

May 3, 1977

Mr. J. H. Sherrill, Jr.

Re: REPORT OF COMPETITIVE MARKETING ACTIVITIES FOR THE MONTH OF MARCH

Activities of particular interest during the month of March were as follows:

1. American Tobacco expanded Tareyton Lights nationally.
2. Liggett & Myers discontinued Eagle cigarettes, their discount brand, in March.
3. Brown & Williamson began shipping their Belair and Raleigh brands with double coupons.
4. Philip Morris' striking machinists in Richmond voted to accept the three year contract while those in Philip Morris' Louisville plant voted against their contract.

TEM
T. E. Miller
Marketing Research Department

TEM:el

Copies to: C. A. Avera
A. L. Barnett
W. W. Barnhardt
H. E. Bass
W. R. Bauer
B. W. Bauguess
C. R. Blake
R. A. Blevins, Jr.
Dave Boyd
B. B. Butt
F. H. Christopher, Jr.
A. F. Cuccia
R. H. Cundiff
Paul Dooling
R. E. Evans
Y. W. Ford
Lyons Gray
Jack Grossman
D. W. Grout

K. B. Hedrick
J. F. Hind
Jim Jordan
Stanley Katz
Andrew Kershaw
T. W. McDonald
Ed Meyer
W. D. Noah, Jr.
D. F. Pearson
C. W. Perry
J. R. Peterson
P. R. Ray, Jr.
T. E. Sandefur
R. D. Sherrod
T. J. Sullivan
C. A. Tucker
J. O. Watson
Joan Whaley
W. R. Whiteman

MAY 6 1977

50028 4272