

DECEMBER, 1978

NEW BRANDS

General Cigar & Tobacco Company

Introduced on December 5, 1978, in the Chattanooga and Bristol, Tennessee, areas Chattanooga Chew chewing tobacco. Manufacturer's list price is \$4.56 per dozen. Supported the brand's introduction with sampling and cents-off coupons.

CONSUMER PROMOTIONS

American

Began working Carlton 100 - Filter & Menthol Buy 3 packages get 1 package free.

Brown & Williamson

1. Worked Viceroy King Size and 100's on carton mail-in promotion, offering consumers a Viceroy Rich Lights \$2.00 refund when they mail in the promotional certificate plus 2 carton end flaps and two closure seals from 2 packs of Viceroy Rich Lights.
2. Began working the following store coupons:
 - Raleigh - K.S., 100's, Lights, Lights 100's -
Worth 35¢ on the purchase of a pack
 - Viceroy - K.S. and 100's -
Worth 35¢ on the purchase of a pack

Liggett & Myers

Began working L&M - Flavor Lights and Long Lights Buy one package get one package free promotion.

Lorillard

1. Began working the following mail-in promotions:
 - Kent K.S. -
Kent #1 Jewelry promotion offering consumers 14 kt. electro plated Pendant and Chain, Earrings or Stick Pin for promotional certificate and \$2.00 for each item.
 - Kent III -
To receive a coupon worth \$1.00 on the purchase of a carton, mail in 1 bottom flap from any Kent III package (test market)
2. Began working the following store coupons:
 - Golden Lights -
Worth \$1.00 on the purchase of a carton
 - Kent III -
Worth 25¢ on the purchase of a pack (test market)
Worth 35¢ on the purchase of two packages (Coupons included in sample 20's package) (Phoenix)
 - Triumph -
For free pack (test market)

DECEMBER, 1978

CONSUMER PROMOTIONS
(Continued)

Philip Morris

Began working Virginia Slims Filter and Menthol offering consumers a free Virginia Slims Book of Days with the purchase of a carton.

Other Tobacco Companies

Scotten, Dillon Tobacco Company

Began working Union Workman chewing tobacco mail-in promotion offering consumers a KA-BAR Folding Hunting Knife with sheath, a \$25.00 retail value, for \$12.50 and 12 Union Workman seals.
(N. Pittsburgh)

PRICING

1. Tobacco manufacturers raised cigarette prices by \$.55 per thousand. Below is a summary of related activities:

Company	Dates		Credit Allowance Avg. Purchases	Additional Purch. Allowances
	Notified	Effective		
P. M.	12/28/78	12/28/78	2 weeks	2 weeks average January 1 & 8
ATC ¹	12/28/78	12/28/78	2 weeks	None
B&W ²	12/29/78	12/29/78	2 weeks	2 weeks average to January 12
L&M	12/29/78	12/29/78	2 weeks	None
Lor. ³	12/30/78	1/8/79	2 weeks	1 week to January 3

¹ATC maintained lower prices of \$15.75 per M on Carlton 100's Menthol and Pall Mall Light 100's

²B&W - allowed 17 days at 3½% discount on purchases through January 12, 1979

³Lorillard initiated extended terms 3½% - 12 days and 2% - 15 days

2. Lane Limited

Effective December 1, 1978, increased prices for the following brands:

Captain Black Regular
Captain Black Gold
Captain Black Royal

50206 4674

DECEMBER, 1978

PRODUCT CHARACTERISTICS

American

Tareyton Filter 85's analyzed in December, contained approximately 7% puffed tobacco. This is the first time puffed tobacco has appeared in Tareyton Filter 85's.

MISCELLANEOUS

Liggett & Myers

"Liggett & Myers Tobacco Co. will lay off 60 tobacco buyers early next year and begin buying its leaf through an independent company." (Winston-Salem Sunday Journal, December 3, 1978, p. B 17)

Lorillard

Received information that Lorillard has a new permanent package display holding 120 packs. Retailers are paid \$18.50 per month for the display. (Atlanta)

Philip Morris

Received Philip Morris work plan for November 27-December 22, 1978. (Details on file)

Other Tobacco Companies

Havatampa Corporation/Culbro (Oppenheimer & Co.)

"The Havatampa cigar firm was sold earlier this week by Oppenheimer & Co. and Culbro Corp. of New York to Tampa investors who will continue to make the cigars under the same name.

"In addition to selling the cigar operations, the New York firms also sold the name of the corporation to the Tampa group.

"As part of the transaction, the wholesaling and merchandising portion of the corporation will change its name to Eli Witt Co." (Journal of Commerce, December 7, 1978, p. 3)

Sampling

Field Sales reports that the following brands were sampled during the month of December:

American

Tareyton Light

Brown & Williamson

Spirit

Viceroy Rich Lights

Viceroy Rich Lights 100's

50206 4615

DECEMBER, 1978

MISCELLANEOUS
(Continued)

Sampling continued

Liggett & Myers

Lark Lights*
Lark Lights 100's*

Lorillard

Golden Lights 100's
Golden Lights Menthol 100's
Kent King Size
Kent III
Triumph*

Philip Morris

Basic
Benson & Hedges
Benson & Hedges Lights 100's
Marlboro
Marlboro Light 100's
Merit Filter
Merit Menthol Filter
Merit Filter 100
Merit Menthol Filter 100
Virginia Slims Filter
Virginia Slims Menthol Filter

*Gave consumers a coupon to redeem for free packs at participating outlets.