

MEMORANDUM

TO: R. A. Pittman  
FROM: D. S. Johnston  
DATE: December 7, 1978  
SUBJECT: Retail Snuff Prices

Recently, Dave Steele set up a reporting system where we can be advised of the retail snuff prices of our products versus those of competition, even though our manufacturer's price is lower. We have received the information for November, and, per your instruction, I have asked for additional information in December and January.

The purpose of this memo is to recommend that we prepare to increase prices in early January. In my judgment, so long as we stay within the guidelines, we should go ahead and increase prices rather than wait to see what other events occur within the business community. My specific suggestion is that the Brand Group be directed to complete all of the paperwork for our review and decision during the first week of January. Unless I hear to the contrary, that direction will be given to Dave Steele for follow-up.

*Don*  
D. S. J.

DSJ:pdc

cc: J. A. Broughton  
H. D. Steele

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