

TO: S. P. ZOLOT

SUBMISSION DATE

FROM: R. W. RICHARDSON

OCT 05

DEC 21 X

NOV 16

SUBJECT: OLD GOLD - LIGHT BOX 100'S PROGRESS REPORT

GEOGRAPHY

REGION: FULL PARTIAL X

(ONLY IF PARTIAL REGION, CONTINUE WITH DIVISION(S) SCOPE)

DIVISION: FULL X PARTIAL

DIVISION NAME: Detroit North DIVISION NAME: Detroit South # REPS: 13

DIVISION NAME: Detroit East DIVISION NAME: Detroit West # REPS: 12

DIVISION NAME: Grand Rapids DIVISION NAME: Flint # REPS: 13

DISTRIBUTION

Direct Accounts and Chains Headquartered within the Region
(15+ Stores) Stocking No Old Gold Light Box 100's

Name of Account	Ind/Lor Volume	Number of Stores	Name of Account	Ind/Lor Volume	Number of Stores
Quality Dairy	151/15	31	Speedy Q	196/13	16
Bay Stations	81/9	18			
Schmuckel Oil	138/9	22			
Wilson Oil	140/13	15			
Quik Stop	117/9	24			
Forwards	118/8	19			
Phil Flint	166/15	15			
Arbor Rx	115/13	209			
Imperial Oil	163/11	32			

Direct Accounts and Chains Headquartered Outside the Region
(15+ Stores) Stocking No Old Gold Light Box 100's

Name of Account	Ind/Lor Volume	Number of Stores	Name of Account	Ind/Lor Volume	Number of Stores
Clark Gas		142			
Emro		237			
7-Eleven Southland		102			
Walmart		39			
Ultra Diamond		184			
Dairy Mart		32			
Mobil Oil		40			
ACA Amoco		31			

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