(1965)

Subject: PM
Sales Policies

Date of Activity: _____
 Filed: MT

Source: DR

Cross Re: _____

SUMMARY OF ACTIVITY

PM has brought Jimmy Patten, defensive backfield star of the New York Giants, to Buffalo to promote Marlboro cigarettes.

Correction - to promote their chewing gum (received 4/1/65)

EXTENT OF ACTIVITY

*NRK	*FCQ	WEF	JRW	RVW	MCO
OCK	DPC	EGW	WRS	RLB	WAN
TJS	JEM	*EJD	TMC	BWS	KWH
CTM	GHW	BCS	*CMW	JRH	*EJB
JHT	WWD	LGS	HLM	*KAB	LTG
WJH	*WOM	JLP	FLC	HTG	JWS
JED	RCH	RMO	AMF	RLD	DMR
*NS	MBM	*JAW	EWV	JKC	IB
EJO'C	FAD	LRA	JGB	HGM	SEM
RDP	RJK	MFA	JLC	AJM	*DAS
FRP <i>5/13/65 DE</i>	*ANR	HFJ	SRB	*GMF	WRB
HEP	WFD	GD	*MBW	RTD	OLP
*JJB	AHH	WmNM	JWC	ODW	LRM
RLV	AS	JRB	RBM	ELL	CRB
TLC	HRI	*HAS	WTM	HJH	DRF
WMC	*RCM	JKR	HEW	*LJE	*HAM
HFC	ROZ	JEH	MLT	BGP	RHD
EAM	JMH	DJD	*LBS	HSR	RWC
*AT	WEH	ADR	JNB	BES	GPM
HMN	RGW	GAC	JAL	FWU	PHH
JWO	*RGD	*AEF	WHB	MWB	WBJ
HB	ELP	JET	EFF	JG	RJC
CAD	JRJ	WMC	*GT	*WLP	JJS

50130 6491

Subject: PM
Sales Policies
 Date of Activity: _____
 Filed: MI
 Source: DR
 Cross Re: _____

SUMMARY OF ACTIVITY:

PM salesmen required to sample coffee breaks in the morning and restaurants at lunch.

EXTENT OF ACTIVITY

*NRK	*FCQ	WEF	JRW	RVW	MCO
OCK	DPC	EGW	WRS	RLB	WAN
TJS	JEM	*EJD	TMC	BWS	KWH
CTM	GHW	BCS	*CMW	JRH	*EJB
JHT	WWD	LGS	HLM	*KAB	LTG
WJH	*WOM	JLP	FLC	HTG	JWS
JED	RCH	RMO	AMF	RLD	DMR
*NS	MBM	*JAW	EWV	JKC	IB
EJO'C	FAD	LRA	JGB	HGM	SEM
RDP	RJK	MFA	JLC	AJM	*DAS
FRP	*ANR	HFJ	SRB	*GMF	WRB
HEP	WFD	GD	*MBW	RTD	OLP
*JJB	AHH	WmNM	JWC	ODW	LRM
RLV	AS	JRB	RBM	ELL	CRB
TLC	HRI	*HAS	WTM	HJH	DRF
WMC	*RCM	JKR	FEW	*BGP	*HAM
HFC	ROZ	JEH	NLT	HSR	RHD
EAM	JMH	DJD	*LBS	BES	RWC
*AT	WEH	ADR	JNB	LJE	GPM
HMN	RGW	GAC	JAL	MWB	PHH
JWO	*RGD	*AEF	WHB	JG	WBJ
HB	ELP	JET	FFP 5/10/65 DP	*WLP	RJC
CAD	JRJ	WMC	*GT		JJS

50130 6492

Subject: PM
Sales Policies

Date of Activity: _____
Filed: MI

Source: DR

Cross Re: _____

SUMMARY OF ACTIVITY:

PM has 3 division manager and 17 salesmen in New Jersey.
Company is considering letting salesmen handle Burma-Shave.

Variations

(1) Hired another salesmen in Richmond area.

EXTENT OF ACTIVITY

*NRK	*FCQ	WEF	JRW	RVW	MCO
OCK	DPC	EGW	WRS	RLB	WAN
TJS	JEM	*EJD	TMC	BWS	KWH
C'M	GHW	BCS	*CMW	JRH	*EJB
JHT	WWD	LGS	HLM	*KAB	LTG
WJH	*WOM	JLP	FLC	HTG	JWS
JED	RCH	RMO	AMF	RLD	DMR
*NS	MBM	*JAW	EWV	JKC	IB
EJO'C	FAD	LRA	JGB	HGM	SEM
RDP	RJK	MFA	JLC	AJM	*DAS
FRP	*ANR	HFJ	SRB	*GMF	WRB
HEP	WFD	GD	*MBW	RTD	OLP
*JJB	AHH	WmNM	JWC	ODW	LRM
RLV	AS	JRB	RBM	ELL	CRB
TLC	HRI	*HAS	WTM	HJH	DRF
WMC	*RCM	JKR	FEW	*BGP	*HAM
HFC	ROZ	JEH	MLT	HSR	RHD
EAM 4/12/65 DE	JMH	DJD	*LBS	BES	RWC
*AT	WEH	ADR	JNB	LJE	GPM
HMN	RGW	GAC	JAL	MWB	PHH
JWO	*RGD	*AEF	WHB	JG	WBJ
HB	ELP	JET 5/12/65 DR/11	EPF	*WLP	RJC
CAD	JRJ	WMC	*GT		JJS

50130 6493

Subject: PM
Sales Policies

Date of Activity: _____
 Filed: MI

Source: DR

Cross Re: _____

SUMMARY OF ACTIVITY:

PM changing assignment of their salesmen with primary emphasis on big store, week and quality retail outlets. Their men are to make more frequent calls and better their brand positions.

Variations:
 (1) Trying to find out-of-stock conditions of their brands in our IS accounts.
 (2) Calling on chains regularly

EXTENT OF ACTIVITY

*NRK	*FCQ	WEF	JRW	RVW	MCO
OCK	DPC	EGW	WRS	RLB	WAN
TJS	JEM	*EJD	TMC	BWS	KWH
CTM	GHW	BCS	*CMW	JRH	*EJB
JHT	WWD	LGS	HLM	*KAB	LTG
WJH	*WOM	JLP	FLC	HTG	JWS
JED	RCH	RMO	AMF	RLD	DMR
*NS	MBM	*JAW	EWV	JKC	IB
EJO'C	FAD	LRA	JGB	HGM	SEM
RDP	RJK	MFA	JLC	AJM	*DAS
FRP	*ANR	HFJ	SRB	*GMF	WRB
HEP	WFD	GD	*MBW	RTD	OLP
*JJB	AHH	WmNM	JWC	ODW	LRM
RLV	AS	JRB	RBM	ELL	CRB
TLC	HRI	*HAS	WTM 5/17/65(11)	HJH	DRF
WMC	*RCM	JKR	FEW	*BGP	*HAM
HFC 4/13/65 DR	ROZ	JEH	MLT	HSR	RHD
EAM	JMH	DJD	*LBS	BES	RWC
*AT	WEH	ADR	JNB	LJE	GPM
HMN	RGW	GAC	JAL	MWB	PHH
JWO	*RGD	*AEF	WHB	JG	WBJ
HB	ELP	JET 5/12/65 DR(2)	EFP	*WLP	RJC
CAD	JRJ	WMC	*GT		JJS

50130 6494

Subject: PM
Sales Policies

Date of Activity: _____
Filed: MI

Source: DR

Cross Re: _____

SUMMARY OF ACTIVITY

PM no longer working cigarettes and gum on the same day - 3 days working tobacco products and 2 days working gum.

Variations:

(1) PM has their Clark Kent Salesmen promoting their cigarettes brands on Thursdays & Fridays.

EXTENT OF ACTIVITY

*NRK	*FCQ	WEF	JRW	RVW	MCO
OCK	DPC	EGW	WRS	RLB	WAN
TJS	JEM	*EJD	TMC	DWS	KWH
CTM	GHW	BCS	*CMW	JRH	*EJB
JHT	WWD	LGS	HLM	*KAB	LTG
WJH	*WOM	JLP	FLC	HTG	JWS
JED 4/1/65 DR	RCH	RMO	AMF	RLD	DMR
*NS 4/1/65 DR	MBM	*JAW	EWV	JKC	IB
EJO'C	FAD	LRA	JGB	HGM	SEM
RDP	RJK	MFA	JLC	AJM	*DAS
FRP	*ANR	HFJ	SRB	*GMF	WRB
HEP	WFD	GD	*MBW	RTD	OLP
*JJB	AHH	WmNM	JWC	ODW	LRM
RLV	AS	JRB	RBM	ELL	CRB
TLC	HRI	*HAS	WTM	HJH	DRF
WMC	*RCM	JKR	HEW	*LJE	*HAM
HFC	ROZ	JEH	MLT	BGP	RHD
EAM	JMH	DJD	*LBS	HSR	RWC
*AT	WEH	ADR	JNB	BES	GPM
HMN	RGW	GAC	JAL	FWU	PHH
JWO	*RGD	*AEF	WHB	MWB	WBJ
HB	ELP	JET	EFP	JG	RJC
CAD	JRJ	WMC	*GT	*WLP	JJS

Subject: PM
Sales Policies

Date of Activity: _____
Filed: MI

Source: DR

Cross Re: _____

SUMMARY OF ACTIVITY

PM trading Galaxy for Tempo trying to get distribution.

EXTENT OF ACTIVITY

*NRK	*FCQ	WEF	JRW	RVW	MCO
OCK	DPC	EGW	WRS	RLB	WAN
TJS	JEM	*EJD	TMC	BWS	KWH
CTM	GHW	BCS	*CMW	JRH	*EJB
JHT	WWD	LGS	HLM	*KAB	LTG
WJH	*WOM	JLP	FLC	HTG	JWS
JED	RCH	RMO	AMF 3/30/65 DR	RLD	DMR
*NS	MBM	*JAW	EWV	JKC	IB
EJO'C	FAD	LRA	JGB	HGM	SEM
RDP	RJK	MFA	JLC	AJM	*DAS
FRP	*ANR	HFJ	SRB	*GMF	WRB
HEP	WFD	GD	*MBW	RTD	OLP
*JJB	AHH	WmNM	JWC	ODW	LRM
RLV	AS	JRB	RBM	ELL	CRB
TLC	HRI	*HAS	WTM	HJH	DRF
WMC	*RCM	JKR	HEW	*LJE	*HAM
HFC	ROZ	JEH	MLT	BGP	RHD
EAM	JMH	DJD	*LBS	HSR	RWC
*AT	WEH	ADR	JNB	BES	GPM
HMN	RGW	GAC	JAL	FWU	PHH
JWO	*RGD	*AEF	WHB	MWB	WBJ
HB	ELP	JET	EFP	JG	RJC
CAD	JRJ	WMC	*GT	*WLP	JJS

(1965)

Subject: PM
Sales Policies
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 Filed: MI
 Cross Re: _____

SUMMARY OF ACTIVITY

"The local P. Morris salesman's profit sharing figure was increased from 5 to 7½% for 1964, as a result of his Co.'s diversification profits. He was informed that in the coming year, approx. 9 months of his time will be spent placing emphasis on their diversified products. The other 3 months on their cigarette brands."

EXTENT OF ACTIVITY

NRK	*FCQ	WEF	JRW	RVW	MCO
OCK	DPC	EGW	WRS	RLB	JRB
TJS	JEM	*EJD	TMC	BWS	KWH
CTM	GHW	BCS	*CMW	JRH	*EJB
LR	WWD	LGS	HLM	*KAB	SEM
WJH	*WOM	JLP	FLC	HTG	JWS
JED	RCH	AAM	AMF	RLD	DMR
NS	MBM	*JAW	EWV	JKC	IB
JO'C	FAD	LRA	JGB	HGM	DEF
RDP	RJK	MFA	JLC	AJM	*DAS
FRP	*ANR	HFJ	SRB	*GMF	WRB
HEP	WFD	GD	*MEW	RTD	OLP
JJB	AHH	WmNM	JWC	ODW	LRM
RLV	AS	JRB	RBM	EIL	CRB
TLC	HRI	*HAS	WTM	HJH	DRF
WMC	*RCM	JKR	HEW	*LJE	*HAM
HFC	ROZ	JEH	MLT	BGP	RHD
EAM	JMH	DJD	*LBS	HSR	RWC
AT	WEH	ADR	JNB	BES	GPM
HMN	RGW	GAC	JAL	FWU	PHH
JWO	*RGD	*AEF	WHB	MWB	WBJ
HB	ELP	JET	EFP	JG	RJC
CAD	JRJ	WMC	*GT	*WLP	JJS

50130 6497