

TO:	K. A. Sparrow	SUBMISSION DATE
FROM:	R. E. Lane	JUNE 30 <input checked="" type="checkbox"/> SEP 22 <input type="checkbox"/>
		AUG 11 <input type="checkbox"/> NOV 10 <input type="checkbox"/>
SUBJECT:	<u>STYLE LOW PRICE - PROGRESS REPORT</u>	

#### EFFECTIVENESS OF Transition Plan

(Report on June 30 only)

**PRE-SELL** Overall pre-sell efforts were successful. Retail accounts that previously stocked Style Full Price accepted the introduction of the low price.

**BIGIF / 2 FOR 1:** Proved to be an excellent tool for pulling the balance of Style Full Price packs through the system. This aided the field greatly during the transition.

**\$7.00 CARTON COUPON/BUYDOWN:** Effective in those retail calls that we could not exchange product out of. Those situations were limited.

#### DISTRIBUTION

DIRECT ACCOUNTS AND CHAINS HEADQUARTERED WITHIN THE REGION  
(15 + STORES) STOCKING NO LOW PRICE STYLE

NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES	NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES
M. Maskos & Sons					
Pollock Candy and Cigar					
McKeesport Candy Co.					
Sico Serve	104/22	18			
Sheetz	521/42	150			
Thrift/Eckerd	137/20	183			

DIRECT ACCOUNTS AND CHAINS HEADQUARTERED OUTSIDE THE REGION  
(15 + STORES) STOCKING NO LOW PRICE STYLE

NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES	NAME OF ACCOUNT	IND/LOR VOLUME	NO. OF STORES
Kroger		21			
Rich Oil		82			
Super America		106			
CVS		87			
W H Smith		5			
7-11 318 Zon		23			
Dairy Marts		35			
Widman Drugs		43			

82253245