

12/82

Activity on signing new contractual agreements during December, with the exception of Southland Corporation, has been extremely slow due to buyer interests in specialty items during the holiday periods. Area Managers continue making presentations based on space/share on Plan A, but the majority of their efforts will not be recognized until January. Area Managers are totally aware of the need to immediately get on with the re-signing of chain merchandising agreements effective January 4, 1983.

#### CARTON RACK PROGRAMS

##### Plan A

The re-signing and upgrading of Plan A's continues to progress. Carton rack resets have been accomplished as a rule to gain added inventory on growth brands. Plan A progress in independent accounts through Section 51, by division, is shown on the following page, as well as a chain recap of Plan A progress to date.

Current shelf divider utilization is as follows ...

<u>Division</u>	<u># Stores Signed to Plan A</u>	<u># Stores Using Carton Rack Dividers</u>	<u>Percent</u>
51-01-00	122	103	84.4%
51-02-00	131	111	84.7%
51-03-00	178	155	87.1%
51-04-00	151	132	87.4%
51-05-00	123	98	79.7%
51-06-00	197	179	90.9%
51-07-00	154	125	81.2%
51-08-00	172	139	80.8%
51-09-00	179	168	93.6%
51-10-00	140	129	92.1%
Section Total	1,547	1,339	86.6%

##### Plan A-1

Acceptance of the Virginia Slims Book of Days has been excellent, as usual, by both retailers and consumers. This continues to be the most popular A-1 promotion. This year's program certainly helped improve inventories on Virginia Slims at a peak demand period.

##### Compact/Impact

The number of departments continues to grow in both independent and chain accounts. Retailers' continued desire to balance inventories with sales and to receive manufacturer payments will have an ongoing positive effect on this merchandising method.

C/I accomplishments in Section 51 to date are as follows:

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