1982

In-Store Marketing Will Sell More Brewers Beer Than Relying on Media Pull Strategy Alone

Ron Muchnick

IN-STORE MARKETING WILL SELL MORE BREWERS BEER THAN RELYING ON MEDIA PULL STRATEGY ALONE

Ron Muchnick
B.S.

A Digest Presented to the Faculty of the Graduate School of the Lindenwood Colleges in Partial Fulfillment of the Requirements for the Degree of Master of Science

1982

DIGEST

The subject discussed in this paper is the value of using in-store marketing techniques to sell more Brewers beer than would be sold by relying solely on additional advertising. This additional advertising would in effect create what is termed media pull in motivating the consumer to buy more Brewers beer. The effectiveness of additional media support was compared to a sales promotion with reseller merchandising and display effort. This comparison was made by conducting two field experiments.

The methodology used was conducting two price promotions on Brewers twelve-packs. Both sample display stores as well as non-displaying control stores were selected using a sales volume criterion. Displays of Brewers twelve-packs were constructed in accounts using current point-of-sale displays showing the reduced twelve-pack price and located in the best store traffic location possible. The cost of running these promotions was then related to additional media that would be able to be purchased for the same dollar investment. It was then assumed that an equal increase in sales would result from this media increase. The additional media sales were computed and then compared to the in-store marketing sales which resulted in the following conclusions.

First, it was shown in the two field studies that stores displaying Brewers twelve-packs sold more than those stores, with a similar sales potential, who did not display. Second, the money invested in the price deal promotion produced the better sales results. This was verified by running a t-test on the data.

The final conclusion of this project substantiates the hypothesis as being correct. In-store marketing will sell more Brewers beer than relying on media pull straegy alone.

IN-STORE MARKETING WILL SELL MORE BREWERS BEER THAN RELYING ON MEDIA PULL STRATEGY ALONE

Ron Muchnick
B.S.

A Culminating Project Presented to the Faculty of the Graduate School of the Lindenwood Colleges in Partial Fulfillment of the Requirements for the Degree of Master of Science

1982

COMMITTEE IN CHARGE OF CANDIDACY:

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Patrick Land, Faculty Administrator

DEDICATION

This project is dedicated to the following people:

To my wife Sherri and sons Marc and Adam who in their own educational pursuit have established the high academic standards that I have tried to reach. I would also like to thank them for the sacrifices that they made and the responsibilities they accepted so that I could successfully complete this program.

To my mom and dad, Rita and Ben, who have given me so much in my life. This dedication is to let them know that I appreciate and love them very much.

To my father-in-law Mel Schoenfeld, in whose memory I dedicate this project. He was a man loved and respected by all who knew him. His intelligence and ability to think and reason are just some of the attributes that made him such a special person.

ACKNOWLEDGEMENT

I wish to acknowledge and thank Dr. Jack Kirk for his direction, instruction, and support during my entire program. Dr. Kirk has been not only my Faculty Sponsor; he has been a very good friend.

I also wish to acknowledge and thank my employer and in particular Vince Ventimiglia who approved this program which has allowed me to fulfill my educational objective. I feel that I am now better prepared to make additional contributions to a company that I was already very proud to work for.

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CHAPTER I

INTRODUCTION

Due to the proprietary nature of the information included in this study the name of the Beer and Beer Distributor will be referred to under the disguised name of Brewers Beer, and Brewers Distributing Company respectively. In conducting the review of the literature, it became evident that there is a great deal of controversy on what motivates the consumer to buy. There seems to be a difference of opinion on the ability of in-store marketing techniques to sell more product than could be sold by relying solely on media pull.

Many authors on this subject seem to feel that if additional market share is desired the way to get it is through additional media support for the product. In simplified terms they describe the need of in-store marketing work to consist of "order taking" and making sure the shelves are filled with the product. There seems to be very little understanding of the value and strong sales potential of various marketing and merchandising techniques that can be performed in-store by the resellers' salesforce. These functions include among others the use of displays and the proper positioning of them in

heavy traffic locations in the store, and special cents-off pricing on the product. It is extremely important that the special pricing is communicated to the consumer, and the proper use of point-of-sale material is used with the displays to assure as much impulse buying as possible.

Using the information gained from previous studies, the researcher conducted two field experiments to gain insight as to which of the above methods produced the better results. Five stores with the potential of selling 75 cases or more of Brewers 12-Pack Premium when on a 45¢ per case price-off promotion, which will be referred to as a 45¢ price deal, were selected from each of the 15 territories of Brewers Distributing Company. One control store which also had the same above stated potential, but did not display was selected from each of the four Brewers Distributing Supervisors who cover 3 to 4 territories in a geographic area. A total six week period which included the two promotion weeks as well as the week before and three weeks after were studied. In comparing the displayed stores with the control stores the value of the 45¢ price-off promotion with store displays becomes apparent.

Knowing the increased sales of the displayed store raises the question of whether this represents a greater or lesser increase in the sale of Brewers Beer than could have been gained by using the money needed to run the promotion to buy additional media.

In order to arrive at the answer, the Brewers media expense for the St. Louis Market was obtained from the Brewers Media Manager. The expense of running the 45¢ price deal was then related as a percent of the media total. This percent was then used to represent the percent sales increase that could have been expected if this money had been used in additional media purchase. This would allow for a direct correlation between increased media and increased sales which would, in this situation, seemingly represent an optimistic view. It is intended that this study will provide some input on whether price deals net more sales overall than relying just on advertising alone.

CHAPTER II

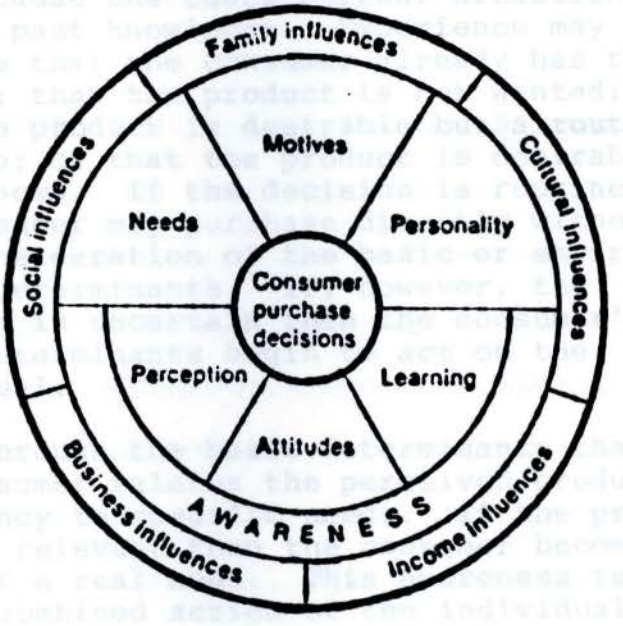
REVIEW OF THE LITERATURE

Before we can determine which method of motivating the consumer produces the best sales results, in-store marketing techniques or additional advertising, we must first attempt to understand the consumer and his behavior.

The Walters model of consumer behavior provided an extremely interesting and challenging tool in understanding consumers. This model as shown in figure I has both an inner and outer circle of factors that affect consumer purchase decisions. The inner circle is made up of the four basic consumer variables that control all internal processes of the individual consumer: the consumers' needs, motives, personality, and awareness. Consumer awareness is subdivided into three variables, perception, attitudes, and learning. It is the ability to break into this set of basic determinants that initiates or changes consumer purchase decisions. Since consumers do not function in a vacuum they are also influenced by the environment. These five environmental influences or determinants of consumer behavior are family influences, social influences, business influences, cultural influences, and economic influences.

FIGURE I

COMPLETE MODEL OF CONSUMER BEHAVIOR



At this time it would be of value to follow Walters through his model of how these basic and environmental determinants work to affect consumer behavior. He states,

> Consumer behavior begins when the individual is made aware of some product deficiency. This stimulus is then filtered through that individual's experience to determine if any stored information bears on the problem. Experience always enters into consumer behavior because one tests current situations against past knowledge. Experience may indicate that the consumer already has the product; that the product is not wanted; that the product is desirable but a routine purchase; or that the product is desirable but unknown. If the decision is routine, the consumer may purchase directly without much consideration of the basic or environmental determinants. If, however, the decision is uncertain then the consumer's basic determinants begin to act on the individual.
>
> It is through the basic determinants that the consumer relates the perceived product deficiency to specific needs. If the product is relevant then the consumer becomes aware of a real need. This awareness is due to the combined action of the individual's perception, attitudes and learning. As a result the consumer is motivated to take some action. Whatever action the consumer decides to be appropriate must be consistent with personality. Even the manner in which the problem is understood is conditioned by the consumer's personality. Thus the consumer begins to develop purchase intentions based on internal determinants. These basic determinants have already been influenced by the environment. The environment is constantly at work on consumers even when they are not aware of a specific problem. In this manner the environment helps to form attitudes, establish patterns of perception, foster needs, and shape motivation even in advance of a stimulus. The environment may also be brought directly into a particular product decision.[1]

These environmental determinants may be opinions from family members, style leaders, or other respected individuals. Existing or potential income may also be a dominant factor as well as business or cultural influences. At some point the individual is in a position to make his purchase decision considering all the basic and environmental factors that have been part of that process.

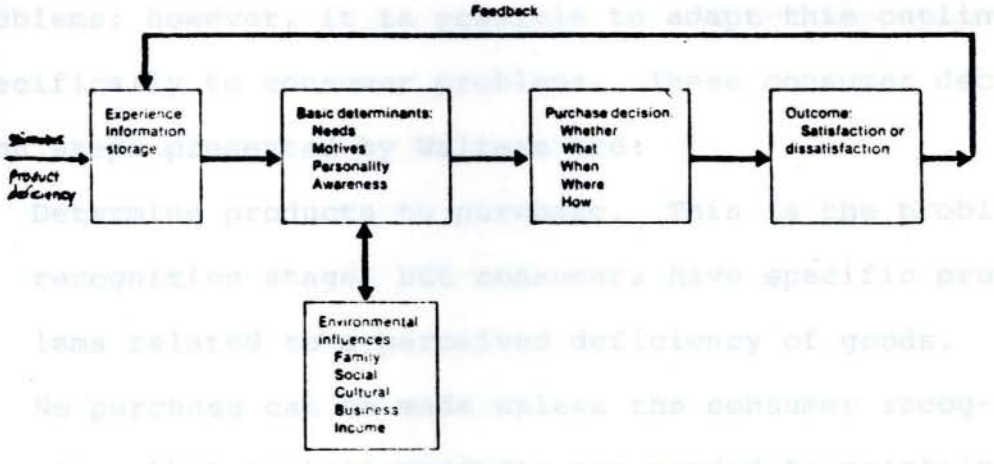
The consumer will either be satisfied or dissatisfied with his purchase after he has had sufficient time to evaluate his decision. This information then becomes feedback to experience. Satisfaction is stored until the next purchase decision is made. Dissatisfaction is also stored but if it is strong enough it can stimulate the entire process of consumer behavior to begin again.

As Walters points out, "In a real sense, consumer behavior by the indivudal never ends, because most consumers are always in some state of deficiency or dissatisfaction which requires activity."[2] This entire process of consumer behavior is shown in figure 2.

As Walters states, "At some point during the deliberation, the consumer has the problem sufficiently clearly in mind to begin the purchase decision. The person decides on the product and the manner of acquiring it."[3] It is this decision making process that again the

FIGURE II

DYNAMIC MODEL OF CONSUMER BEHAVIOR



marketeer must be aware of in order to break into it and influence the consumer's buying decision.

John Dewey has been given credit for identifying the steps in problem solving.[4] These steps, in modified form have become accepted as standard in the study of problems. They are: 1) problem recognition, 2) search for information, 3) evaluation of data, 4) decision, 5) post decision evaluation.[5] These steps apply to all problems; however, it is possible to adapt this outline specifically to consumer problems. These consumer decision steps presented by Walters are:

1. Determine products to purchase. This is the problem recognition stage, but consumers have specific problems related to a perceived deficiency of goods. No purchase can be made unless the consumer recognizes that certain products are needed to maintain or expand his or her holdings.
2. Search for market related information. This is the search stage, but it is not information in general that the consumer seeks. Rather, it is specifically market related information concerning products, store types and location, and methods of purchases that the consumer seeks.
3. Establish consumer preferences. This stage is analogous to the evaluation of alternatives. Consumers have definite perceived preferences concerning the

order in which they expect to purchase needed generic products and brands. They also have preferences for store types and the method of shopping.

4. Purchase decision. This is the decision stage. It involves the consumer's evaluation of criteria that can be used to make selections from among the various preference alternatives previously established.
5. Past purchase assessment. This step corresponds to past purchase evaluation. At this stage the consumer determines the outcome, or effectiveness of the purchase decision. The results are stored as experience to be used in forthcoming purchase decisions.[6]

In their article "Consumer Decision Making - Fact or Fiction?" Olshavsky and Granbois[7] review the agreed-to steps of the decision making process suggested by John Dewey and modeled by Engel, Blackwell, and Kollat.[8] They go on to refer to Howard's[9] refinement of the concept of routinized response behavior, advanced in Howard and Sheth[10] which assumes that ever-simplified, habitual behavior reflects the earlier application of choice criteria to alternative brands. After citing several other authors of decision processes they then refer to Kassarjian's 1978 presidential address to the Association for Consumer Research, where he raises the issue that we may be attributing choice processes to consumers when no choice processes occur. The crux of this statement

is that the research cited probably overstates the extent of prepurchase behavior for which the decision model is appropriate.

Feber summarizes studies showing that from 20 to 25 percent of durable goods and clothing purchases appear to be "impulsive".[11] Up to 50 percent of supermarket purchases and 33 percent of transactions in variety stores and drugstores are "impulsive purchases" in that shoppers do not state intentions to buy these items in store-entrance interviews conducted by Engel, Blackwell and Kollat.[12]

These referenced articles seem to be saying that there is more impulse buying occurring at the point of purchase than one might expect. There is in fact less of a thought-out decision making process and there is an opportunity, in reading into these statements, for good in-store marketing to be the factor to cause this impulsive selection. This is in effect what in-store marketing is all about. It is the ability to catch the consumer's eye, to be recognized by the consumer or as related to Walters' model, for the consumer to become aware of, or perceive the product's existence. From Newman's research it would seem that the second step of the recognized decision making process, the search for market related information may not ever begin until the consumer has gone to the store.[13] This would seemingly

mean that by in-store marketing a product well-presented either on the shelf or on a display, would by this exposure alone have the potential of increasing its possibility of selling. Research done by Frank and Massy supports the importance of in-store marketing by concluding that brand purchases are influenced by such factors as shelf height and shelf facings.[14]

If, as the authors suggest, a significant proportion of purchases may not be preceded by a decision process, then unless you are the brand normally purchased, in-store work is necessary to become noticed, and start a search and evaluation of options by the consumer. Once this is done and the consumer is aware of the product's existence, you then have the possibility of being purchased by the consumer.

Michael Ursic in his reply to the above article, in his own "Consumer Decision Making - Fact or Fiction? - Comment," feels that Olshavsky and Granbois have actually shown in their research that there is some prepurchase decision making process.[15] In re-citing the Ferber and Blackwell studies, the author states that there may be a lack of the decision making process because it had already been thoroughly gone through and met with a successful purchase, and is therefore not needed again. This is referred to as routine purchase behavior. He also states that consumers did not state an intention

to buy certain items in an in-store entrance interview because their decision making will be done during their shopping trip.

If Ursic's comments are valid, his position also points to the necessity for in-store marketing in order to become a considered product to be purchased while the consumer decision making process is going on. Either way, consumer decision making fact or fiction shows that in-store marketing appears to be critical.

In reviewing Frank and Massy's article "Shelf Position and Space Effect on Sales"[16] several interesting points concerning in-store marketing in high and low volume stores were made. It seems that in-store work has more impact in high volume stores where there is a more dramatic relationship between shelf improvements and sales compared to low volume stores, where the same shelf improvements were made. This study also showed that the larger increase in shelf facings on larger size containers compared to smaller size had a bigger increased sales result due to more front footage being exposed.

This information again supports the hypothesis that in-store marketing will sell more product. It would seem important in order to maximize this work to make sure it is done effectively in the better, high volume accounts where the results will pay greater dividends.

Keith Cox tests three hypotheses in his article "The Effect of Shelf Space Upon Sales of Branded Products."[17] The first is that there is no relationship between the amount of shelf space given to a staple product brand and total unit sales of that product brand. The second is there is a relationship between the amount of shelf space given to an impulse product brand that has high consumer acceptance and total unit sales of that product brand. The third is there is no relationship between the amount of shelf space given to an impulse product brand that has low consumer acceptance and total unit sales of that product brand. The results were that all three hypotheses were accepted.

Assuming that Brewers Beer fits the second hypothesis, this experiment illustrates the relationship between the amount of shelf space Brewers has in a store to its total sales in that store. This study also provides information to use in order to obtain shelf space from competitors who have low consumer acceptance who would fit into the third hypothesis category.

In a study done by Kollat and Willett for their article "Customer Impulse Purchasing Behavior,"[18] the average number of specifically planned purchases was only 2.5. In absolute terms then, unplanned purchasing was by far the more frequent. In terms of relative frequency, the average customer purchased 50.5 percent of the products

on an unplanned basis. These findings obviously stress the importance of point-of-purchase decision making which, as has been shown, is capable of motivating a particular brand purchase.

Of the unplanned purchases represented by products that had been purchased before, nearly 64 percent were consumer inventory out-of-stock same brand purchases, six percent were out-of-stock, or bought before a consumer out-of-stock condition of the different brand purchases, 23 percent were inventory-addition same brand purchases existed, and four percent were inventory-addition different brand purchases. These numbers show the importance of breaking into the existing buying decision process of those 87 percent buying the same brands. It shows importance of picking up new customers of those switching brands in making their unplanned purchase. This study concluded that slightly over ten percent represent a situation in which the product but not the brand has been purchased. This illustrates a ten percent sales increase opportunity through effective in-store marketing.

As the author states, "Previous investigations of unplanned purchasing have explained it as exposure to in-store stimuli. In fact unplanned purchasing seems to be the same as in-store decisions, or the effects of in-store suggestion. In-store stimuli apparently create new needs or remind the shopper of temporarily forgotten

needs." Kollat and Willett refer to this situation as the exposure to in-store stimuli hypothesis.[19]

Their customer-commitment hypothesis suggests that differences between purchase intentions and actual purchases are caused by incomplete measures of purchase intentions. This may be caused by the shopper's inability to express everything she will purchase without exposure to in-store stimuli, again supporting the importance of in-store marketing.

In their article "Direct Observation of Purchasing Behavior,"[20] Wells and LoSciuto observed shoppers approaching the cereal counter. Fifty-five percent seemed to have had what they wanted either written down or in mind. This leaves a substantial forty-five percent who with proper in-store marketing had the potential to become a customer. As the authors state in their conclusion, "plenty of shopping behavior takes place without fixed intention to buy specific brands."[21] It is this consumer behavior that in-store marketing can turn into sales.

In 1968 there was an experiment on the growth of brand loyalty involving beer. The results of this experiment were of obvious interest due to the direct correlation to Brewers.[22] The data was generated by offering consumers a choice of three "brands" of beer (packed in blank containers and labeled L, M, and P) at different "prices" three times a week over a period of eight weeks. There

was in fact no difference between the beer in each of the three containers L, M, and P. Despite this, McConnell showed that, after an initial period of search behavior, his customers developed preferences for the different brands.

Charlton and Ehrenberg present a comparison of McConnell's brand preferences with normal buyer behavior in their article "McConnell's Experimental Brand Choice Data."[23] The authors have re-analyzed McConnell's raw data using a "time approach" which has led them to the same conclusions about search behavior and the development of brand loyalty. In addition, it allowed them to compare the nature of this brand loyalty with the real-life situation.

The results of this experiment show a very clear decline in the incidence of switching between successive purchases. Overall, the "switching index" decreased from .99, nearly everyone switching to about .15, 85 percent of people buying the same again. This demonstrated the growth of brand loyalty over the succession of 24 purchases. The experiment also showed that initially there was search behavior (everybody trying every brand once or so), and then brand loyalty developed.

Related to in-store marketing these stated results show that consumers get set in brand buying habits and that brand loyalties develop. Before this happens,

consumers will go through their search step as previously discussed. It is at this time, by use of effective in-store marketing, that the brand must break into the consumer's awareness. It is at this time that the consumer needs to be motivated to purchase before habit, and competitive brand loyalty, set in. The longer it takes to make this impact with the consumer, the fewer potential buyers will be available.

In their article "An Experiment in Brand Choice,"[24] Charlton and Ehrenberg seem to find similar results as in their previous McConnell article pertaining to developing brand loyalty. This experiment used soap powders and tea with the same high level of consumer search in the beginning, and then the development of brand loyalty. In both experiments the middle-priced brand received the most initial purchases. This would seemingly argue in favor that price perceived quality and not just price alone will motivate consumers, at least initially, to purchase or sample a product.

This experiment then very interestingly moved forward by adding market stimuli as factors. What happens to brand loyalty when promotional activity takes place? The price promotion of Brand J detergent lasted for three weeks at two different times, for one-half of the housewives during weeks 7-9 and for the other half during weeks 13-15. Brand J achieved a 95 percent penetration

and an average buying frequency of 2.5 in weeks 7-9. This effect was much greater than would be observed in real life. Possibly brand loyalty had hardly developed at this stage. But the promotion during weeks 13-15 when something like brand loyalty had developed was also very effective, even though the impact was in fact smaller, with 71 percent of housewives buying J.

This experiment in its follow-up to past promotion sales effect questions any lasting sales effectiveness. If this concept has validity it would seem to promote an on-going price-promoting whose effect is short term.

The use of point-of-sale was also measured. The use of slogans on display cards for tea were shown to the housewives at time of purchase, again at two different times during the experiment. In each case penetration increased during the campaigns. This increase was determined to come from the "new" buyers category. One tea with the largest number of extra buyers, attracted three times as many new buyers when advertised as when not.[25] This increase in brand purchases would point out that brand loyal consumers can be motivated to try a different brand, again by breaking into their decision making process, and affecting their basic determinants of perception, attitudes, learning, personality, motives or needs as Walters suggests.

Investigation into out-of-stock conditions and their effect on sales was also performed. Consumers bought competitive brands during the out-of-stock period and generally returned to their original brand when it was available on the shelf. Good in-store marketing by correctly controlling inventory levels and acquiring enough shelf facing to avoid out-of-stocks would eliminate the loss of even these sales. What I felt would be interesting to investigate further was, when the out-of-stock brand became available, would all of the original consumers return to it if the purchased competitive brand was in the process of running a price promotion, or was involved in a point-of-sale or advertising campaign? Once the door is opened a crack, can the competitor blow it wide open by various in-store marketing techniques?

"The Case Approach to Understanding Brand Choice"[26] an article by Woodside and Fleck involved an intensive study of two beer drinkers. Because of the Brewers correlation, this article caused great immediate interest. The authors conducted interviews with two middle-aged beer drinkers selecting questions that focused on the specific strategies the subjects used in their product, brand, and consumption decisions.

The first subject Roger, in talking about how much beer he drank, said, "This (beer in glass) is something very nice to look at, whereas you could pour something

out of that quart (liquor) bottle over some ice cubes and it doesn't have anything near equal the appeal to look at. This apparently has something to do with it." This statement illustrates the importance of the perception factor as a motivator. Good in-store use of point-of-sale showing a poured beer could motivate Roger to buy.

When asked where he might buy his beer he replies, "At the local supermarket, and what was easiest for me to handle of the better-known premium brands of beer, that's what I would get. And, whichever one is laid out easier for me to get, that's the one I'm going to get. A brand well known to me." Surely this is a testimonial from a consumer on the importance of shelf facings, best positioning, displays, and use of point-of-sale that make it as easy as possible for Roger and other consumers to buy.

In further questioning Roger goes on to identify his "better known premium beer." He states his two favorite beers are Pabst and Old Milwaukee. In the brewing industry neither of these beers are considered to be classified as premium. This is a reflection of his attitude about these beers, and could have been learned or reflective of his personality. Social, family, income and other possible environmental influences have also been at work in developing these preferences. From a

distributor or brewery standpoint this might be a good example that it is not only how we would see or want to see our product, but even more importantly, how the consumer sees it.

In a taste test, Roger could not correctly identify six different brands of beer in blind taste tests. Roger could assign specific attributes to different brands when shown the labels following the blind tests. What this shows is that Roger may think he knows more about beer and their differences than he really does. This would, in Walters' model, refer to the basic determinants of learning, attitudes and possibly personality. Roger thinks he has learned certain things about beers that have formed certain attitudes within him. Several environmental influences have also been at work on him, I'm sure, during this process, including advertising and brand image.

Using unaided recall, Roger could recall only one advertising theme. Relating this to in-store marketing we can see the importance of using point-of-sale which recalls media messages for the consumer, so that he remembers that he did want to try that product. A display with this type of display card would make it just that much easier for Roger to buy.

The other subject, Henry, had developed great brand loyalty to Budweiser and resisted stimuli to break into

his decision making process, at least at this time. This seemed like a realistic example since in-store marketing is not going to affect all consumers all the time. As Woodside and Clokey[27] point out, noncommitted consumers buying frequently purchased nondurables have more complex brand choice processes than highly committed consumers.

What this means is that noncommitted consumers think more about their purchases, and effective in-store marketing eliminates some of the complexities and makes the purchase of a specific brand more likely. As Roger simply states it, "I prefer a good-tasting beer; I prefer a high-quality beer; I prefer a beer that is easy to find in stores."

Jacoby, Szybillo, and Busato-Schach in their article "Information Acquisition Behavior in Brand Choice Situations"[28] make some interesting statements about the reliance of consumer on brand names. Laboratory generated evidence on how consumers arrive at quality judgments suggests that when price and brand name are directly pitted against each other, brand name is dominant (Jacoby, Olson, and Hancock)[29] (Gardner)[30]. With this understanding, if you are working with a product that has a well-accepted brand name and price, then by properly merchandising and marketing, making the consumer aware of the product's availability through previously discussed methods, sales should be stimulated.

The data of this article suggest that consumers select only limited amounts of information from available package information arrays and tend to place substantial behavioral importance on price and particularly brand name information. When brand name information was available and used, consumers were more satisfied with their purchase decision and tended to select fewer information dimensions. This data appears to suggest that brand name does indeed serve at least some information processing function in consumer decision making. If this processing function provokes positive attitudes and motivation per Walters' model, then the key is again to break into the consumer's decision making process by making him aware of the product and the ease with which it can be purchased.

Edmond Maher, the director of the sales promotion services group of Advertising Age says in an article[31] that sales increases of 700 percent and 269.3 percent are not out of the question. They are the documented results of carefully constructed tests of what would happen if a store simply puts items on special display, no price reduction, no special newspaper feature, nothing but a special display.

Maher says that without exception, every "display effectiveness" test he has ever witnessed has consistently demonstrated dramatic sales increases, with a gain of 200 percent representing the low end of the scale. The

reasons for this dramatic increase is that such displays synergize the two independently powerful forces of heightened product awareness and accessibility, and consumers' reflex impression that the product is on sale at a reduced price, even if it isn't.

Getting your product out into the open and prominently into the crossroads of the main traffic flow via a special display, would make it as visible and almost as dominating as the proverbial traffic cop. Consumer awareness of your brand would then have to be very high.

What are the implications of the hypothesis that in-store marketing will sell more Brewers Beer than relying on media pull strategy alone? From the exploratory research done, the articles, studies, and theories reviewed there would seem to be a correlation between the two. This would be supported by Walters' consumer behavior model and the use of the consumer decision making process. However, until actual experiments, studies and models are established and validated, the implications are no more than what we would read into the hypothesis at this time. Let us now take a look at not only media or advertising as a sales tool, but the entire promotional mix.

Promotion, to begin with, is one factor of the total marketing mix. Product policy, price policy, channel selection, and logistics, along with promotion are the variables that the marketing manager uses as his working

tools. How these factors are organized and used account for the profit and success of the company. Each part of the mix therefore needs to stand on its own and yet be integrated to form a total action program. As Engel points out, "The promotion function focuses on a system of communication tools designed to present a company, its products, and its services to consumers. It contributes uniquely to overall profit objectives through communicating those product features that satisfy buyer needs and desires."[32]

Just as the marketing mix is divided into different factors, so is promotion itself. Remembering that promotion is the communication function of marketing, the various communication resources available to the firm are advertising, personal selling, reseller support, sales promotion, and public relations. Let us take a look then at each part of this promotional mix.

Because of the large number of buyers needed to be communicated with, advertising through the mass media is used. There are two primary decision areas in advertising, those being media selection, and message determination. Media selection has become an especially demanding task because of the vast number of available options, and having to isolate the proper market segments to fit the media selection. Message determination requires the design of persuasive messages for groups rather than one

individual, and the ability to work with a delay in response feedback in comparison to individual communication. Due to the nature of the communication process itself, advertising through the mass media will result in some amount of inefficiency. However, a mass market generally can be reached economically only with mass media advertising. This leads to the paradox stated by Engel that advertising provides efficient promotion through inefficient communication.[33]

Personal selling is unique as a promotional tool in that it is a form of dyadic communication in contrast to advertising, sales promotion, and publicity which are mass communication forms. Personal selling is a special form of interpersonal communication. Its goal is to "bring to the prospect's attention information that will satisfy a need and that will elicit a response, hopefully in the form of a purchase."[34] Moreover, business firms spend more money on personal selling activities than on the other means of persuasive communication. It has been estimated by one source that industry spends twice as much on personal selling activity as it does on advertising.[35] Because personal selling involving Brewers Beer in the St. Louis market is the primary function of reseller support, it will be through the remainder of this paper considered and referred to as part of reseller support.

Reseller support in addition to providing the personal selling effort through its salesforce, which involves service as well as selling includes advertising and sales promotion assistance. Such assistance may take the form of cooperative advertising programs, promotional allowances, merchandising the advertising (by informing the trade of the dollars the brewery is spending in advertising), in-store promotions, and contests and incentives for sales personnel.

Sales promotion in a general sense is "the supplementary selling activity which coordinates personal selling and advertising into an effective persuasive force."[36] In a recent study by Strang, sales promotion has been described as including such activities as trade shows and exhibits, couponing, sampling, premiums, trade allowances, sales and dealer incentives, cents-off packs, consumer education and demonstration activities, rebates, bonus packs, point-of-purchase material and direct mail.[37] In another study reported by Strang and using data of Bowman, Young, and Adler, several interesting facts come to light. First, it appears that since 1969 (the base measurement year) expenditures for sales promotion have exceeded those for advertising. Second, the average annual growth rate of expenditures for sales promotion for the period 1969 to 1975 has been 9.2 percent. This rate is twice that of the rate of growth in advertising expenditures.[38]

How do these various parts of the promotion mix fit together as viewed by a Brewers Sales Manager? Just how much of a "pull" does advertising provide? Is there more opportunity in the use of sales promotions than we've uncovered? Is personal selling and reseller support really what "makes the sale?" How important is public relations to the total picture? These are not only fascinating questions, but in the severely competitive environment the brewing industry finds itself, those with the best answers will be able to survive and taste some measure of success.

Advertising is unlike the direct communication between two people which involve a give-and-take experience. It is a one-way exchange that is impersonal in format. To compensate, advertising must often make greater use of both rational and emotional devices to have an effect. People can selectively notice or avoid, accept or reject, remember or forget the experience and thereby confound the best of advertising plans.

Four traditional theories of advertising effectiveness that have been prominent in marketing are economic, responsive, psychological, and social. The economic says consumers act in their own financial self-interest. They look for maximum utility at the lowest cost. This old, much-revered theory most often applies to commodity items. The responsive theory tells us consumers are lazy and

want to buy with minimum effort. Since they develop buying habits, information serves as a reminder-exposure, rather than thoughtful purpose. The psychological theory explains consumer behavior as ego involvement; the personality must be defended or promoted. Lastly, the social theory describes consumers as basically imitative. People watch what others buy, and comply or adjust to get along or be inconspicuous. Opinion leaders and word-of-mouth communication are important for the visible products affected.[39]

All of the above theories along with some more recent developments of how consumers respond to advertising have some truth. The key is to plan the advertising strategy to identify the information, emotion or action leverage for a particular product, build the appropriate advertising model and then execute it. But in today's competitive brand-saturated world, how much advertising does it take to impact the consumer?

Once we accept the principle of competition among firms producing what is essentially the same commodity, it follows that advertising, perhaps not all, but certainly a good deal of it in that product class, will be non-informational, except for the very fundamental information that the brand exists. Then brand image represents the only distinctive feature the advertiser has to sell. He is more likely to use irrelevant and non-rational appeals

and to rely on gimmick techniques to capture attention and heighten identity. These are precisely the appeals and techniques that invite criticism and censure.

It is often suggested that the sheer weight of advertising rather than its content, becomes a prime determinant of market position. Critics argue that the leaders can set up the biggest budgets and hire the outstanding talent to manage their schedules and create their ads. As they swing their weight around, they can buy advertising most efficiently, outspending and outmaneuvering their competition, progressivly increasing their market share.

However, the defenders of advertising commonly insist that the product itself must warrant the repeat sales on which most manufacturers of heavily promoted goods depend. Advertsing may induce a first trial, but an unsatisfactory or inferior product will not be bought again. A demonstration that advertising expenditures are not directly linked to product visibility is shown in table I. A series of national surveys conducted between September, 1976 and February, 1977, by R. H. Bruskin associates found proportions ranging between 16 percent and 82 percent who correctly identified the advertising slogans used by 13 major advertisers.[40] The results of this exercise certainly do not support the viewpoint that advertising pays off generally in proportion to the budgetary weight behind it.

TABLE I

SLOGAN IDENTIFICATION AND ADVERTISING EXPENDITURES

	Percent Correctly Identifying Current Slogan	Start of Current Slogan Promotion	1976 Advertising	Percent in TV	Total Advertising Since Start of Current Slogan Promotion
Charmin	82	January, 1968	$ 7,289,000	97	$ 36,802,000
Alka-Seltzer	79	January, 1976	11,730,000	99	11,730,000
Chiffon	58	January, 1970	1,166,000	95	12,916,000
Morton's (Salt)	57	1914	1,016,000	40	42,873,000
Contac	55	October, 1972	8,952,000	95	44,498,000
Hertz	47	September, 1975	5,511,000	64	5,511,000
Ragu	45	January, 1973	5,357,000	90	16,490,000
Meow Mix	41	December, 1973	6,296,000	72	11,512,000
McDonald's	38	April, 1975	81,831,000	98	129,408,000
Dynamo	37	February, 1972	5,010,000	89	18,824,000
Aim	33	November, 1974	12,087,000	93	24,590,000
Schlitz	23	June, 1976	16,243,702	96	9,470,000
Coca-Cola	16	May, 1976	46,768,423	97	31,148,000

1. Source: The Bruskin Report, May, 1977.
2. Estimated national advertising in television, newspapers, and magazines, from Publishers' Information Bureau.
3. In addition, Coca-Cola's old slogan was correctly identified by 59 percent.

Unaided awareness of leading brands of laundry products (among women) and of gasoline and beer (among men) has been measured in three studies by the newspaper advertising bureau, which are summarized in tables II-IV. The data do not suggest any clear-cut linkage between brand awareness and advertising volume for the brand, nor between brand awareness and frequency of exposure to advertising. Overall the evidence suggests that brand preferences are distributed very similarly among people who have had little or no exposure and those who have had a great deal.

In 1967, national advertising was equivalent to 3.25 percent of all retail sales volume. Ten years later, the figure had fallen to 2.98 percent. For all manufacturing companies these fell from 1.42 percent in 1961-1962 to 1.25 percent in 1972-1973.[41]

Have these trends had any visible effect on industry concentration ratios? Between 1963 and 1970, advertising-to-sales ratios fell from 5.0 percent to 3.8 percent to 10.9 percent for the leading soap companies. Yet in that period (before the ban on their broadcast advertising and during a period of extraordinary brand volatility) the four leading cigarette companies increased their share from 80 percent to 84 percent, while the four leading soap companies' share fell from 72 percent to 70 percent. The monopoly thesis is not easily demonstrable.[42]

TABLE II

AMOUNT OF DAILY TV VIEWING AND AWARENESS OF LEADING BRANDS:

LAUNDRY SOAPS AND DETERGENTS (WOMEN, JULY, 1967)

Brand	1966 TV Advertising (in Millions of $)	Percent Mentioning Brand			
		None	Under 2 Hours	2-5 Hours	Over 5 Hours
Tide	9.1	68	73	75	81
Rinso	.9	53	53	44	41
Oxydol	4.5	47	41	42	44
Fab	2.7	44	26	34	39
Ivory	9.0	39	33	29	33
Bold	10.0	32	34	40	50
Cheer	5.7	32	39	46	47
Duz	1.2	35	28	24	26
Cold Power	5.2	29	38	32	37
Ajax	2.8	27	30	25	31
Dash	4.0	24	26	27	23
Salvo	2.4	21	21	16	21
Average Number of Brands Mentioned		6.0 (34)	6.1 (90)	5.7 (305)	6.2 (338)

TABLE III

AMOUNT OF DAILY TV VIEWING AND AWARENESS OF LEADING BRANDS:

GASOLINE (MEN, MARCH, 1969)

Brand	1968 TV Advertising (in Millions of $)	Percent Mentioning Brand			
		None	Under 2 Hours	2-5 Hours	Over 5 Hours
Shell	14.2	31	35	34	37
Texaco	5.6	28	40	32	31
Amoco American	3.2	23	29	26	35
Gulf	2.7	27	23	29	22
Esso Humble	4.5	27	24	25	22
Mobil	1.2	21	17	16	20
Phillips 66	1.9	16	16	16	17
Sunoco	1.6	16	13	14	16
Pure Union	2.5	12	13	13	13
Atlantic Richfield	1.5	13	14	11	11
Chevron	2.7	11	13	10	9
Sinclair	3.0	8	8	13	11
Average Number of Brands Mentioned		3.0 (271)	3.2 (184)	3.0 (206)	3.0 (122)

TABLE IV

AMOUNT OF DAILY TV VIEWING AND AWARENESS OF LEADING BRANDS:

(MEN BEER DRINKERS, SEPTEMBER, 1975)

Brand	1975 TV Advertising (in Millions of $)	Percent Mentioning Brand		
		None	Under 3 Hours	Over 3 Hours
Budweiser	7.9	69	75	72
Schlitz	11.7	52	55	54
Coors	.7	43	34	37
Pabst Blue Ribbon	8.6	30	36	41
Miller High Life	8.8	31	35	33
Average Number of Brands Mentioned		4.3 (93)	4.5 (152)	4.7 (153)

Studies of the function relating sales in dollars to dollars of advertising, which reflect the role of discounts, also show diminishing returns to advertising, with the exceptions of two studies. Taken together, the studies using physical and monetary variables add up to the conclusion that there are not increasing returns to advertising, that is, no S-shaped response function, over the normal operating range.[43]

Is it any wonder then that a provocative report published recently by the London Agency Wood, Brigdale and Company which polled top marketing professionals in Britain concluded that advertising is not the most important element of marketing.

> In comparison with the huge sums spent on advertising, a trifling amount is known about what yield advertisers expect from this investment and what they make it. The argument most frequently heard in support of advertising is the efficiency with which advertising produces sales, and hence, ultimately, protects and creates jobs.[44]

According to the survey, this is not necessarily so, at least as far as top marketers are concerned. Only five of the fifty respondents thought that advertising was a vital element of marketing. More than half (27) judged it as not very important.[45]

Advertising is less effective today than it was only five years ago, according to a large percentage of key executives responding to a recent poll of the

Advertising Age Sounding Board. This view was especially strong among advertisers, where 53 percent felt today's advertising was less effective, while 34 percent of the agency respondents agreed with them. What are the problems that have caused this overwhelming situation to exist?

In order for advertising to be viewed as effective there needs to be some way to determine its effectiveness. The yardsticks advertisers and agencies use range all the way from "gut feel" to extremely elaborate and carefully developed data processing techniques which monitor sales performance in various subdivisions of the market. Many of those surveyed indicate that they're striving to move closer to a less subjective measured sales result or, even more pointedly, to tie advertising activity to some predetermined profit goal. There is no clear-cut reading that any one or two of the various tools such as market share, awareness levels, attitude shifts, or response rates is completely satisfactory by itself.

Some of the perceived reduction in advertising effectiveness has to do with the increased clutter and the proliferation of both the number of products advertised and the variety and number of media availabilities. Well above half the entire group (56 percent) felt that television is less effective on an equivalent dollar basis today than it was five years ago. This view is held

strongly by both agency executives (54 percent) and advertisers (58 percent). (See table V.) During this same time frame, radio and consumer magazines were viewed favorably.

An additional area of concern involves advertising research. The business of testing the advertising before, during and after its creation and placement is undeniably widespread and on-going. (See table VI.) But, the advertising fraternity (at least to the degree it's represented by the Advertising Age Sounding Board) does not appear to feel that any of the usual measurements are wholly satisfying from the standpoint of accuracy, efficiency and timeliness. As an example of this attitude, 8 percent of the agency executives felt present tools were effective in predicting performance of advertising in the marketplace.[46]

Still another problem encountered when analyzing the advertising function is: Which is more important when considering advertising planning and strategy, reach or frequency? Most media strategists now include a statement of whether the objective for the brand is to maximize reach (i.e., the number of times an individual reached is exposed to a brand message).

As Kamin states, perhaps the answer to the syndrome of high-media reach and low-advertising awareness is that maximizing frequency rather than reach should be the

TABLE V

VARIOUS MEDIA: 1973-1978

	TOTAL PANEL			
	More Effective	Less Effective	About the Same	No Opinion
Television	20%	56%	22%	2%
Radio	43	13	41	3
Consumer Magazines	36	20	42	2
Newspaper	14	23	60	3
Out-of-Home	10	14	43	33
Business Press	18	10	46	26

	ADVERTISERS			
	More Effective	Less Effective	About the Same	No Opinion
Television	20%	54%	25%	1%
Radio	43	14	39	4
Consumer Magazines	29	28	42	1
Newspaper	15	26	55	4
Out-of-Home	8	13	35	44
Business Press	10	10	43	37

	AGENCIES			
	More Effective	Less Effective	About the Same	No Opinion
Television	21%	58%	19%	2%
Radio	42	12	44	2
Consumer Magazines	46	10	42	2
Newspaper	12	19	67	2
Out-of-Home	12	16	52	20
Business Press	29	10	51	10

TABLE VI

TYPES OF RESEARCH EMPLOYED

	TOTAL PANEL		
	When Developing a New Product	Major Change in Strategy	Routine Ongoing
Precreative idea	62%	60%	28%
Concept testing	68	67	25
Preproduction execution	50	50	28
Recall testing	41	47	66
Advertising tracking	39	45	71
Tracking over time	28	33	62
Store audits	37	25	46
Diary panel	17	10	15

	ADVERTISERS		
	When Developing a New Product	Major Change in Strategy	Routine Ongoing
Precreative idea	53%	55%	20%
Concept testing	64	64	24
Preproduction execution	45	46	25
Recall testing	34	39	66
Advertising tracking	30	43	68
Tracking over time	26	29	60
Store audits	28	23	44
Diary panel	13	6	15

	AGENCIES		
	When Developing a New Product	Major Change in Strategy	Routine Ongoing
Precreative idea	76%	65%	37%
Concept testing	73	71	27
Preproduction execution	57	57	33
Recall testing	49	59	65
Advertising tracking	51	47	76
Tracking over time	31	37	63
Store audits	49	29	49
Diary panel	24	16	14

primary goal of media planners.[47] When the media man talks of a 90 percent reach, most advertisers fail to understand that reach is merely a potential measurement. At best it defines the opportunity to see a message.

We know from Burke - Related Recall scores that only about 70 percent of the program audience is available to view the commercial and only about 20 percent to 25 percent of the commercial viewers can recall anything about the commercial. According to Starch measurements, on the average about 25 percent of a magazine's primary readers can associate a b & w page ad with the brand advertised. We all understand that only a small portion of advertising is fully perceived at any time, but we often overlook this when the reach details of a plan are presented. What we tend to remember is the euphoria of high 90 percent reach delivery.[48]

According to Staab, it stands to reason that viewers who see a message only once may be less affected than viewers who see it four or five times. It also stands to reason that for many products there's a point of diminishing returns. This is when a viewer who sees the same message a dozen or more times may tune out or kick out the TV screen after excessive exposures. Almost every advertiser must consider the competition in evaluating frequency distribution patterns. Almost every planner can benefit from breaking out of the four-week frame.

Almost every media tactic we can call upon, flighting, daypart distribution, roadblocking, can help improve the balance of a schedule.[49]

Advertising wearout is a term that has become an important area of consideration when planning advertising and media life. As Axelrod views it, though repetition in advertising is essential and nearly always beneficial, the ability of a commercial to continue to generate new or repeat sales is limited and that its effectiveness in this regard will decline or wear out after some exposure to the same audience.

Research has established that, for most commercials, wearout is not a gradual process. Once the point of maximum effectiveness is reached, wearout occurs quite rapidly. Thus, it is critical that advertisers frequently monitor their commercials so that wearout can be detected and the commercial replaced before there has been a severe decline in performance. Overall these findings are consistent with the data generated from studies using attention, recall, brand awareness, attitude toward commercials, and attitude toward the advertised brand as the dependent variables. All demonstrate a phenomenon called "wearout" as a function of directly measured or presumed frequency of exposure.[50]

In their article Bourgeois and Barnes found one thread that runs through their research, namely, that

total advertising in a particular industry has not been shown to affect aggregate demand for the products of that industry.[51] But if advertising cannot be shown to affect aggregate demand, why do manufacturers spend millions of dollars on advertising for their brands? Because advertising can affect the sales of particular brands, although as Simon found, that effect may be spread over a long period of time.[52]

Lambin's conclusion on the "power" of advertising is that the impact of advertising on brand sales is positive but modest in comparison to that of environmental factors and other marketing variables. Lambin also found that the average advertising effect on sales was lowest in those product classes in which objective product-quality differentiation is minimal. This situation leads (as it does in beer and cigarette industries) to advertising aimed at brand differentiation. Lambin concludes that in industries of this type, where advertising is directed toward "spurious" brand differentiation, such advertising has less effect than in other industries on the sales or share of market enjoyed by particular brands.[53]

Much of the information presented might seem to be saying that advertising is a waste and does not achieve the objectives that it seemingly should. This has not been the intent. The U.S. advertising industry's gross income jumped 7.3 percent during 1981, climbing over the

$5 billion mark, according to a survey released by Advertising Age. Although the industry's 1981 gross income rose just over $5 billion, said Ad Age, the rise was at a lower percentage than 1980. That year, the gross jumped 13.9 percent to $4.67 billion from $4.1 billion in 1979, the study showed.[54] Obviously advertising must be "producing" to account for these types of dollar expenditures. However, as has been presented, advertising by itself, especially in the beer business, is not going to get the job done. The "pull" strategy of advertising has too many flaws in its makeup to overlook, dismiss, or underestimate the other promotional mix factors.

The importance of sales promotions in an effective promotion strategy is on the rise. As was previously stated, sales promotion includes such activities as trade shows and exhibits, couponing, sampling, premiums, trade allowances, sales and dealer incentives, cents-off packs, consumer education and demonstration activities, rebates, bonus packs, point-of-purchase material, and direct mail. The food industry has been the haven of sales promotions for the most part. There are signs that changes in this area are taking place.

As Louis Haugh of Ad Age Promotion Hotline states, Miller was able to break through the clutter with increased media outlays and some brewers followed the Miller lead into heavier broadcast ad schedules.[55] Even conservative Adolph Coors began advertising in a big way.

Now it appears that some brewers are moving into consumer promotions that had long been the province of food companies. For example, last year Schlitz fielded a cents-off coupon event in limited markets. This was the first such price-off event in the category. Recently Schlitz ran an instant winner sweepstakes for its Old Milwaukee brand, another unusual promotion in the category.

Anheuser-Busch is offering a car racing team jacket at the relatively high self-liquidator price of $69.00 with no proof of purchase requirement. The event ties in directly to its Indianapolis 500 car and driver Johnny Rutherford. There has been a noticeable increase in more sophisticated consumer promotions by brewers.

It may be that brewers are finding out what other consumer package goods companies have learned. Breaking through the clutter is more and more costly, and requires additional attention to promotion events.[56]

Today it simply takes more effort, more time, and most importantly, more creativity to break through the boredom barrier at all levels in the marketplace. Some examples of clutter in promotion are:

1. The average household receives more than 1200 cents-off coupons a year from manufacturers. More than 1000 companies currently coupon, up from only 350 a few years ago. When you add all the in-ad coupons from retailers, you have the makings of paper blizzard.

2. Among 17 women's magazines last year, there were more than 2100 different premium and sweepstakes offers, as many as 10 promotion ads per issue.
3. In a typical large supermarket, it is not unusual to find more than 100 displays from cut case to manufacturer spectaculars to be up for two weeks or more. That's more than 2500 displays a year per store, primarily generated by some form of price discounting.[57]

With this as an example of the promotional clutter going on, is it any wonder that sales promotion and advertising share some of the same problems?

Advertising, however, creates an image over an extended period of time while promotion is a short-term incentive designed to immediately encourage consumers to purchase a product. The former takes time, while the latter does not. Consumer promotion objectives are designed to create specific actions: to gain trial, or to gain crossover trial, or to create continuity of purchase of a product line, or to reinforce a product's image, while stimulating purchase.

In today's marketplace, there is a continuing mad scramble for shelf space. It is not a "gentleman's game" anymore; it's a dogfight. Sales promotion, because of its immediate impact, is becoming a key tool to use to accomplish this.[58] The objective of this fight is to

see that consumer behavior is changed from reaching for the product he or she has purchased in the past, to your product. This may be influenced by presell advertising, but the payoff is on the retail selling floor, not only through point-of-purchase, but also couponing, sampling and other promotion activities. The "third medium" as Dr. Ailloni-Charas refers to sales promotion, is where final decisions are made as to the purchase or non-purchase of a product. It is the medium where presell inclinations become buying realities. It's where most product battles are won or lost.

Dr. Charas, the President of Stratmar Systems, Inc., goes on to say, pointing to the proliferation of products, that we see more customers who wouldn't dream of following the classic copy of "I'd walk a mile for a Camel." You couldn't get a customer to walk across the street to another store if their first choice isn't available at the first store. Usually they'll switch to another brand in the same product class. Sales promotion demands daily attention, although it never gets the same attention and pride that advertising gets. Chairmen of the Board talk about their TV commercials but never their point-of-purchase or incentive programs. Although many companies have been spending substantial sums of money on promotion, few have strategically structured and systematized their activities to gain its full advantage. Virtually none

give it the special attention, professional consideration, or the tenacious follow-up devoted to their advertising programs.[59]

Part of this problem may be due to the tactical nature of sales promotion. Too often companies and brands fail to develop a strategy statement for their promotion activities. Instead they tend to direct promotion at targets of opportunity or as quick, last minute defensive measures in reaction to competitive action. At the same time, in these same companies, a great deal of thought, if not anguish, is given to the brand's advertising strategy. Because advertising is long-term and builds the consumer franchise, the establishment of a strategy for advertising follows logically.

A definite sales promotion strategy needs to be developed just as is more commonly done for advertising. Strategic objectives should be limited to one to four specific, attainable accomplishments and expressed in quantifiable terms, such as a 10% increase in share in the next 12 months. They should also be explicit, such as achieving trial among households with children between six and eleven. The strategy statement must also make a case for itself. All the reasons why the specific objectives were chosen must be spelled out and must be defensible. This portion of the statement must present the most productive and profitable steps for the brand

to take, based on such factors as previous experience or research.

The next portion of the statement must spell out how promotion activities will be targeted, how extensively and how often the promotion events will communicate. A clearly written strategy statement will almost make the promotion events to be used self-evident. It will also help establish a budget, provide a means for evaluation both for each individual event, and the statement as a whole.[60]

On the average, promotion spending now represents the major expense item in most annual marketing plans and budgets and will probably continue to do so in the future. In an effort to enhance the productivity of this promotion investment the concept of allocating promotion expenditures in line with the business potential per customer, specifically the "heavy user" group unique to each product category, is gaining greater recognition.

To shed some light on precisely how "elite," and just how exceptionally valuable these "heavy user" groups can be, consider the following examples:

1. 16 percent of all beer drinkers down 61 percent of all the beer that's brewed.
2. In the cold remedy category, a mere 16 percent of all cold remedy users account for 85 percent of total cold remedy sales volume.

3. 27 percent of all gum chewers chomp away 64 percent of all gum that comes out of the factory.[61]

For years now, sharp marketers have been weighting their other marketing activities, e.g., media, copy, packaging, to properly focus these efforts against their respective heavy user groups but not so with their major marketing expense item: sales promotion. Improvements to resolve this situation should allow promotional effort to show greater results.

Suno and Lin have recognized the importance of both advertising and sales promotion as major factors of the promotion mix. In their research they have tried to answer the following questions: What is the effect of the current advertising spending on sales of the product? What is the effect of current consumer promotion spending on sales of the product? Two of their key findings were:

1. Consumer promotion was the most important factor affecting product sales. About 80 percent of the total net effect on sales was accounted for by the consumer promotion variable alone.
2. The net effect of advertising was a substantial factor although its magnitude relative to consumer promotion was small, a ratio of 1:6. Only 13 percent of the total net effect was accounted for by the television advertising alone.[62]

Having looked at two of the promotion mix factors it becomes apparent that inter-relationship is of prime importance. It is now time to look at another part of the mix, reseller effort, and see how it fits in with advertising and sales promotion.

The promotional strategy of a reseller is a blend of the elements of advertising, personal selling, and sales promotion which is aimed at the attainment of specific marketing objectives. Manufacturers and suppliers can attempt to improve reseller effort by providing assistance in the form of cooperative advertising programs, promotional allowances, merchandising the advertising, in-store promotions, and contests and incentive payments for sales personnel.

Cooperative advertising allows the reseller to defray some of his advertising expense by splitting a percentage of local advertising with the supplier. The same reseller opportunity is also available for various local promotional expenses. "Co-oping" these expenses provides benefits for both the supplier and reseller. Combining finances allows for advertising that has consumer impact and promotions that provide strong local involvement. Another co-op function is that of price promotions, where the reseller shares the expense of pricing-off from its regular price to its customers with the supplier. This program is known as a promotional allowance.

Ads placed in trade publications informing retailers of the availability of the latest merchandise and promotional material is known as merchandising the advertising. This is essentially a strategy by which the supplier creates selective demand for its product. Such demand makes the retailer's task easier so that the sale of the product becomes more profitable. In-store promotions are aimed at reaching limited objectives in a short period of time in terms of improving reseller demand stimulation support. Contests and incentives are generally aimed at motivating salespeople to enthusiastically participate in reaching certain set objectives.[63]

The above examples point out how resellers and suppliers can work together to provide additional promotional strength in the marketplace. The most important example of reseller effort is provided by the reseller salesforce. This is where it all comes together, at the point of purchase. This is where the payoff of the advertising and sales promotions takes place.

Personal selling is a special form of interpersonal communication. Its goal is to "bring to the prospect's attention information that will satisfy a need and that will elicit a response, hopefully in the form of a purchase."[64] Although personal selling is only one of several communication tools used by marketing managers, it is unique in that it is a form of dyadic communication. In

this it is opposed to advertising, sales promotion and publicity. Moreover, business firms spend more money on personal selling activities than on the other means of persuasive communication. It has been estimated by one source that industry spends twice as much on personal selling activity as it does on advertising.[65]

A professional salesperson has a great deal of responsibility which includes setting specific sales goals, making effective sales presentations, handling objections, time management, and understanding retailers.

A sales goal gives you an objective or target on which to focus. It allows you to concentrate your efforts toward achieving a given objective. A sales goal gives purpose to the call. You are not just passively taking an order, but instead you are aggressively achieving a specific objective. Reaching a sales goal is no accident; they need to be planned if they are to be effective.

Psychologists have found that retailers typically go through a series of mental steps. These steps are:

Indifference Curiosity Interest Desire Doubt Conviction Decision

How then should a sales presentation be structured?

1. Make an approach that will dislodge indifference and arouse curiosity.
2. Tell a sales story that will hold interest and create a desire.

3. Present proof that will overcome doubts and create conviction.
4. State the buying proposition in such a way that it will be easy to say "Yes".[66]

In order to be a successful salesperson one must learn to handle objections. Objections are stated and unstated expressions of a buyer's resistance to accepting a proposition to buy. Simply put, objections are the things that stand in the way of the buyer saying "yes" to the sales proposition. The two most common reasons for objections are the need for more information, and being unconvinced of the proposition value.

As a successful salesperson it is necessary to understand the selling points that appeal most to each retailer and the type of person each retailer is. Some of the selling points that appeal to retailers are: profit, beauty, service, dependability, advertising, quality, popular price, and turnover rate. Retailers vary in their interests so that what may appeal to one may not be so important to another. It is the job of each salesperson to determine which of these are of greatest interest to each retailer.

While it is always dangerous to rigidly type people, most salespeople feel it helpful to keep these six basic types of retailers in mind: silent, agreeable, indecisive, complaining, expert, and aggressive. It is

important for a salesperson to be able to identify the type of customer he is selling to.

Salespeople, depending on what they are selling, have other responsibilities than selling in developing a complete sales call. Prospecting and pre-approach are necessary when "cold calls" are needed to develop prospective customers. Where customers are identified and predetermined, these steps are not necessary. In all cases the complete call must be planned and the salesperson have at his/her disposal all selling aids that will allow him/her to present him/herself as a professional.

In route selling and sales involving consumer demand products, surveying store presence, taking inventory, and servicing the account are extremely important. Servicing includes replenishing stock, rotating stock for freshness, cleaning up the product, checking pricing, checking point-of-sale material and changing it when necessary.

Using the inventory count to develop an order is the step before actually making the presentation. After recording the order in a sales routebook the product is delivered or called in for future delivery. As can be seen, not only is selling important in being a salesperson, but also the service and involvement given to the customer.

The above steps of a sales call are followed by Brewers Route Salespeople. In addition to these duties, the salesperson also strives to meet the Brewers Store Standards. The standards give the salesperson goals to reach in each of the stores assigned to him/her. These goals include:

1. Line Consolidation. Grouping Brewers in one section; achieves a bill-boarding effect so that the Brewers name can't be missed. Consolidation makes it easier for the consumer to find Brewers and helps the retailer to stock his shelves with greater ease. It also spreads the effect of the advertisement through consumer identification and focuses sales on Brewers, thus, increasing volume and in turn profit for the retailer.
2. Largest Spread. By having as much, or more, shelf space as any competitor it establishes Brewers as a fast moving beer. It also tells the consumer that Brewers is the #1 beer, and makes it easier for the consumer to find Brewers after seeing it advertised or on a special sales promotion.
3. Best Position. By having the best position in the Beer Department you have the first shot at the consumer, and delegate competitors to a secondary position in the consumer's mind. Again, the easier it is to find Brewers by the consumer, the better the chance of advertising recall.

4. Types and Sizes. By having as many types and size variations as are displayed in the store, the salesperson offers a beer to meet every consumer need. This also prevents competition from developing "exclusives" in the store and prevents loss of customers loyal to the Brewers line.
5. Cold Box Management. Because customers want cold beer, Brewers must dominate the cold box for maximum consumer exposure. Again the best position attracts the consumer and aids advertising recall.
6. Point-of-Sale. By keeping point-of-sale material present, current and clean, the salesperson lends in-store support for advertising, and attracts attention to the Brewers section. Point-of-sale makes it easier for the consumer to locate the beer of his choice. The management by the salesperson of this point-of-sale will also win the respect of the retailer.
7. Specialty Sections. By developing separate light or small size sections it becomes possible to "piggyback" on competitive brands. These sections also give the consumer a more easily identified choice of nationally advertised brands.[67]

In addition to the above-stated responsibilities, the Brewers salesperson is expected to sell merchandising concepts that sell beer. These include enough stock on

the shelf in the right place; buy-appealing point-of-sale; and floor displays.

Experience shows that increasing the number of facings of a product will boost the sale of the product. For example, increasing the number of facings of Brewers Light from two to six is bound to increase sales. Putting two or more sizes of a product on the same shelf also helps draw attention to the product. Limited number of facings of fast moving products can create out-of-stock conditions. Obviously, if you don't have your products on the shelf, consumers are denied the opportunity to buy them. They may either switch brands or go to another store.

In order to extend the impact of advertising to the point at which a sale is made, Brewers provides its salespeople with printed materials, usually called point-of-sale or point-of-purchase materials, which restates the advertising message and draws attention to the product.

The display is the one and only selling method that has the tremendous power of reaching single prospects at the best of all possible moments, in the place and in the mood for buying. A display is an arrangement of a quantity of merchandise separate and apart from its normal shelf position arranged in such a way that it attracts attention and stimulates sales.

All the merchandising we've been talking about really does help sales. The following are some comments found in two leading trade magazines (Merchandising in Action and Progressive Grocer) that illustrate how shelf and cooler merchandising help sales:

1. Shelves with product-identification strips produced 33 percent more sales than without strips.
2. Shelf talkers have doubled sales in some cases.
3. Improving the shelf position of a product can result in sales increases of as much as 43 percent.
4. Adding just two more facings can result in a 25 percent increase in sales.
5. A product placed on a shelf with a related item resulted in a 30 percent increase in sales.
6. Multiple-pricing signs resulted in a 27 percent increase in sales even though the price was unchanged.[68]

It becomes apparent that direct selling is not an easy function. If done professionally it is an involved and demanding job. Many times people without route sales or any selling experience refer to salespeople as order takers because the product they are selling is not complex nor requires a lengthy complex presentation. They are unaware of the daily merchandising, marketing, and sales battles that are fought daily by the salesperson. These uninformed or misinformed individuals evidently believe

that the store standards previously described just happen. The importance of in-store work as a dynamic marketing tool seemingly is little. As important as displays have been described in achieving tremendous sales increases, the fact that they had to be sold into the store in the midst of extreme competition for floor space seems to be ignored. It is surprising with all the saleswork performed that salespeople are many times erroneously referred to as order takers.

In a test involving displays of Olympia Beer it was found that static displays increase sales in liquor stores by 56 percent over stores where no displays were used, yet sales in stores using displays with motion rose 107 percent over establishments using no displays. In food stores static displays improved sales by 18 percent over stores where no displays were used, and motion displays increased sales by 49 percent over those stores with no displays.

Olympia Beer, throughout the test, showed significant increases in market share with an increase of 25 percent for static displays versus no displays and 33 percent for motion displays versus no displays. The results of the consumer awareness test found that after one exposure, 41 percent of beer purchasers recalled seeing a display for beer. Those who could remember the brand of beer on display were 80 percent of all 465 respondents.[69]

There have been many articles that stress the importance of in-store marketing and the personal selling effort in obtaining sales. These sales are made because of the effect the store standards, displays, and use of point-of-sales, through the salesperson's efforts, have in breaking into the normal consumer behavior pattern.

Reseller Support including personal selling has been shown to be an extremely important part in the promotion mix. But this factor just as advertising and sales promotion must not attempt to ignore the others, but rather work with and coordinate the total promotional effort. To tie together the fact that Brewers is advertising heavily on TV, their ads are showing a football that may be ordered off a self-liquidating point-of-sale piece that has been sold as a total 100 case display tie-in concept by the Route Salesman. This is an example of the interaction between these three promotional factors resulting in additional sales.

The final element of the sales promotion mix is public relations. Stanton says that public relations is a planned effort by an organization to influence some group's attitude or opinion toward that organization. The market target of the public relations effort may be any given "public" such as customers, a government agency, employees, or people living near the promoting organization. Publicity is a closely related function to public

relations. Publicity is a nonpersonal form of demand stimulation and is not paid for by the person or organization benefitting from it. Typically, publicity takes the form of a favorable news presentation, a "plug" for a product, service, or organization. The plug is made in print, on radio or television, or in some form of public address.[70]

The image or personality of a company can be of extreme importance to promotional strategy because it is the attitudinal background against which all organizational offerings are evaluated. If it is defective in important ways, a considerable competitive handicap results. Corporate advertising, customer relations programs, and publicity are tools to use in promoting a positive image. There are three types of media used for public relations.

Mass Media:

Newspapers, magazines, radio, television, annual and interim reports, correspondence, booklets, reprints of executive speeches, program kits and study materials for clubs, educational materials, library reference materials, manuals, and handbooks.

Oral:

Meetings with shareholders, consumers, dealers, suppliers; opinion leaders in plant communities, educators, and legislators; open houses; plant tours; business education days; speeches by employees and executives;

visits to community institutions and suppliers; radio and television broadcasts; and community social affairs.

Audiovisual:

Displays and exhibits, motion pictures, sound slide films, charts, maps, posters, slides, television broadcasts models and construction, and demonstration devices.[71]

A list of 10 rules to ensure a successful public relations program is supplied by Wigotsky.

1. Link the public relations effort closely to the marketing plan.
2. Set clear-cut priorities and timetables for any complex problems.
3. Tailor assignments for individual elements of the media.
4. Be sure the public relations functions are clearly defined, and not simply as adjuncts to advertising.
5. Define audiences carefully and relate strategies to them.
6. Develop "allies" through tie-ins with organizations having similar interests and natural constituencies.
7. Continually merchandise activities and accomplishments throughout sales and distribution channels.
8. Use specialists to support any generalist who might be involved in the program, such as people with media or other experience in the field of interest.
9. Localize/regionalize project conceptions.

10. Use all feedback possible to measure success or failure, and modify the program as you proceed.[72]

It is clear that much can be done to improve organization image through external public relations. Unfortunately, often public relations is undertaken as "window dressing" to gloss over and distort the true facts. The result is that the public relations industry itself has a bad image in many quarters, a reputation that frequently is quite deserved. Organizational accountability demands credibility in dealing with the public. To use the vernacular, anything less than this is rightly termed a "corporate ripoff".[73]

After reviewing all the promotion mix factors, evaluating the strengths and weaknesses of each, the following is a breakdown of the needed Brewers promotion mix as viewed by a Brewers Sales Manager. The mix has been factored to a total of 10 and appears as follows:

Reseller Support	3.0
Advertising	2.6
Sales Promotion	2.6
Public Relations	1.8

Let's look at each promotion factor once again as they relate to the Brewers situation, remembering the 5 basic responsibilities of promotion.

1. Developing awareness of product or company existence.
2. Communicating understanding of and belief in benefits to prospects.

3. Furthering the conviction that those benefits have adequate value for the particular individual buyers.
4. Stimulating the flow of orders, or at least improving reception for salespersons and inquiries directed to them.
5. Reinforcing the satisfaction of active customers.

Reseller effort with direct selling being the major factor was rated the highest because of the power to persuade and sell at the point of purchase. Selling is what makes it all happen. Advertising and sales promotion create interest and some desire, and will motivate some people to actually buy. However, personal selling and all it entails makes more actual buying happen. It is not an easy job and takes a dedicated and responsible salesperson to do it correctly. Many consumers go into a store for "beer" and depending on just how well the salesman handled his sales call and has achieved the store standards, could very well determine if Brewers will be purchased. In addition to personal selling, reseller co-op of promotions and advertising, localized to fit his particular market, helps personalize brewery involvement.

Advertising certainly is a valuable promotional asset, but seemingly has its limitations. According to Bob Russel, Brewers' Senior Vice President of Marketing, Anheuser-Busch and Miller had the highest advertising and promotional expenditures in 1981, as shown in table VII.

Although the spending trend is slowing down, Russel said, the total industry estimate comes in at $420 million for 1981 compared to only $106 million as recently as 1974. On a per barrel basis, this amounts to an increase of from $.72 in 1974 to $2.30 in 1981. Brewers spent over $3.00 per barrel on media alone in 1981 versus A-B's $2.12 and Miller's $2.65. While this expense was being made, Brewers' sales volume slipped 3.8 percent compared to 1980.[74] This combination would indicate that advertising pull in such a competitive industry is not enough.

Increased Brewers sales promotional activity in the form of price promotions has been given more acceptance in 1981 than ever before, and the trend seems to be continuing. This area also seems to have a great potential for creative and consumer motivating ideas. Consumer premiums-off of self-liquidating displays designed to excite the heavy user segment is an area with potential. It seems as though the concept of giving the consumer an offer he would find difficult to refuse has not been tested as a means to involve the consumer. T-shirts, visors, hammocks, and baseball bats have been some of the premiums offered. Some of these may not be bad items, but they were not offered at a price to really get volume, and isn't that the real intent of a promotion, to get the target group to want what you are offering? Getting your premium, preferably with brand identification, into your consumer's hands is the name of the game.

TABLE VII

BREWERY MEDIA EXPENDITURES
($Millions)

	1980	1981	Percent Change
Anheuser-Busch	$110	$115	+ 4.5%
Miller	95	105	+10.5
Schlitz	46	53	+15.2
Coors	23	40	+74.0
Pabst	18	18	--
Total	$292	$331	+13.4%
Percent Total Industry	74%	79%	

Coupons, sampling and demos are other sales promotion techniques that seemingly have not been used as much as other types of promoting. Because of this they have a novelty effect that could be quite productive. The same holds true for contests and sweepstakes. Although very prevalent in the food industry, not as much emphasis has been placed on these promotional tools in the beer industry. Again, a heavy user concept could be attached in the form of a trip to the Super Bowl or World Series City with tickets and a week's vacation tied together. The opportunities are endless with legalities being about the only limitations. Although more attention is turning to sales promotions as advertising dollars are being given a hard look, many novel opportunities still exist.

Public Relations is probably a more important function with Brewers than with most companies for several reasons. Brewers' labor position, political position, and brewing process have made it a target of numerous groups. Therefore, its image and true position on many issues have needed to be presented as accurately as possible. In addition to these kinds of public relations activities, Brewers also sponsors various types of community involvement and sports-related activities. In order to let the public know of this activity Brewers' Public Relations Department has the responsibility of communicating this activity to the general public, so that the goodwill from these events gets credited to the brewery.

It should be noted that although a ranking has been given to the promotional mix factors, the key to a successful package is the ability to get all the functions to inter-relate. It is truly not how well one of these factors works, but how well they work in conjunction with one another.

Now let's take a look at two field experiments. Let's see if the value of a sales promotion, the use of a price-off promotion with reseller merchandising and proper display location effort, works as well, worse, or better than an equal dollar investment in additional media.

CHAPTER III

METHODOLOGY

Having a background in distributor sales management for the past twelve years, I have developed a strong recognition of the importance of reseller's support. Direct selling efforts of the distributor's sales force in accomplishing in-store marketing objectives have been shown time after time to make a substantial difference in sales results. It sometimes seems, however, that there is strong sentiment holding the belief that brands are successfully made based on the level of advertising alone. For those who sell at store level this latter belief is difficult to accept. Distribution accomplishments, shelf position, use of point-of-sale material, the value of displays in providing additional sales, are the ammunition used in attaining the accomplishments in the day-to-day trench fight of marketing warfare.

Having the ability as sales manager of Brewers Distributing Company to accumulate sales data from daily records, I became interested in measuring just what the benefits of some form of in-store marketing would be when compared to an investment in additional media. After spending a great deal of time thinking about what type

of field study I could run, it was easy to see that one main factor to consider was being able to control as many of the variables involved as possible. Another important factor was setting up the study so that results could be measured. Price promotions are a very important aspect of our sales program, and the promotional time period puts a great deal of responsibility on the entire sales organization, particularly the route salesmen, in regard to the total success or failure of a particular program. Because of these factors, I decided to use price promotions as part of the study. The importance of first selling the retailer on the promotion and getting the right quantity of Brewers twelve-packs into the store is obvious. The correct use of pricing and current point of sale as well as the proper location of the display are also related parts of the program that need to be done correctly if the program is to be successful.

I then decided that it would be of interest to be able to measure the sales results of this type of in-store marketing program against the results of some kind of media comparison. Again, the control of the variables to be studied became a dominant requirement. My responsibilities do not allow me to create new media ads to test, or to adjust reach and frequency levels of existing advertising as these functions are brewery headquarters' responsibilities primarily resting with brand managers. Considering

also that measurement of the results of some type of comparison would become necessary, I concluded that a dollar investment in additional media equivalent to that spent on two price promotions would provide the control over the study that was needed. It would also provide a comparison of the results of the two promotional functions that would be valuable and meaningful. The study would be one that would provide an opportunity to assess the value of some of the in-store marketing concepts that seemingly are so important in maximizing the sales effort.

Two 45¢ per case price promotions were run on Brewers twelve-pack premium. By running two promotion experiments, the chance of extreme sampling and non-sampling errors was reduced as the averaging factor of having more than one study to rely on comes into play. Other competitive promotions that may or may not have been running during only one promotion period have a better opportunity to find a level of "normalcy" during two promotion periods. If Busch Beer is on a promotion at the same time as Brewers, sales would certainly be adversely affected. The chances of this occurring twice in a row became diminished so that the results of running both promotions becomes more representative. Weather conditions also are more likely to be representative of normal temperature fluctuations during four total promotion weeks instead of two. Since these promotions are being run during the summer when most

vacations are being taken, having two promotions balances the effect of not having the normal route salesman or store manager available. These are only some of the benefits of having two rather than one promotion when drawing conclusions from the results of the promotions.

The 45¢ per case price-off is also significant. The normal wholesale price to the trade on Brewers twelve-pack premium cans is $8.33 per case or $4.16½ per twelve-pack. Because the retailer cannot sell beer for less than the cost of the product in the state of Missouri, it is impossible for a retailer to sell Brewers twelve-packs for less than $4.00 at normal price. A retail under $4.00 such as $3.99 has proven to be a "hot" or motivating price to buy to the consumer. By reducing the case price by 45¢ the cost of two Brewers twelve-packs becomes $7.88 or $3.94 per single twelve-pack. It now becomes a possibility that retailers will sell these twelve-packs at $3.99 per twelve-pack. Although the retailer is only making 5¢ per twelve-pack or 10¢ per case, the retailer feels that a $3.99 price will draw more customers into his store. These customers provide the retailer an opportunity to sell not only Brewers twelve-packs but other items he has that he will make a higher profit on, thus improving the value of running the promotion.

Brewers twelve-pack premium cans were also chosen as the promotion package for specific reasons. It is the

best-selling package in the Brewers line and therefore is most appealing to both the retailer and the consumer. Also in the summer and particularly around holiday periods twelve-packs are even more in demand. Consumers normally are buying beer not only for themselves but for other people as well. Picnics, family get-togethers and just more continual entertaining causes the consumer to buy beer in larger quantities. A six-pack is not enough, and therefore, the twelve-pack becomes the preferred package. The retailer likes the twelve-pack because he is making more money on the sale than he would be selling a six-pack at the same percent profit. He obviously makes twice the money profit on the twelve-pack sale. The retailer is also keeping his customers out of his competitors' stores by selling him more beer at one time so he reduces the risk that his customer might stop off somewhere else if he would run out of beer.

The first promotion was run from May 17 through May 29, 1982. These dates were chosen because they are the two weeks before Memorial Day. This is a prime consumer beer-purchasing time. Holiday shopping is being planned and the consumer is even more aware than normal of special beer prices because he will be buying more beer than normal because of the holiday entertaining. The second promotion was run from June 21 through July 3, 1982. These dates were chosen because they lead right up to the July 4th

holiday, another major beer selling period. The same advantages mentioned in reference to having a promotion for Memorial Day hold as true if not even more so for July 4th.

Displays of Brewers twelve-packs were constructed in accounts using current point-of-sale displays showing the reduced twelve-pack price and located in the best store traffic location possible. Current point-of-sale display is important because there is normally a reference on point-of-sale material to a message being communicated to the consumer in advertising that is currently being run. By having that same message at the point of purchase the consumer has the greater chance of experiencing the recall of that advertisement and becoming motivated to make a positive buying decision. Using outdated point-of-sale displays will reduce or possibly eliminate this recall, and could result in an adverse buying decision. This is again an example of the various promotional factors working together.

Showing the reduced Brewers twelve-pack price is critical in motivating the potential customer to either buy, or buy more than was originally planned. If there is a reduced price that makes buying advantageous for the consumer, then keeping it a secret eliminates all the advantage. Consumers become wary when looking at displays that are not priced. They start to think whether it is

a value, if they have enough money to buy it, and other thoughts that are detrimental to making the purchase. If you are offering the consumer a value, then you must make him aware of it. This is done by showing boldly the reduced price and also how much will be saved from the normal retail price if it is thought that the consumer will be impressed with the savings.

Locating the display in the best store traffic location possible is extremely important in maximizing potential sales. Displays create impulse and unplanned purchases so naturally positioning them in high traffic areas will produce a greater opportunity for increased sales. An end cap display, the area located at the end of an aisle, across from a check-out, or near related food items such as snacks, pretzels, potato chips, are usually good areas. The size of a display is also important in that it must be big enough to get the consumer's attention. Ten cases of Brewers twelve-packs mixed in with other items will be totally lost in a store and passed over by the customer, while a one hundred case display will grab the customer's attention and cause the impulse purchase mechanism to begin.

Chain and independent accounts advertised Brewers twelve-packs at reduced prices during this period in their newspaper ad, or in-store flyers. A six-week period, the week before the promotion, the two weeks of the promotion,

and the three weeks after the promotion, were used to measure the actual increase or decrease in sales caused by this in-store marketing technique. In this way the obvious advantages of the promotion period alone were taken into consideration. The week before the promotion was a balancing factor as the retailers, knowing that a promotion was coming up probably bought as little as possible in order to just get by until the following week when the promotion would start. The first week after the promotion also provides a balancing factor as the retailer will normally buy somewhat more than he needs at the end of a promotion as a last opportunity to take advantage of the promotional savings. The second and third week after a promotion is usually the time when the retailer gets back in somwhat of a normal buying pattern depending on how well the beer sold through and how much he bought during the promotion. These factors are why a six-week period was used.

Normal twelve-pack sales were calculated for this six-week period by selecting a control store that met the same requirements as the sample displayed stores, but that, for one reason or another, did not display Brewers twelve-pack premium. This control provided the basis for determining whether any other sales increase or decrease had taken place during this time frame. The stores selected, both the sample display stores as well as the non-displaying

control stores, are licensed accounts in the Brewers distributing area that would sell 75 cases or more of Brewers Premium twelve-packs when displayed on a price promotion. By using a 75-case standard, only stores that are considered having good sales potential would be selected. Five accounts from each of the 15 territories of Brewers Distributing Company were selected that met the sampling frame specifications. Five accounts were considered enough to measure each territory accurately as well as provide data that was controllable in being able to be handled and digested. This selection was done by stratifying the sample. The accounts in each territory were divided into those stores that would sell at least 75 cases of Brewers twelve-pack Premium under the specified conditions and those that would not. From the accounts that would sell 75 cases or more, every fourth account was selected until a total of 5 accounts per territory had been reached. From the territories under his supervision, each Supervisor selected one account that met the above criteria, but was not going to display.

Each supervisor has four territories reporting to him, with the exception of one who has three territories. The reason for selecting only one control store for each supervisor is based on a couple of factors. First, there was not a store in each territory meeting the selection criteria that did not display. There was, however, at

least one store per supervisory group that did not display. From the available control stores per group, one was randomly selected. Second, each supervisor's groups is geographically situated which enables the selections to be representative of the demographic factors making up the total marketing area. This insured that the control stores would not reflect only a particular market segment, but rather a true representation of the total market. This provided a control store for each area or supervisor's group, thus making a total of four control stores for the study. The same display and control stores were used during both promotions. This enabled the study to maintain continuity over the entire period of both promotions.

The cost of running these promotions was then determined, which included the 45¢ off per case of the promotion, additional commissions paid on the increased sales, the cannibilization of other packages during the promotions, and any other miscellaneous expenses. The bulk of this cost was represented by the 45¢ price deal. If we take the 27,623 cases shown as the total in column C, in table III, as the additional cases sold for both price promotions and multiply by 45¢ as the cost per case, we arrive at $12,430.

Based on previous price-deal experience, the following additional expenses must also be considered. These costs include the cannibilization of 3,200 cases of six-pack

premium during the twelve-pack sales at a gross profit of $2.60 per case which equals $8,320. The 3,200 cases were arrived at by using an average of the previous three promotions. While sales on twelve-pack Brewers premium will naturally increase during these promotion periods, some of these additional sales will come at the expense of normal six-pack customers. As consumers recognize the value of buying twelve-packs they will be motivated to buy the larger package. Commissions of 16¢ per case must also be considered on the additional 27,623 cases, less the 3,200 cases lost to cannibilization for a total of $3,703. Miscellaneous expenses amounted to $200, which was used for printing letters announcing the two promotions to the trade. The total expense of the promotions was $24,653.

This amount was then related to additional media that would be able to be purchased for the same dollar investment. Mr. Tom Anderson, the Brewers Media Manager, states that Brewers spends $780,000 per year on advertising in the St. Louis market. Using this amount, the cost of the two 45¢ price deals represents 3.1 percent of the advertising budget. It was then determined what amount of additional actual sales might be expected if this same 3.1 percent of the total advertising budget would be used to buy an additional 3.1 percent of media. It was then assumed that an equal 3.1 percent increase of sales would

result from this media increase. This assumption was made to allow for the maximum sales result attainable with this dollar investment into media. The R. H. Bruskin Report results certainly did not support the viewpoint that advertising pays off generally in proportion to the budgetary weight behind it.[75] In their article "The Shape of the Advertising Response Function," Simon and Arndt conclude that there are diminishing returns to advertising when relating sales in dollars to dollars of advertising.[76]

In assuming an equal increase in sales as to the increase in advertising, we realize that the results from the media investment may actually be inflated. This, however, will also show the true strength of the promotional investment even when measured against a pure media investment under optimum conditions. Since the two 45¢ price deals were each measured over a six-week period, or a total of twelve weeks, they represented 23 percent of the sales year. The Brewers Distributing Company sells approximately 840,000 cases of beer a year in the St. Louis market, 23 percent of which equals 193,200 cases. A 3.1 percent sales increase would then equal 5,989 cases. A comparison of these sales figures should then tell us something of the value of in-store marketing versus media pull.

Data Collection

Each route salesman used a separate route card for each of the displayable stores, as well as the control

store, if he had one, in his territory. On this card he recorded the amount of Brewers Premium twelve-packs he sold into the account every time he called on the store during the measured twelve-week period. This enabled the study to report accurate sales information. These route cards are presented in Appendix C.

In working with these route cards there was a need to review each card very carefully to insure accurate reporting. Using the Route Card on page 149 as an example, the following steps were necessary in acquiring the needed data on Brewers twelve-pack premium sales.

1. The proper column for premium twelve-pack cans must be identified. This is the column located under the heading "Cans" and shown with the subheading of 12/12 which stands for twelve packs, twelve cans.
2. The correct six-week period for each promotion must be located. For the first promotion this time frame is from May 10th through June 19th which includes the week before the promotion, the two weeks of the promotion, and the three weeks after the promotion. In looking at the Route Card on page 149 which is the Circle S Liquor Store in Eureka, the following twelve-pack sales history took place.

a. On May 10th the route salesman found 35 cases of twelve-packs already at Circle S, and he sold no additional twelve-packs to the store. This is noted on the route card by 35 showing on the top half of the slash mark and 0 showing on the bottom half.

b. Locating May 14th under the date column as the next time the salesman was in the store we see 28 on the top half of the slash mark. This means that the store which had 35 cases of twelve-packs the previous call sold seven cases during that period. The route salesman then sold in 60 cases of twelve-packs for the promotion to put on display.

c. When the salesman returned on May 17th there were 75 cases left out of a total 88 from the previous call. This relates to 13 cases sold of twelve-pack premium. No additional cases were sold to the store.

d. On May 24th there were 60 cases in the store which means that 15 cases were sold. Again no additional twelve-packs were sold to the store.

e. On May 27th 45 cases were in stock showing 15 cases having been sold. The salesman then sold the retailer on reducing the price

on his display and added 150 cases of twelve-packs to the display, giving it additional impact on customer awareness.

f. When the salesman returned on June 1st, only 55 cases remained of the previous 195 for a sell through of 140 cases of Brewers twelve-pack Premium. No additional twelve-packs were sold in.

g. This same procedure was carried through for the remainder of the first promotion resulting in a total number of twelve-packs being sold into Circle S during this total promotion period.

3. The same procedure was used in the other four displayed stores in the territory which is then shown in table VIII.

4. Each territory was calculated the same way providing the remaining data for table VIII.

5. The same procedure was used for table IX.

6. The sales from tables VIII and IX were totaled and shown in table X.

7. The same procedure was used in developing the control stores data which are shown beginning on page 228. The control store results for each group were used for each territory in that group as shown in the three tables.

TABLE VIII

TWELVE-PACK SALES 5-10 THROUGH 6-19

	Territory	A Total 12-Packs Sold in 5 Sample Displayed Stores in a 6-Week Period	B Total 12-Packs Sold in Area Control Stores in a 6-Week Period (Multiplied by 5 to Equal 5 Displayed Stores)	C Difference in Cases Between (A) and (B)	D Percent Increase in Sales of the Displayed Store Compared to the Controlled Store	
Champion	1	714	125	589	571%	Group
Sadl	2	1,078	125	953	862	I
Sinovcic	3	1,479	125	1,354	1,183	
Ragan	4	972	135	835	720	Group
Tripp	5	1,008	135	871	747	II
Mueller	6	809	135	672	599	
Landrum	7	957	135	820	709	
Haida	8	1,149	300	849	383	Group
Feltz	9	892	300	592	297	III
Carleton	10	1,108	300	808	369	
Tharp	11	811	300	511	270	
Heckethorn	12	985	375	610	263	Group
Ring	13	783	375	408	209	IV
Barbieri	14	1,162	375	787	310	
Rutledge	15	784	375	409	209	
Total		14,791	3,615	11,076	406%	

TABLE IX

TWELVE-PACK SALES 6-14 THROUGH 7-24

	Territory	A Total 12-Packs Sold in 5 Sample Displayed Stores in a 6-Week Period	B Total 12-Packs Sold in Area Control Stores in a 6-Week Period (Multiplied by 5 to Equal 5 Displayed Stores)	C Difference in Cases Between (A) and (B)	D Percent Increase in Sales of the Displayed Store Compared to the Controlled Store	
Champion	1	798	165	633	484%	Group
Sadl	2	1,875	165	1,710	1,136	I
Sinovcic	3	2,187	165	2,022	1,325	
Ragan	4	1,427	150	1,277	951	Group
Tripp	5	1,102	150	952	735	II
Mueller	6	965	150	815	643	
Landrum	7	1,423	150	1,273	949	
Haida	8	1,603	200	1,403	802	Group
Feltz	9	1,105	200	905	553	III
Carleton	10	1,335	200	1,135	668	
Tharp	11	1,350	200	1,150	675	
Heckethorn	12	1,245	375	870	332	Group
Ring	13	1,103	375	728	294	IV
Barbieri	14	1,292	375	917	345	
Rutledge	15	1,132	375	757	302	
Total		19,942	3,395	16,547	587%	

TABLE X

TOTAL TWELVE-PACKS SOLD FOR BOTH PROMOTIONS
5-10 THROUGH 7-24

		A	B	C	D	
	Territory	Total 12-Packs Sold in 5 Sample Displayed Stores in a 12-Week Period	Total 12-Packs Sold in Area Control Stores in a 12-Week Period (Multiplied by 5 to Equal 5 Displayed Stores)	Difference in Cases Between (A) and (B)	Percent Increase in Sales of the Displayed Store Compared to the Controlled Store	
Champion	1	1,512	290	1,222	521%	Group
Sadl	2	2,953	290	2,663	1,018	I
Sinovcic	3	3,666	290	3,376	1,264	
Ragan	4	2,399	285	2,114	842	Group
Tripp	5	2,110	285	1,825	740	II
Mueller	6	1,774	285	1,489	622	
Landrum	7	2,380	285	2,095	835	
Haida	8	2,752	500	2,252	550	Group
Feltz	9	1,997	500	1,497	399	III
Carleton	10	2,443	500	1,943	489	
Tharp	11	2,161	500	1,661	432	
Heckethorn	12	2,230	750	1,480	297	Group
Ring	13	1,886	750	1,136	251	IV
Barbieri	14	2,454	750	1,704	327	
Rutledge	15	1,916	750	1,166	255	
Total		34,633	7,010	27,623	494%	

CHAPTER IV

PRESENTATION AND DISCUSSION OF DATA AND RESULTS

A. Hypothesis

In-store marketing will sell more Brewers Beer than relying on media pull strategy alone.

B. Results

Table VIII shows the comparison between Brewers twelve-pack sales when they are displayed on a 45¢ price deal and when they are not displayed. The sales shown cover a six-week period, May 10th through June 19th, which includes the two weeks of the promotion, the week before, and the three weeks after. Column A shows the total twelve-packs sold in five randomly selected displayed stores by territory. Column B shows the total twelve-packs sold in an area control store which has then been multiplied by 5 in order to compare it fairly with the five displayed stores of Column A. Column C simply shows the case difference between the displayed stores and the control store, and Column D relates this difference to a percentage. The results of table VIII show an increase of twelve-pack sales in the displayed stores, compared to the control store of 11,076 cases, or a 406 percent

increase. The supporting summary territory data is found in Appendix A.

Table IX follows the same procedure, but covers a separate 45¢ price deal on twelve-pack Premium. The six-week time frame of this study was from June 14th through July 24th. The results show a 16,547 case sales increase in the displayed stores compared to the control store, which amounts to a 587 percent increase. The supporting summary territory data is found in Appendix B.

Table X totals the results of both promotions and again follows the same procedures as previously described. The time frame in table X is from May 10th through July 24th. The results show a 27,623 case sales increase in the displayed stores compared to the control stores, which amounts to a 494 percent total increase.

These results indicate that throughout both studies there is continuing evidence that stores that display Brewers twelve-pack Premium when it is on a 45¢ price deal, and reflect some price break to the consumer, and display the beer in a high traffic location with point-of-sale material indicating the reduced price, sell considerably more beer than those stores that do not display. The supporting route card data for both promotions is found in Appendix C.

The question that is then raised is: If the money that was spent on the 45¢ price deal were used to buy

additional media, would the results of the additional media on sales be greater or less than those attained through in-store marketing techniques described?

In order to allocate by territory the additional 5,989 cases generated by the additional 3.1 percent of advertising, which is the amount of advertising that could be purchased with the money spent on the 45¢ price deal, it is necessary to know what percent of these cases each territory should receive. This percent is determined by relating it to the same percentage of sales each territory represented over a twelve-week period, including two 45¢ price deals, when five stores from each territory displayed Brewers twelve-packs. Column A of table XI shows this number, and Column B of table XI reflects the correlating percentage. Using this territory percentage in allocating the additional 5,989 cases, we get Column C.

Since the 5,989 cases are additional cases, we need to develop Column D, which shows what the normal or control store sales were as reflected in table X, Column B. Column E then shows what the normal sales plus the additional sales generated by additional advertising would be. The difference between case sales using in-store marketing (Column A) compared to additional advertising (Column E) is shown in Column F and is translated into a percentage in Column G.

TABLE XI

COMPARISON BETWEEN SALES IN DISPLAYED STORES

AND SALES FROM INCREASED ADVERTISING

	Territory	A Total 12-Packs Sold in 5 Displayed Sample Stores in 12-Week Period	B Percent of Total Sales (using A) Territories Represent	C Additional Territory Sales (using B) With Added 3.1% Advertising Support (5,989 Cases)	D Control Store Sales (Column B Table X)	E Total Territory Controlled Sales With Additional Advertising (C & D)	F Difference in Case Sales Between (A) to (E)	G Percent Increase in Sales of the Displayed Stores Compared to Additional Advertising (A) to (E)
Champion	1	1,512	4.4%	264	290	554	958	272%
Sadl	2	2,953	8.5	509	290	799	2,154	370
Sinovcic	3	3,666	10.6	635	290	925	2,741	396
Ragan	4	2,399	6.9	413	285	698	1,701	344
Tripp	5	2,110	6.1	365	285	650	1,460	324
Mueller	6	1,774	5.1	305	285	590	1,184	300
Landrum	7	2,380	6.9	413	285	698	1,682	340
Haida	8	2,752	7.9	473	500	973	1,779	282
Feltz	9	1,997	5.8	348	500	848	1,149	235
Carleton	10	2,443	7.1	426	500	926	1,517	264
Tharp	11	2,161	6.3	377	500	877	1,284	246
Heckethorn	12	2,230	6.4	383	750	1,133	1,097	197
Ring	13	1,886	5.4	323	750	1,073	813	175
Barbieri	14	2,454	7.1	426	750	1,176	1,278	208
Rutledge	15	1,916	5.5	329	750	1,079	837	178
Total		34,633	100.0%	5,989	7,010	12,999	21,634	266%

These results show that there is a 21,634 case sales increase of Brewers Beer using the in-store marketing techniques previously described, compared to relying on additional advertising alone, allowing for the same dollar investment being made for each. This equates to a 266 percent sales increase.

To test the significance of the difference between the price deal promotion compared to additional advertising, a t test was performed. The t test was selected because the sample was under 30, and the population standard deviation is unknown for our two samples. The statistical computation is as follows:

$$t = \frac{(\bar{x}_1 - \bar{x}_2) - (u_1 - u_2)}{s_{\bar{x}_1 - \bar{x}_2}}$$

$\bar{x}_1$= Average case sales when twelve-packs are displayed

$\bar{x}_2$= Average case sales with additional advertising

$\bar{x}_1$= 34,633 ÷ 15 = 2,309

$\bar{x}_2$= 12,999 ÷ 15 = 867

$u_1 - u_2 = 0$ There is no difference in population mean

$$s = \frac{\sqrt{E\,x^2 - [(E\,x)^2/n]}}{n - 1}$$

$$Ex_1^2 = (1512)^2 + (2953)^2 + (3666)^2 + (2399)^2 + (2110)^2 + (1774)^2 + (2380)^2 + (2752)^2 + (1997)^2 + (2443)^2 + (2161) + (2330)^2 + (1886)^2 + (2454)^2 + (1916)^2$$

$$Ex_1^2 = 2286144 + 8720209 + 13439556 + 5755201 + 4452100 + 3147076 + 5664400 + 7573504 + 3988009 + 5968249 + 4669921 + 4972900 + 3556996 + 6022116 + 3671056$$

$$Ex_1^2 = 83887437$$

$$(Ex_1)^2 = (1512 + 2953 + 3666 + 2399 + 2110 + 1774 + 2380 + 2752 + 1997 + 2443 + 2161 + 2230 + 1886 + 2454 + 1916)^2$$

$$(Ex_1)^2 = (34633)^2$$

$$(Ex_1)^2 = 171,464,689$$

$$\sqrt{\frac{83887437 - 171,464689/15}{14}} = \sqrt{\frac{72456458}{14}} = \sqrt{5175461} = 2275$$

$$Ex_2^2 = (554)^2 + (799)^2 + (925)^2 + (698)^2 + (650)^2 + (590)^2 + (698)^2 + (973)^2 + (848)^2 + (926)^2 + (877)^2 + (1133)^2 + (1073)^2 + (1176)^2 + (1079)^2$$

$$Ex_2^2 = 306916 + 638401 + 855625 + 487204 + 422500 + 348100 + 487204 + 946729 + 719104 + 857476 + 769129 + 1283689 + 1151329 + 1382976 + 1164241$$

$$Ex_2^2 = 11820623$$

$$(Ex_2)^2 = (554 + 799 + 925 + 698 + 650 + 590 + 698 + 973 + 848 + 926 + 877 + 1133 + 1073 + 1176 + 1079)^2$$

$$(Ex_2)^2 = (12999)^2$$

$$(Ex_2)^2 = 58994001$$

$$\sqrt{\frac{11820623 - 58994001/15}{14}} =$$

$$\sqrt{\frac{11820623 - 3932933}{14}} =$$

$$\sqrt{\frac{7887690}{14}} = \sqrt{563406} = 751$$

$$S_{\bar{x}_1 - \bar{x}_2} = \sqrt{\left(\frac{(15)\ (2275)^2 + (15)\ (751)^2}{15 + 15 - 2}\right)\left(\frac{15 + 15}{(15)\ (15)}\right)}$$

$$\sqrt{\left(\frac{77634375 + 8460015}{28}\right)\left(\frac{30}{225}\right)}$$

$$\sqrt{\left(\frac{86094390}{28}\right)\left(\frac{30}{225}\right)}$$

$$\sqrt{(3074800)\ (.13)}$$

$$\sqrt{399724} = 632$$

$$t = \frac{(2309 - 867) - 0}{632} = \frac{1442}{632} = 2.28$$

degrees of freedom = $N_1 + N_2 - 2$

dif. = 15 + 15 - 2 = 28

$\alpha = .05$

At $\alpha = .05$ and 28 df, the critical t value for a two-tailed test is 2.048. Since the calculated t is greater than the critical t, we reject the null hypothesis that means are equal. Therefore, there is sufficient evidence that suggests the stores displaying Brewers twelve-packs will sell more than if we relied solely on additional advertising.

CHAPTER V

SUMMARY AND CONCLUSION

The review of the literature shows many examples of the benefits of in-store marketing over exclusive advertising. What much of this material is saying is that there is more impulse buying occurring at the point of purchase than one might expect. This impulse purchase is in effect what in-store marketing is all about.

Edmond Maher, the Director of the sales promotion service group of Advertising Age states that sales increases of 269 percent to 700 percent are not out of the question when a product is put on display.[77] These percentages reflect what happens when a store simply puts items on special display with no price reduction, or special newspaper features; nothing but a special display. The reason for this dramatic increase is that such displays synergize the two independently powerful forces of heightened product awareness and accessibility.

A recent study conducted by Progressive Grocers Magazine indicates that displays will increase sales of a product at least sevenfold. Experience with many Brewers products suggests that this estimate is a conservative one. The same study indicates that 50 percent of the

consumers who buy new products bought the new product because they saw it displayed. It was also cited in this study that 25 percent of the consumers who switched brands switched because they saw the competitive brand featured on display. An industry magazine, Popai Report, states that 39 percent of beer sales are planned. That leaves 61 percent to impulse buying.

Literature that points out advertising does not generally pay off in proportion to the budgetary weight behind it includes Bruskin's study and those conducted by the Newspaper Advertising Bureau.[78] The data of these projects do not suggest any clear-cut linkage between brand awareness and advertising volume for the brand, nor between brand awareness and frequency of exposure to advertising.

Looking at advertising volume strictly in terms of dollar investments gives us no real clue as to its yield. In a remarkable series of experiments conducted for Anheuser-Busch, Russell Ackoff and James Ernshoff found that the highest level of sales improvement occurred when advertising pressure was reduced by 50 percent. In areas where advertising was completely eliminated, sales did not decline until a year and a half had passed.[79]

In a survey conducted by W. R. Simmons and Associates Research, Inc., among 1,754 telephone respondents who had been watching a TV station for the previous hour

only 11 percent of all the commercials in that hour were recalled with aid. If only a small proportion of ad messages are remembered, this implies that an incredible amount of waste must occur in advertising communication. A message that is not consciously remembered may still have substantial effects, since its echoes may be reinforced when it is repeated and evoked when the consumer confronts the product at the point of sale.[80] This would stress the importance of in-store marketing.

In their article Julian L. Simon and Johan Arndt state that studies of the response function linking physical measures of sales impact to physical amounts of advertising consistently indicate diminishing returns to advertising over the ranges of investigation in laboratory experiments and over the normal range of advertising budgets for operating firms.[81] To put it differently, increasing returns have not been reliably observed in the laboratory or in the field.

Much of the information presented might seem to be saying that advertising is a waste and does not achieve the objectives that it seemingly should. This has not been the intent. The U.S. advertising industry's gross income jumped 7.3 percent during 1981, climbing over the $5 billion mark according to a survey released by Advertising Age. Obviously, advertising must be "producing" to account for this type of dollar expenditures. However,

advertising by itself, especially in the beer business, is not going to get the job done. The "pull" strategy of advertising has too many flaws in its makeup to overlook or dismiss.

Advertising certainly is a valuable promotional asset, but seemingly has its limitations. According to Bob Rechholtz, Brewers Senior Vice President of Marketing, A-B and Miller had the highest advertising and promotional expenditures in 1981. Although the spending trend is slowing down, Rechholtz said, the total industry estimate comes in at $420 million for 1981 compared to only $106 million as recently as 1974. On a per barrel basis, this amounts to an increase of from 72¢ in 1974 to $2.30 in 1981. Brewers spent over $3.00 per barrel on media alone in 1981 versus A-B's $2.12 and Miller's $2.65. While this expense was being made, Brewers' sales volume slipped 3.8 percent compared to 1980. This combination would indicate that advertising pull in such a competitive industry is not enough.

In addition, the two field experiments reaffirmed the value of in-store marketing. First, it was shown in these two field studies that stores displaying Brewers twelve-packs during a 45¢ price deal in a high-traffic location, using current point-of-sale, sell more beer than those stores with a similar sales potential, but who do not display. The time frame for these experiments

was six weeks each which included the week before the promotion, the two weeks of the promotion, and the three weeks after the promotion.

Second, the studies showed that if the money invested in the 45¢ price deal promotions had been invested in the purchase of additional advertising, it would not have produced as many sales as the in-store marketing technique. The 45¢ price deal and displays accounted for 21,634 cases more than the additional advertising, or 266 percent more sales. A t-test was run on the data which produced a calculated t which was greater than the critical t. This evidence suggests that stores displaying sufficient Brewers twelve-packs will sell more than if we relied on additional advertising.

After reviewing all of the information in this study, it can be concluded that the hypothesis is correct. In-store marketing will sell more Brewers beer than relying on media pull strategy alone.

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APPENDIX A

Territory 1
Group 1

MAY 10TH THRU JUNE 19TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

A-1

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
5/10 - 5/15 Week Preceding Promo	0	0	0	0	26	8
5/17 - 5/22 First Week of Promo	80	130	80	90	100	2
5/24 - 5/29 Second Week of Promo	5	120	40	10	10	10
5/31 - 6/05 First Week After Promo	0	0	0	0	0	0
6/07 - 6/12 Second Week After Promo	0	0	0	0	0	0
6/14 - 6/19 Third Week After Promo	0	5	5	5	8	5
Total	85	255	125	105	144	25 X5 125

Territory 2
Group 1

MAY 10TH THRU JUNE 19TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
5/10 - 5/15 Week Preceding Promo	32	10	0	16	10	8
5/17 - 5/22 First Week of Promo	190	25	10	90	0	2
5/24 - 5/29 Second Week of Promo	120	80	120	0	150	10
5/31 - 6/05 First Week After Promo	0	40	0	0	20	0
6/07 - 6/12 Second Week After Promo	10	20	10	10	30	0
6/14 - 6/19 Third Week After Promo	0	20	10	25	40	5
Total	352	195	140	141	250	25 X5 125

Territory 3
Group 1

MAY 10TH THRU JUNE 19TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
5/10 - 5/15 Week Preceding Promo	50	20	0	120	10	8
5/17 - 5/22 First Week of Promo	240	0	4	360	240	2
5/24 - 5/29 Second Week of Promo	0	150	170	0	0	10
5/31 - 6/05 First Week After Promo	0	0	0	15	0	0
6/07 - 6/12 Second Week After Promo	15	5	0	0	15	0
6/14 - 6/19 Third Week After Promo	0	10	15	20	20	5
Total	305	185	189	515	285	25 X5 125

Territory 4
Group 2

MAY 10TH THRU JUNE 19TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
5/10 - 5/15 Week Preceding Promo	0	0	150	0	0	7
5/17 - 5/22 First Week of Promo	240	132	0	140	0	20
5/24 - 5/29 Second Week of Promo	0	0	150	0	100	0
5/31 - 6/05 First Week After Promo	0	0	0	0	0	0
6/07 - 6/12 Second Week After Promo	0	5	5	10	10	0
6/14 - 6/19 Third Week After Promo	10	5	0	15	0	0
Total	250	142	305	165	110	27 X5 135

Territory 5
Group 2

MAY 10TH THRU JUNE 19TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
5/10 - 5/15 Week Preceding Promo	16	5	0	0	15	7
5/17 - 5/22 First Week of Promo	140	150	120	140	100	20
5/24 - 5/29 Second Week of Promo	0	180	50	12	0	0
5/31 - 6/05 First Week After Promo	0	0	0	10	0	0
6/07 - 6/12 Second Week After Promo	0	5	10	10	5	0
6/14 - 6/19 Third Week After Promo	10	10	0	20	0	0
Total	166	350	180	192	120	27 X5 135

Territory 6
Group 2

A-6

MAY 10TH THRU JUNE 19TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
5/10 - 5/15 Week Preceding Promo	15	0	0	0	5	7
5/17 - 5/22 First Week of Promo	55	60	100	60	105	20
5/24 - 5/29 Second Week of Promo	50	30	0	80	20	0
5/31 - 6/05 First Week After Promo	0	0	0	0	0	0
6/07 - 6/12 Second Week After Promo	5	2	5	50	5	0
6/14 - 6/19 Third Week After Promo	10	50	0	100	5	0
Total	135	142	105	290	140	27 X5 135

Territory 7
Group 2

A-7

MAY 10TH THRU JUNE 19TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
5/10 - 5/15 Week Preceding Promo	0	15	16	10	10	7
5/17 - 5/22 First Week of Promo	0	120	219	75	80	20
5/24 - 5/29 Second Week of Promo	130	0	0	150	20	0
5/31 - 6/05 First Week After Promo	0	6	0	0	0	0
6/07 - 6/12 Second Week After Promo	20	0	15	10	16	0
6/14 - 6/19 Third Week After Promo	15	10	0	20	0	0
Total	165	151	250	265	126	27 X5 135

Territory 8
Group 3

MAY 10TH THRU JUNE 19TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
5/10 - 5/15 Week Preceding Promo	0	0	0	0	0	5
5/17 - 5/22 First Week of Promo	2	45	200	160	60	15
5/24 - 5/29 Second Week of Promo	140	80	240	0	270	40
5/31 - 6/05 First Week After Promo	0	0	0	10	0	0
6/07 - 6/12 Second Week After Promo	15	0	5	0	5	0
6/14 - 6/19 Third Week After Promo	7	10	0	0	0	0
Total	164	135	445	170	235	60 X5 300

Territory 9
Group 3

MAY 10TH THRU JUNE 19TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
5/10 - 5/15 Week Preceding Promo	20	0	0	0	5	5
5/17 - 5/22 First Week of Promo	60	0	120	77	25	15
5/24 - 5/29 Second Week of Promo	40	160	60	75	135	40
5/31 - 6/05 First Week After Promo	0	20	0	0	15	0
6/07 - 6/12 Second Week After Promo	30	0	10	0	0	0
6/14 - 6/19 Third Week After Promo	0	20	0	20	0	0
Total	150	200	190	172	180	60 X5 300

Territory 10
Group 3

A-10

MAY 10TH THRU JUNE 19TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
5/10 - 5/15 Week Preceding Promo	20	16	0	0	0	5
5/17 - 5/22 First Week of Promo	20	70	10	0	66	15
5/24 - 5/29 Second Week of Promo	78	72	160	440	65	40
5/31 - 6/05 First Week After Promo	0	20	0	0	0	0
6/07 - 6/12 Second Week After Promo	10	0	0	10	6	0
6/14 - 6/19 Third Week After Promo	0	25	20	0	0	0
Total	128	203	190	450	137	60 X5 300

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Territory 11
Group 3

MAY 10TH THRU JUNE 19TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
5/10 - 5/15 Week Preceding Promo	0	0	0	0	0	5
5/17 - 5/22 First Week of Promo	110	10	71	10	80	15
5/24 - 5/29 Second Week of Promo	100	100	70	120	0	40
5/31 - 6/05 First Week After Promo	0	10	0	0	10	0
6/07 - 6/12 Second Week After Promo	10	10	40	10	10	0
6/14 - 6/19 Third Week After Promo	0	10	20	10	0	0
Total	220	140	201	150	100	60 X5 300

Territory 12
Group 4

MAY 10TH THRU JUNE 19TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

A-12

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
5/10 - 5/15 Week Preceding Promo	0	10	10	0	10	10
5/17 - 5/22 First Week of Promo	10	10	160	150	10	20
5/24 - 5/29 Second Week of Promo	210	75	50	20	150	45
5/31 - 6/05 First Week After Promo	0	0	10	0	20	0
6/07 - 6/12 Second Week After Promo	10	10	0	10	25	0
6/14 - 6/19 Third Week After Promo	0	0	0	0	25	0
Total	230	105	230	180	240	75 X5 375

Territory 13
Group 4

MAY 10TH THRU JUNE 19TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
5/10 - 5/15 Week Preceding Promo	0	5	5	0	0	10
5/17 - 5/22 First Week of Promo	50	57	100	10	20	20
5/24 - 5/29 Second Week of Promo	60	150	30	80	100	45
5/31 - 6/05 First Week After Promo	0	10	0	0	0	0
6/07 - 6/12 Second Week After Promo	10	0	6	10	10	0
6/14 - 6/19 Third Week After Promo	0	0	20	60	0	0
Total	120	222	161	150	130	75 X5 375

Territory 14
Group 4

MAY 10TH THRU JUNE 19TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
5/10 - 5/15 Week Preceding Promo	5	0	5	0	5	10
5/17 - 5/22 First Week of Promo	10	125	85	15	115	20
5/24 - 5/29 Second Week of Promo	155	15	40	120	350	45
5/31 - 6/05 First Week After Promo	0	0	10	0	0	0
6/07 - 6/12 Second Week After Promo	10	5	10	10	0	0
6/14 - 6/19 Third Week After Promo	0	0	22	0	50	0
Total	180	145	172	145	520	75 X5 375

Territory 15
Group 4

MAY 10TH THRU JUNE 19TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
5/10 - 5/15 Week Preceding Promo	0	8	0	2	4	10
5/17 - 5/22 First Week of Promo	10	4	0	4	80	20
5/24 - 5/29 Second Week of Promo	180	150	100	100	0	45
5/31 - 6/05 First Week After Promo	0	6	0	3	10	0
6/07 - 6/12 Second Week After Promo	0	3	0	4	7	0
6/14 - 6/19 Third Week After Promo	46	14	20	24	5	0
Total	236	185	120	137	106	75 X5 375

APPENDIX B

Territory 1
Group 1

JUNE 14TH THRU JULY 24TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
6/14 - 6/19 Week 1 Week Preceding Promo	0	5	5	5	8	5
6/21 - 6/26 Week 2 First Week of Promo	50	0	0	0	0	5
6/28 - 7/03 Week 3 Second Week of Promo	50	225	110	160	100	0
7/05 - 7/10 Week 4 First Week After Promo	0	0	8	0	12	4
7/12 - 7/17 Week 5 Second Week After Promo	10	5	5	6	10	7
7/19 - 7/24 Week 6 Third Week After Promo	10	5	5	4	0	12
Total	120	240	133	175	130	33 X5 165

Territory 2
Group 1

JUNE 14TH THRU JULY 24TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
6/14 - 6/19 Week 1 Week Preceding Promo	0	20	10	25	40	5
6/21 - 6/26 Week 2 First Week of Promo	10	240	30	30	60	5
6/28 - 7/03 Week 3 Second Week of Promo	480	50	150	340	100	0
7/05 - 7/10 Week 4 First Week After Promo	0	0	0	0	60	4
7/12 - 7/17 Week 5 Second Week After Promo	0	20	10	0	80	7
7/19 - 7/24 Week 6 Third Week After Promo	15	0	20	15	70	12
Total	505	330	220	410	410	33 X5 165

Territory 3
Group 3

JUNE 14TH THRU JULY 24TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
6/14 - 6/19 Week 1 Week Preceding Promo	0	10	15	20	20	5
6/21 - 6/26 Week 2 First Week of Promo	360	10	0	0	45	5
6/28 - 7/03 Week 3 Second Week of Promo	120	240	120	480	600	0
7/05 - 7/10 Week 4 First Week After Promo	0	0	0	0	0	4
7/12 - 7/17 Week 5 Second Week After Promo	120	0	0	10	0	7
7/19 - 7/24 Week 6 Third Week After Promo	0	5	5	0	7	12
Total	600	265	140	510	672	33 X5 165

Territory 4
Group 2

JUNE 14TH THRU JULY 24TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
6/14 - 6/19 Week 1 Week Preceding Promo	10	5	0	15	0	0
6/21 - 6/26 Week 2 First Week of Promo	0	25	160	20	50	5
6/28 - 7/03 Week 3 Second Week of Promo	360	160	120	360	100	15
7/05 - 7/10 Week 4 First Week After Promo	0	0	0	0	0	0
7/12 - 7/17 Week 5 Second Week After Promo	0	10	0	0	0	5
7/19 - 7/24 Week 6 Third Week After Promo	5	0	5	10	12	5
Total	375	200	285	405	162	30 X5 150

Territory 5
Group 2

JUNE 14TH THRU JULY 24TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
6/14 - 6/19 Week 1 Week Preceding Promo	10	10	0	20	0	0
6/21 - 6/26 Week 2 First Week of Promo	5	200	50	120	10	5
6/28 - 7/03 Week 3 Second Week of Promo	100	200	80	50	200	15
7/05 - 7/10 Week 4 First Week After Promo	0	0	0	0	0	0
7/12 - 7/17 Week 5 Second Week After Promo	0	0	0	0	0	5
7/19 - 7/24 Week 6 Third Week After Promo	6	20	6	10	5	5
Total	121	430	136	200	215	30 X5 150

Territory 6
Group 2

JUNE 14TH THRU JULY 24TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
6/14 - 6/19 Week 1 Week Preceding Promo	10	50	0	100	15	0
6/21 - 6/26 Week 2 First Week of Promo	15	100	75	100	100	5
6/28 - 7/03 Week 3 Second Week of Promo	175	5	75	0	0	15
7/05 - 7/10 Week 4 First Week After Promo	0	0	5	0	0	0
7/12 - 7/17 Week 5 Second Week After Promo	0	0	0	5	5	5
7/19 - 7/24 Week 6 Third Week After Promo	10	5	5	5	5	5
Total	210	160	160	210	225	30 X5 150

Territory 7
Group 2

JUNE 14TH THRU JULY 24TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
6/14 - 6/19 Week 1 Week Preceding Promo	15	10	0	20	0	0
6/21 - 6/26 Week 2 First Week of Promo	30	30	40	100	10	5
6/28 - 7/03 Week 3 Second Week of Promo	200	200	360	210	130	15
7/05 - 7/10 Week 4 First Week After Promo	0	0	0	0	0	0
7/12 - 7/17 Week 5 Second Week After Promo	0	0	0	20	0	5
7/19 - 7/24 Week 6 Third Week After Promo	5	10	8	20	5	5
Total	250	250	408	370	145	30 X5 150

Territory 8
Group 3

JUNE 14TH THRU JULY 24TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
6/14 - 6/19 Week 1 Week Preceding Promo	7	10	0	0	0	0
6/21 - 6/26 Week 2 First Week of Promo	120	110	240	65	0	10
6/28 - 7/03 Week 3 Second Week of Promo	120	250	240	0	120	10
7/05 - 7/10 Week 4 First Week After Promo	0	0	0	150	10	0
7/12 - 7/17 Week 5 Second Week After Promo	0	0	0	5	6	0
7/19 - 7/24 Week 6 Third Week After Promo	30	10	10	10	10	20
Total	277	380	490	310	146	40 X5 200

Territory 9
Group 3

JUNE 14TH THRU JULY 24TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
6/14 - 6/19 Week 1 Week Preceding Promo	0	20	0	20	0	0
6/21 - 6/26 Week 2 First Week of Promo	75	10	15	70	5	10
6/28 - 7/03 Week 3 Second Week of Promo	60	90	360	75	120	10
7/05 - 7/10 Week 4 First Week After Promo	0	0	0	0	15	0
7/12 - 7/17 Week 5 Second Week After Promo	70	0	0	0	0	0
7/19 - 7/24 Week 6 Third Week After Promo	60	10	10	10	10	20
Total	265	130	385	175	150	40 X5 200

Territory 10
Group 3

JUNE 14TH THRU JULY 24TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
6/14 - 6/19 Week 1 Week Preceding Promo	0	25	20	0	0	0
6/21 - 6/26 Week 2 First Week of Promo	100	35	240	100	480	10
6/28 - 7/03 Week 3 Second Week of Promo	100	100	0	60	0	10
7/05 - 7/10 Week 4 First Week After Promo	0	0	0	0	0	0
7/12 - 7/17 Week 5 Second Week After Promo	0	10	0	0	10	0
7/19 - 7/24 Week 6 Third Week After Promo	10	0	30	15	0	20
Total	210	170	290	175	490	40 X5 200

Territory 11
Group 3

JUNE 14TH THRU JULY 24TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
6/14 - 6/19 Week 1 Week Preceding Promo	0	10	20	10	0	0
6/21 - 6/26 Week 2 First Week of Promo	235	10	80	15	220	10
6/28 - 7/03 Week 3 Second Week of Promo	0	340	60	260	0	10
7/05 - 7/10 Week 4 First Week After Promo	0	0	0	0	0	0
7/12 - 7/17 Week 5 Second Week After Promo	10	10	0	0	10	0
7/19 - 7/24 Week 6 Third Week After Promo	25	10	10	5	10	20
Total	270	380	170	290	240	40 X5 200

Territory 12
Group 4

JUNE 14TH THRU JULY 24TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
6/14 - 6/19 Week 1 Week Preceding Promo	0	0	0	0	25	0
6/21 - 6/26 Week 2 First Week of Promo	100	60	100	120	60	35
6/28 - 7/03 Week 3 Second Week of Promo	225	150	100	0	235	30
7/05 - 7/10 Week 4 First Week After Promo	0	0	0	0	0	0
7/12 - 7/17 Week 5 Second Week After Promo	0	0	0	10	0	0
7/19 - 7/24 Week 6 Third Week After Promo	20	10	10	10	10	10
Total	345	220	210	140	330	75 X5 375

Territory 12
Group 4

JUNE 14TH THRU JULY 24TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
6/14 - 6/19 Week 1 Week Preceding Promo	0	0	20	60	0	0
6/21 - 6/26 Week 2 First Week of Promo	100	240	19	50	90	35
6/28 - 7/03 Week 3 Second Week of Promo	0	0	120	210	50	30
7/05 - 7/10 Week 4 First Week After Promo	24	0	0	0	0	0
7/12 - 7/17 Week 5 Second Week After Promo	10	10	10	0	10	0
7/19 - 7/24 Week 6 Third Week After Promo	30	0	0	50	0	10
Total	164	250	169	370	150	75 X5 375

Territory 14
Group 4

JUNE 14TH THRU JULY 24TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
6/14 - 6/19 Week 1 Week Preceding Promo	0	0	22	0	50	0
6/21 - 6/26 Week 2 First Week of Promo	173	4	20	25	5	35
6/28 - 7/03 Week 3 Second Week of Promo	0	200	225	150	280	30
7/05 - 7/10 Week 4 First Week After Promo	3	0	10	8	0	0
7/12 - 7/17 Week 5 Second Week After Promo	0	0	10	12	0	0
7/19 - 7/24 Week 6 Third Week After Promo	7	5	23	20	40	10
Total	183	209	310	215	375	75 X5 375

Territory 15
Group 4

B-15

JUNE 14TH THRU JULY 24TH STUDY
12-PACK SALES IN DISPLAYED STORES AND CONTROL STORES

	Store Sales 1	Store Sales 2	Store Sales 3	Store Sales 4	Store Sales 5	Control Store Sales
6/14 - 6/19 Week 1 Week Preceding Promo	46	14	20	24	5	0
6/21 - 6/26 Week 2 First Week of Promo	44	60	16	4	6	35
6/28 - 7/03 Week 3 Second Week of Promo	346	82	120	111	115	30
7/05 - 7/10 Week 4 First Week After Promo	0	0	10	0	6	0
7/12 - 7/17 Week 5 Second Week After Promo	9	5	6	6	5	0
7/19 - 7/24 Week 6 Third Week After Promo	30	10	6	16	10	10
Total	475	171	178	161	147	75 X5 375

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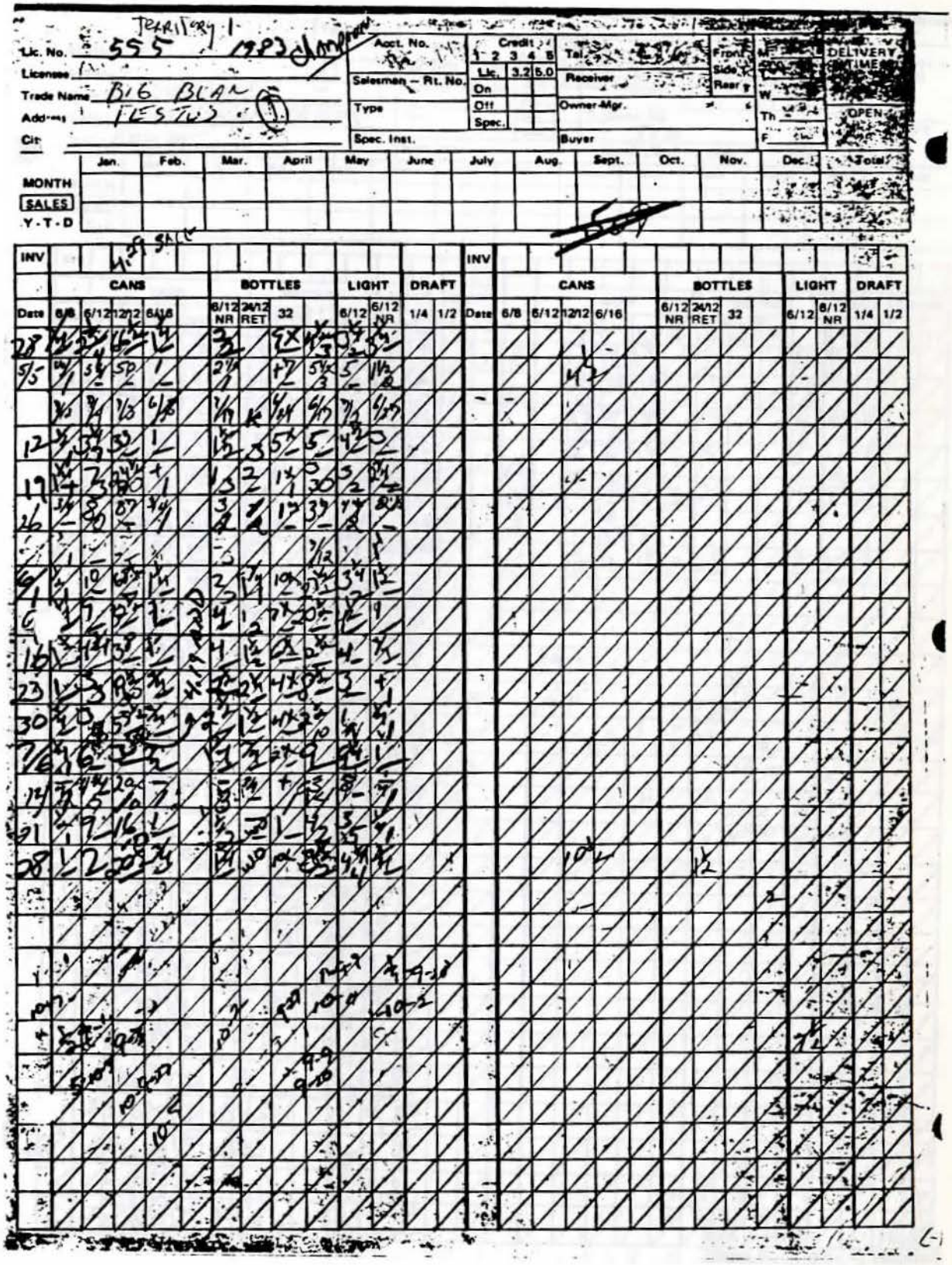
APPENDIX C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Licensee
Trade Name BIG BEAR
Address TESTING
City
Acct. No.
Credit
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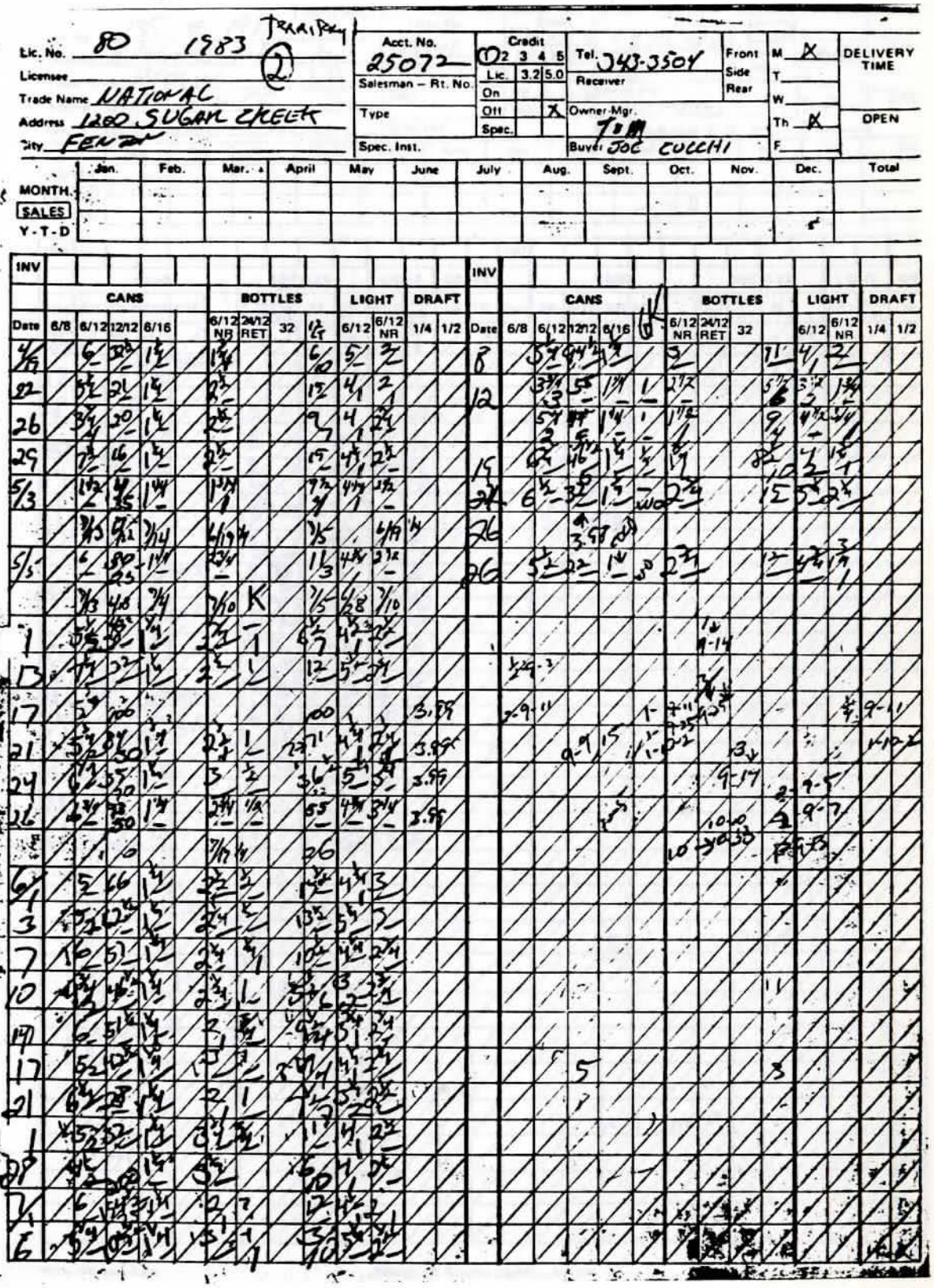
Lic. 3.2 5.0
On
Off
Spec.
Salesman – Rt. No.
Type
Spec. Inst.
Tel.
Receiver
Owner-Mgr.
Buyer
Front
Side
Rear
M
W
Th
F
DELIVERY TIMES
OPEN
Jan. Feb. Mar. April May June July Aug. Sept. Oct. Nov. Dec. Total
MONTH
SALES
Y-T-D
INV
CANS
BOTTLES
LIGHT
DRAFT
Date
6/8 6/12 12/12 6/16
6/12 NR 24/12 RET 32
6/12 6/12 NR
1/4 1/2



Lic. No. 80 1983 TRAILER (2)
Licensee
Trade Name NATIONAL
Address 1200 SUGAR CREEK
City FENTON

Acct. No. 25072
Credit 1 2 3 4 5
Lic. 3.2 5.0
On
Off X
Spec.
Salesman – Rt. No.
Type
Spec. Inst.
Tel. 343-3504
Receiver
Owner-Mgr. TOM
Buyer JOE CUCCHI
Front
Side
Rear
M X
T
W
Th X
F
DELIVERY TIME
OPEN

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
MONTH													
SALES													
Y-T-D													

INV	CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32	12 LT	6/12	6/12 NR	1/4	1/2
4/5		6	30	1		1			6	5	2		
22		5	21	1		2			12	4	2		
26		3	20	1		2			9	4	2		
29		7	46	1		2			15	4	2		
5/3		1	4	1		1			7	4	1		
		3	9	3		4			3		4	1	
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		3	40	3		7	K		5	6	3		
1		5	50	1		2	1		6	4	2		
13		7	32	1		2	1		12	5	3		
17		5	00						00			3.55	
21		5	30	1		2	1		7	4	2	3.55	
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			0			7			26				
6		5	46	1		2			12	4	3		
3		7	62	1		2			13	5	2		
7		10	51	1		2	1		10	4	2		
10		4	4	1		2	1		5	3	2		
17		6	51	1		2			9	5	2		
17		5	2	1		1			7	4	2		
21		6	28	1		2	1		4	5	2		
1		5	52	1		2	1		12	4	2		
28		4	2	1		5			6	4	2		
2		6	4	1		2	1		12	4	2		
6		5	0	1		3	1		5	5	2		

INV	CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2
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12		3	55	1	1	2			5	3	1		
		5		1	1	1			9	4	3		
19		6	46	1	1	1			8	4	1		
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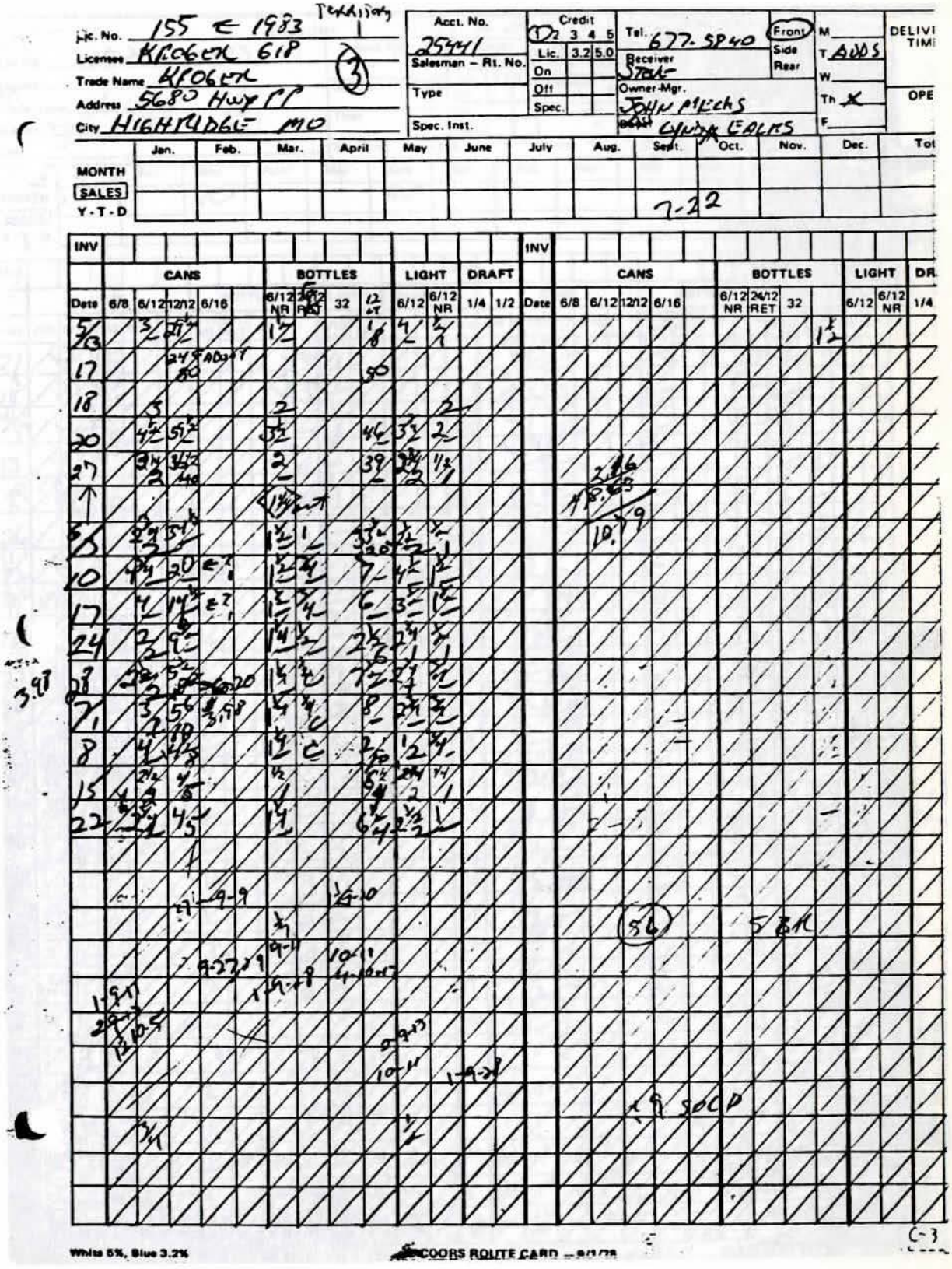
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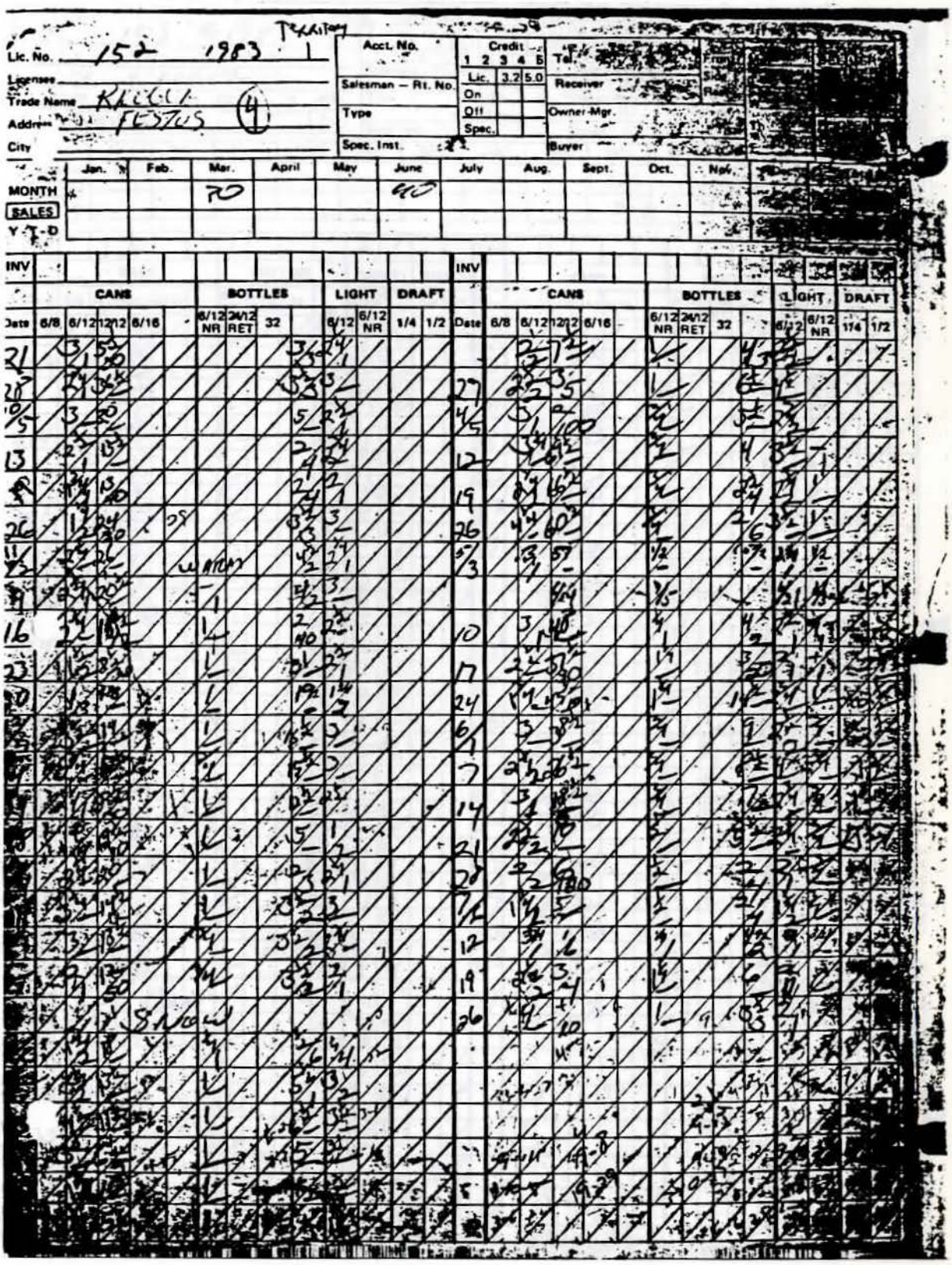
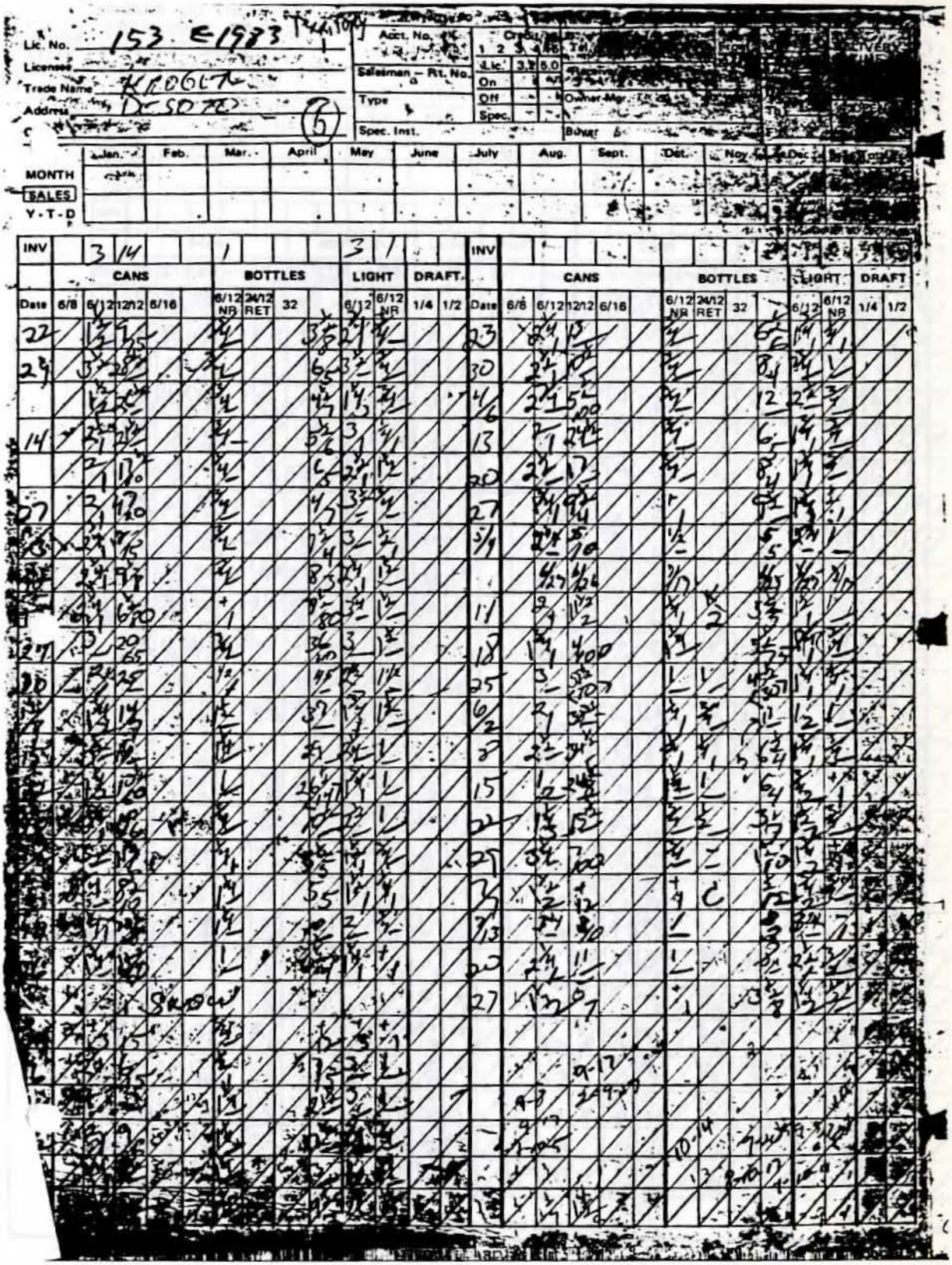
Licensee KROGER 618
Trade Name KROGER
Address 5680 HWY PP
City HIGHTYDGE MO
Acct. No. 25441
Salesman – Rt. No.
Type
Spec. Inst.
Credit 1 2 3 4 5
Lic. 3.2 5.0
On
Off
Spec.
Tel. 677-5940
Receiver STORE
Owner-Mgr. JOHN MICKS
Front
Side
Rear
M
T ADDS
W
Th X
F
DELIVERY TIME
OPEN
Jan. Feb. Mar. April May June July Aug. Sept. Oct. Nov. Dec. Tot
MONTH
SALES
Y-T-D
7-22
INV
CANS
BOTTLES
LIGHT
DRAFT
Date 6/8 6/12 12/12 6/16
6/12 NR 24/12 RET 32 12 OZ
6/12 6/12 NR 1/4 1/2
5/3 17 18 4 4
17 24 80 90
18 5 2 2
20 4½ 5½ 3½ 46 3½ 2
27 9½ 3½ 2 40 2 39 2½ 1½
↑ 1½
5 2½ 5½ 3 1½ 1 33½ 20 ½ ½ 1
10 4½ 30 1½ 1½ 7 4½ 1½
17 4 14½ 1½ 1½ 6 3½ 1½
24 2 5 1½ 1½ 2½ 2½ ½
28 2½ 5 20 1½ 1½ 7 2½ ½
7/1 3 5½ 1½ 1½ 8 2½ ½
8 4 1½ 1½ 1½ 2 1½ ½
15 2½ 4½ ½ 5½ 2½ 1½
22 4½ 1½ 6½ 2½ 1
9-9 ½ 10
9-11 10-1
9-27 9 10-11 1-9-28
3/4
INV
CANS
BOTTLES
LIGHT
DRAFT
Date 6/8 6/12 12/12 6/16
6/12 NR 24/12 RET 32
6/12 6/12 NR 1/4
12½
2.86
10.79
(56) 5 BBL
1 9 SOCP
White 5%, Blue 3.2%
COORS ROUTE CARD
C-3


Territory
Lic. No. 152 1983 1
Licensee
Trade Name KACCI
Address FESTUS (4)
City
Acct. No.
Credit 1 2 3 4 5
Lic. 3.2 5.0
Salesman — Rt. No.
On
Type
Off
Spec.
Spec. Inst.
Tel.
Receiver
Owner-Mgr.
Buyer
Jan. Feb. Mar. April May June July Aug. Sept. Oct. Nov.
MONTH
SALES
Y-T-D
INV
CANS
BOTTLES
LIGHT
DRAFT
Date
6/8 6/12 12/12 6/16
6/12 NR 24/12 RET 32
6/12 6/12 NR 1/4 1/2
INV
CANS
BOTTLES
LIGHT
DRAFT
Date
6/8 6/12 12/12 6/16
6/12 NR 24/12 RET 32
6/12 6/12 NR 1/4 1/2


Lic. No. 153 E 1983
Trade Name KROGER
Address DESOTO
Acct. No.
Salesman – Rt. No.
Type
Spec. Inst.
Lic.
On
Off
Spec.
Owner-Mgr.
Buyer
MONTH
SALES
Y-T-D
Jan.
Feb.
Mar.
April
May
June
July
Aug.
Sept.
Oct.
Nov.
Dec.
INV
CANS
BOTTLES
LIGHT
DRAFT
Date
6/8
6/12
12/12
6/16
6/12 NR
24/12 RET
32
6/12
6/12 NR
1/4
1/2

KROGER CO THE #904 38250
THE KROGER COMPANY/ #187
1310 BIG BEND
VALLEY PARK MO 63088

Salesman — Rt. No. 23
Type GROC
Spec. Inst.
Lic. 3.2 5.0
On
Off
Spec.
Tel. 225 3277
Receiver HERB
Owner-Mgr. Rick Shipp
Buyer
Front Side Rear
M T W Th F

1981 MONTH	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
SALES	273	507	367	314	467	369	847	337	283			
Y-T-D 1982												

INV	CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16	24 12	6/12 NR	24/12 RET	32	NR 12	6/12	6/12 NR	Bbl.	1/2
1-13	1/0	3/3	38/3		7/0	14			4	9/2	7/1		
1-16	7/1	4/2	17/10		5/5	12			2	2/3	1/2		
1-17	1/	6/	12/ 103		10/20	2/0			2/3	4/0	7/1		
1-20	7/0	3/3	19/23		20/25	2/5			3/0	3/2	1/0		
1-23	7/1	3/2	138/46		135/90	14			3/0	3/2	1/0		
1-27	7/0	7/4	115/10		39/4	1/0			3/0	4/2	1/0		
1-30	7/0	4/0	95/0		20/-	14			1/0	5/0	7/0		
2-4	7/0	3/3	75/0		30/0	2/2			3/3	3/5	1/0		
2-7	3/0	3/1	71/-		18/-	2/2			1/2	4/2	1/2		
2-10	1/1	3/4	90/-		130/-	1/2			2/-	4/2	1/2		
2-14	1/0	4/0	85/0		11/0	2/0			1/-	4/0	1/0		
2-16	1/0	3/3	80/0		46/2	2/0			1/4	3/0	1/0		
2-21	1/0	2/3	18/96		8/0	2/0			2/2	2/1	1/0		
2-22			62										
2-28	7/1	3/2	90/0		7/2	2/1			2/2	2/2	1/1		
3-4	1/0	2/3	75/0		30/0	2/1			1/2	2/2	1/0		
3-7	1/0	4/0	79/0		22/0	2/1			1/2	4/0	1/1		
3-11	1/0	3/2	65/0		11/0	2/0			1/2	1/0	1/0		
3-15	1/0	2/2	42/0		5/0	2/0			1/2	1/0	1/0		
3-18	1/0	5/0	37/0		11/5	1/1			1/2	1/3	1/0		
3-22	1/0	3/2	27/0		7/10	1/0			1/2	1/1	1/1		
3-25	1/0	4/2	18/0		5/0	1/1			2/0	2/0	1/0		
3-28	1/0	2/2	12/ 150		2/8	2/0			2/2	1/2	2/0		
3-31	1/0	4/0	80/ 141		4/8	1/1			4/0	1/2	1/1		
4-5	1/0	2/2	95/3		2/0	5/2			1/4	3/2	1/0		
4-8	1/0	2/2	82/0		14/5	2/0			1/4	3/2	1/0		

INV	CANS				BOTTLES				LIGHT	
Date	6/8	6/12	12/12	6/16	6/12 NR	24/12 RET	32	NR 12	6/12	6/12 NR
3-12	7/0	3/0	22/0		13/0	2/0		5/0	3/0	1/0
3-15	7/0	2/1	13/10		7/15	1/2		2/1	2/2	1/2
3-19	7/0	1/2	15/10		12/13	1/		3/0	2/2	1/2
3-22	7/1	1/3	20/0		4/0	2/3		5/0	3/0	1/2
3-26	1/0	1/3	13/30		1/2	7		1/2	3/5	1/0
3-29	1/0	3/0	22/0		13/0	2/3		5/3	5/3	1/2
4-1	7/1	1/4	8/12		4/15	2/0		4/2	1/4	1/0
4-5	1/0	2/4	8/120		1/10	1/2		2/2	1/5	1/1
4-9	1/0	4/0	120							
4-12	1/0	4/0	90/0		11/6	2/1		3/0	4/0	1/1
4-16	1/0	2/3	80/0		8/10	1/1		1/2	3/0	2/0
4-19	1/0	3/0	70/0							
4-23	2/0	2/2	50		8/10	1/5		3/0	3/2	1/3
4-26	1/1	5/0	48/0		9/5	1/2		1/3	5/0	1/1
4-30	1/0	1/4	40/5		6/10	1/2		1/1	4/0	1/1
5-7	1/1	3/2	19/0		6/13	2/1		1/3	2/2	1/1
5-10	1/0	3/2	2/14		4/10	1/1		1/2	2/3	1/0
5-14		2/2	18/		10	2		1/3	3/3	
5-17		4/0	20/		3/	3/0		2/2	2/3	1/0

White 6%, Blue 3.2% COORS ROUTE CARD — 9/1/78 C-6

Lic No. TEXAS Temp 2
Licensee:
Trade Name Kroger
Address 1314 Big Bend (1)
City

Acct. No.	Credit 1 2 3 4 5	Tel.	Front	M	DELIVERY TIME
	Lic. 3.2 5.0		Side	T	
Salesman – Rt. No.	On	Receiver	Rear	W	
Type	Off	Owner-Mgr.		Th	OPEN
	Spec.			F	
Spec. Inst.		Buyer			

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
MONTH													
SALES													
Y-T-D													

INV	CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16	LT 12	6/12 NR	24/12 RET	32	Y.11	6/12	6/12 NR	1/4	1/2
21	1/1	3/2	15/0		19/0	2/1		2/0	+1	2/5	3/2		
24	-/1	3/3	40/0		18/5	3/5		2/1	1/0	6/3	1½/0		
4	1/0	2½/3	85/0		17/0	2½/3		2½/5	1/0	4/2	1½/0		
-1	1/0	5/0	160/0		115/10	2½/5		1½/3	1/0	2/0	1½/0		
4	½/1	3/3				2/-		1/2	½/-	2/3	1½/-		
7	¼/-	6¼/-	155/-		99/-	3/-		1½/2	1¼/1	6¼/1	3¼/1		
11	6¼/-	4½/3				1½/2		2/4	1¼/-	7½/-	1¼/-		
14	1/0	4/0	112½/0		12/0	2/0		2/3	1.6	5/0	1½/0		
17	-/1	3/3	98/0		60/0	1½/0		1½/1	1/0	2¾/4	1½/3		
25	¾/1	3/2	65/-		34/0	1/2		-/2	+/0	3/2	1/1		
28	1½/3	3/4	20/-		23/0	2/0		-/3	-/-	3/2	1½/-		
2	-/2	3/4	[illegible]		10/5	1½/1		1/2	-/-	2/3	1/1		
10	1½/-	4/2	46/-		5/10	2½/-		½/2	-/1	3/2	½/1		
9					5/7			2/1					
12	1/1	4/2	119/0	Eight	7/20			2/-	½/-	4/2	¾/1		
16	1½/-	3/3	100/-		5/4			2/-	-/2	5/-	1/1		
19	1/1	4/3	170/15		4/20	1½/2		1½/-	-/3	3/1	1½/2		
26	1/-	3/-	00/0		15/10	2½/1		1½/2	½/-	5/5	½/-		

INV	CANS				BOTTLES			LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4	1/2

Ite 5%, Blue 3.2% — CCORS ROUTE CARD – 9/1/73

APPOLO OF OZARKS 42068
APOLLO OUTLETS/ #1605
HWY 44 & W
STANTON (2) MO 63090

Salesman 23 Rt. No.
Type CONV
Spec. Inst.

1 2 3 4 5
Lic. 3.2 5.0
On
Off ✓
Spec.

T 927-5297
Receiver
Owner-Mgr.
Buyer

Front
Side
Rear

M
T
W
Th
F

DELI TI 9- OF 8/

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	T
MONTH	—	—	—	—	—	225	261	99	75	17	13	23	
SALES Y-T-D	20				170	475							

INV	CANS				BOTTLES				LIGHT	DRAFT	
Date	6/8	6/12	12/12	6/16	6/12 NR	24/12 RET	32	LT	6/12	6/12 NR	1/4	1/2
11-13		1½	10 5		17 1			—/2	2½ 0			
11-19					NO	12						
11-23		2 3	1½ 5		1 5			2 0	2 0			
12-3		2 1	8 0		+3			2½ 0	2½ 0			
12-10		1½ —	7½ —		1 —			2 —	1½ —			
		(3-D	(2-D		1 44							
12-15		½ 2	2 10		1 0			2 0	1½ 0			
12-13	1½ 3	2 0	9 5		1 0			2 0	1½ 0			
12-20	1½ 5	2½ 0	12 5		1 0			2 0	1 8			
1-6	1½ 5	1 2	2 8		1½ 5			2 0	1½ 5			
1-14	½ 0	2 0	9 0		1 0			½ 0	1 0			
1-21	1 5	2 0	8 0		1 0			½ 0	1 0			
1-28	½ 0	1½ 0	3 10		1 0			1 0	1 0			
2-11	½ 0	1½ 0	10 5		½ 0			1 0	1 0			
2-18	½ 0	1½ 0	10 5		1 0			1 0	1 0			
2-25	½ 1	1 3	2 15		+0			+0	½ 1			
3-4	½ 3	3 0	13 5		½ 0			+0	1½ 0			
3-11	1½ 0	2 0	9 0		2 0			0	1½ 0			
3-18	1 0	2½ 0	8 0		1½ 0			1 0	1½ 0			
3-25	½ 0	3 0	6 5		1½ 0			1 0	1 0			
4-1	½ 3	1½ 5	4 10		1 2							
4-7	1 2	4 1	3 35		2 0			0 0	1½ 5			
	2 5	8 0	22 15		+3			⊗	4 0			
4-22	1 1	4 5	19 15		3 0			⊗	2 5			
4-29	1 3	3 0	2½ 0		2½ 0				2 10			
5-6	½ 3	6 0	7 5		2 1			1	3 3			

INV	CANS				BOTTLES				LIGHT	D
Date	6/8	6/12	12/12	6/16	LT	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/
5-13	1 0	3 4	6 10		7 1	1½ 2			6 0		
5-20	1 2	5 5	2 25		10	1 3			2 5		
5-27	2½ 0	8 0	6 40		8 0	4 0			4 0		
			40								
6-2	— 3	2 12	3 45		— 12	2 5			3 5		
6-10	1 5	7 —	22 20		5½ 5	4 2			6 —		
6-17	5½ 0	3 10	15 20	1 5		2 3			5 5		
6-24	— 4	4 10	35 240	½ —	30	2 5			7 0		
7-1	7 —	7 —	50	½ 2	7 —	2 5			10		
7-16	3 —	7 0	85 —	1 0	4 —	7 —			9 —		
7-23	2 5	5 10	40 20	½ —	20				—		
7-22	5 —	3½ 5	40 —	—	10 —	1 3			7 —		
7-27	3 —	9 10	35 —		8 —	3 —			10		

White 5%, Blue 3.2% COORS ROUTE CARD — 9/1/78 C-4 CDC

THRIFTY LIQUOR 2613
G STROTHCAMP/ #691
HWY 203
STANTON (3) MO 63079

Acct. No.
Credit 1 2 3 (4) 5
Lic. 3.2 5.0
Salesman – Rt. No. 23
On
Off
Type Semi
Spec.
Spec. Inst.
Tel 927-5215
Receiver JOHN
Owner-Mgr.
Buyer
Front
Side (Rear)
M T W (Th) F
DELI TI 9 OF 9

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	T
MONTH	–	B	B	43	102	118	221	37	54	20	4		
SALES													
Y-T-D													

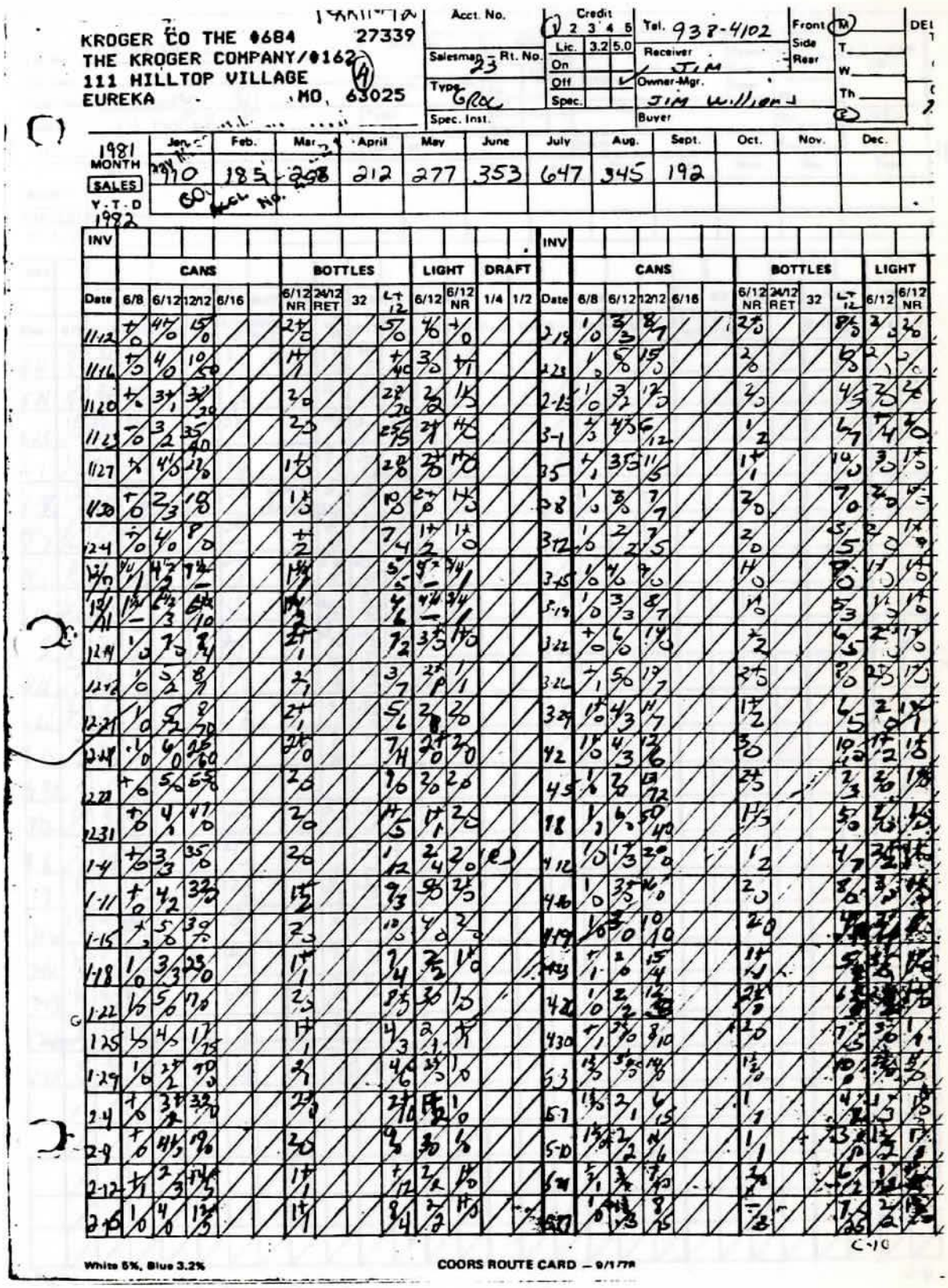
Semi

INV	CANS					BOTTLES				LIGHT		DRAFT		INV	CANS					BOTTLES				LIGHT		D
Date	6/8	6/12	12/12	6/16	LT	6/12 NR	24/12 RET	32	LT	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/
11-7			Closed			Semi																				
1-6					5																					
3-11		5	5							3																
3-18		25 5	3 3							20																
3-25		5 10	4 6							7																
4-1		2 5	4 3							30																
4-7		40	15							15																
4-15		4 3	8 20							40																
4-22		5 0	25 0							30																
4-29		2 5	11 0							33 3																
5-6		5 2	13 0							40																
5-13		5 0	16 0							40																
5-20		2 5	6 10						5	40																
5-27		6 0	9 20						5 0	40																
6-4		6	24						3	3																
6-10		3 5	10 10						2	3 1/4																
6-17		5 3	10 10						2 0	1 3																
6-24		3 5	3 30						1 0	18 5																
7-1		3 7	3 30						–	17 5																
7-6		6 –	27 –							4 –																
7-13		2 7	3 10						–	2 –	out															
7-22		2 10	3 20						–	–																
7-27		5 10	5 20							2 20																

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

C-9



KROGER CO THE #684 27339
THE KROGER COMPANY/#162
111 HILLTOP VILLAGE
EUREKA MO 63025

Acct. No. | Credit 1 2 3 4 5 | Tel. 938-4102 | Front | Side | Rear
Salesman 23 Rt. No. | Lic. 3.2 5.0 | Receiver JIM | On | Off | Spec. | Owner-Mgr. JIM Williams | Buyer
Spec. Inst.

1981 MONTH	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
SALES	770	185	258	212	277	353	647	345	192			
Y.T.D 1982	60											

INV	Date	CANS 6/8	6/12	12/12	6/16	BOTTLES 6/12 NR	24/12 RET	32	LT 12	LIGHT 6/12	6/12 NR	DRAFT 1/4	1/2
	11/2	+0	47/0	15/0		24/0			5/0	4/0	+/0		
	11/6	+/0	4/0	10/50		14/1			+/40	3/0	+/1		
	11/20	+/0	3+/1	3+/20		2/0			28/20	2/2	1+/3		
	11/23	-/0	3/2	35/40		2/0			25/15	2+/1	1+/2		
	11/27	+/0	4+/0	2+/0		1+/0			28/0	2+/0	1+/0		
	11/30	+/0	2/3	18/0		1+/0			10/0	2+/0	1+/3		
	12-4	+/0	4/0	8/0		+/2			7/4	1+/2	1+/0		
	12/10	1/1	4+/2	7+/-		1+/1			5/-	5+/-	3/4		
	12/11	1+/-	2+/3	6+/10		1+/2			4/6	4+/-	3/4		
	12-14	1/0	7/0	2/1		2+/1			7/2	3+/0	1+/0		
	12-18	1/0	3/2	8/1		2/1			3/7	2+/0	1/1		
	12-21	1/0	5/2	8/70		2+/1			5/6	2/0	2/0		
	12-28	+/0	6/0	25/60		2+/0			7/4	2+/0	2/0		
	1-2	+/0	5/0	6+/0		2/0			9/6	2/0	2/0		
	1-31	+/0	4/1	11/0		2/0			4/5	1+/1	2/0		
	1-4	+/0	3/3	35/0		2/0			1/12	2/4	2/0	(E)	
	1-11	+/0	4/2	32/0		1+/2			9/3	5/0	2+/0		
	1-15	+/0	5/0	39/0		2/0			10/0	4/0	2/0		
	1-18	1/0	3/3	25/0		1+/1			7/4	2+/2	1+/0		
	1-22	1/0	5/0	17/0		2/0			8+/0	3/0	1/0		
	1-25	1/0	4/0	17/0		1+/1			4/3	2/1	1+/1		
	1-29	1/0	2+/2	10/3		2/1			4/6	2+/0	1/0		
	2-4	+/0	3+/2	32/0		2+/0			2+/10	1+/2	1/0		
	2-9	+/0	4+/3	19/0		2/0			9/0	3/0	1/0		
	2-12	+/1	2/3	14+/3		1+/1			+/12	2/2	1+/0		
	2-16	1/0	4/0	13+/3		1+/1			8/4	2/2	1+/0		

INV	Date	CANS 6/8	6/12	12/12	6/16	BOTTLES 6/12 NR	24/12 RET	32	LT 12	LIGHT 6/12	6/12 NR
	2-18	1/0	3/3	8+/1		2+/0			8+/0	3/0	2+/0
	2-23	1/2	8/0	15/0		2/0			6/0	2/1	2/0
	2-25	1/0	3/2	17/0		2/0			4/3	2/0	2/6
	3-1	2/3	4+/3	6/12		1/2			6/7	4/4	4/0
	3-5	4/1	3+/3	11/6		1+/1			14/3	3/0	1+/3
	3-8	1/0	3/0	7/7		2/0			7/0	2/0	1+/3
	3-12	1/0	2/2	7+/5		2/0			5/5	2/0	1+/4
	3-15	1/0	4/0	4/0		1+/0			8/0	1+/0	1+/0
	3-19	1/0	3/3	8+/7		1/0			5/3	1+/3	1+/0
	3-22	+/0	6/0	14/0		2/2			6/5	2+/3	1+/0
	3-26	+/1	5/0	17/7		2+/0			8/0	2+/3	1+/3
	3-29	1+/0	4/3	11/7		1+/2			6/5	2/0	1+/1
	4-2	1+/0	4/3	12/6		3/0			10/2	1+/2	1+/3
	4-5	1/0	2/0	13/72		2+/3			2/3	2/0	1+/3
	4-8	1/3	6/0	50/40		1+/3			5/0	2+/3	1+/2
	4-12	1/0	1+/3	3+/0		1/2			4/7	2+/2	1+/3
	4-16	1/0	3+/0	4/0		2/0			8/0	3/0	1+/3
	4-19	1/0	3/0	10/10		2/0			4/0	2+/0	1+/3
	4-23	+/1	2/0	15/4		1+/4			5/0	2+/0	1+/3
	4-26	1/0	2/2	3+/0		2+/0			6/0	2+/0	1+/3
	4-30	+/1	3+/0	8/10		2/0			7/5	3+/0	1/0
	5-3	1+/0	3+/0	14/0		1+/0			10/0	2+/0	1+/3
	5-7	1+/0	2/1	6/15		1/0			4/2	1+/3	1+/0
	5-10	1+/0	2/2	4/6		1/0			8/0	1+/3	1+/3
	5-14	2/1	3/2	4+/0		3+/0			6/2	1+/2	1+/3
	5-17	1+/0	2/3	8/15		1/2			7/5	2/2	1+/3

C-10

White 5%, Blue 3.2%

COORS ROUTE CARD — 9/1/78

Lic. No. TEXAS Tax 2
Licensee
Trade Name KROGER (21)
Address 111 HILLTOP
Ty

Acct. No.	Credit 1 2 3 4 5	Tel.	Front / Side / Rear	M T W Th F	DELIVERY TIME
Salesman – Rt. No.	Lic. 3.2 5.0	Receiver			
Type	On / Off / Spec.	Owner-Mgr.			OPEN
Spec. Inst.		Buyer			

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
MONTH													
SALES													
Y-T-D													

INV	CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2
5-21	1/1	3/3	37/12			2/0			17/25	4/0	2/0		
5-24	5/1	2/3	45/0			1/2			16/0	4/0	1½/5		
5-28	1⅛/0	4½/0	31/0			2⅓/3			14/0	3/0	1⅛/0		
6-1	1/1	2/3	32/0			¾/4			9/0	2/2	1/		
6-8	1½/3	5/0	25/0			5½/3	CROWN BACK		5/6	3/1	1½/0		
6/7	1/—	7/—	29/—			3¾/—			8/5	4/—	2/—		
6/11	1/—	3½/4	14/10			2¾/1			9½/5	2¾/4	1½/—		
6-14	½/0	7/0	16/—			1½/—			6/0	5/0	—/—		
6-3	1/—	—/10	—/25			½/5			3/10	2/3	1½/0		
6-4	—/—	6/3	11/15			3½/0			7/4	3/2	1½/0	(2)	
6-25	½/—	5/3	12/3			2/2			7/5	3/2	1/1		
6-28	—/2	5/3	9/30			3/1			7/4	4/0	1/1		
6-30			8½/0			—/—							
7-2	1½/0	4/7	200/—			2/3			5/7	3/3	1/1		
7-6	—/2	4/3	90/—			4/—			1/16	3/3	½/1		
7-9	1½/—	4/3	73/—			2/2			5/7	3/3	1/0		
7-12	1¼/—	4/5	50/—			3/—			5/8	5/—	½/—		
7-16	½/1	4/7	35/—			2/2			7/16	4/4	2/—		
7-19	1½/—	6/0	26/15			3¾/—			7/5	4/—	1½/—		
7-23	½/—	4/—	20/—			1/3			4/—	4/—			
7-23	½/—	3/5	15/15			1/3			—/15	1/4	1½/—		

INV	CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2

C-11

CIRCLE S LIQUOR #3 2 36139
HOLLIS STURDY/ #1138
113 W FIFTH STREET
BUILDING B
EUREKA MO 63025

Salesman — Rt. No. 23
Type Liq
Spec. Inst.
Lic. 1 2 3 4 5 — 3.2 5.0
On
Off
Spec.
Tel. 938-6225
Receiver SHARON
Owner-Mgr.
Buyer Hollis Sturdy
Front Side Rear

1981 MONTH	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.
SALES	157	88	149	240	349	496	711	424	154	77	11
Y-T-D 1982	41	67	79	133	155	320					

INV	CANS				BOTTLES				LIGHT	DRAFT		INV	CANS				BOTTLE				
Date	6/8	6/12	12/12	6/16	6/12 NR	24/12 RET	32	LT	6/12	6/12 NR	1/4 1/2	Date	6/8	6/12	12/12	6/16	6/12 NR	24/12 RET	32	LT	6/ NH
1/12	+1	2+3	27 0		1+2		+0	1+2	2 1			3/12	+0	3 2	15 10		1+3		1 0		2 0 2+5
1/16												3/6	+3	4 0	23 0		+2		1 0		2 0 2 0
1/22	1+1	2 0	3 30		1 1		+0	3 0	1+2			D. Fr	7 1	3 0	15 7		1+3		+0		+2 2 0
1/25	2 0	3+0	24 0		+2		+1	2 0	2 2			3/22	1+3	2 0	22 0		1 0		+3		2 3 1+5
1/27	1 0	1+4	12 10		+2		1 0	1+2	3 0			3/25	1	4	13		2		1		2 3 1+0
1/30	+1	+5	+22		+3		1 0	2+3	2+3			3/29	1+0	2 2	15 20		+2		1 0	1+2	1+2 9+2
2/2	1 3	4 0	15 10		3 0		1 0	2 3	2 0			4/2	+2	1+4	25 15		+2		+1	1+1	1+4 1 0
2/7	1	1+5	25		2+1		7	1+4	1+1			4/5	1+0	3 0	38 0		+0		+0	2 0	3 0 1+0
2/11	1+1	3+4	25		2+2		6+	2+3	1+4 2			4/8			20						
2/14	1+0	5 0	12 0		2 0		+0	4 0	3 0			4/12	1+3	+7	35		+2		+1	2	1+2 +1
2/19	1+3	4 0	13 20		+2		+3	3	3 0			4/15	1+3	6 0	28 30		2 0		1 0	1+0	2 3 1 0
2/24	+1	1+5	25 5		2+3		6	3 0	2+0			4/19	1 0	4 0	40		1+3		1 0	1+3	3 1 6
2/28	+1	1+3	13 15		2 0		+3	3 0	1+2			4/23	1+2	2+5	35 25		1+2		1 0	1+5	1+5 +1
3/3	1 0	3 1	18 10		1+0		+0	+1	+2			4/26	2+0	6+0	43 0		2 0		3 0	4 0	3 0 1 0
3/4	1 0	2+2	20 0		1 0		+3	1+0	+3			4/29	2 0	2+3	50 0		+2		+1	3 0	1+2 +2
3/7	+1	2 0	18 0		+2		+1	1 2				5/3	1+3	3 4	35 20		1+0		1 0	2+0	2 +2 1+0
3/15	1 0	1+0	16		1+3		1 0	1 0	1+0			5/10	1 0	3 3	35 0	-4	1+3 2		+1	2 2	3 2 1+0
3/18	1+0	+2	13 10		1 0		1 0	+2	+2			5/14	+2	3 5	28	4 0	1 2		+1	3 0	3 1 +2
3/21	1 3	1+2	15 10		1 0		1 3	2 0	2 0			5/21	2 0	4 0	45 3	2 0	1 0		+1	-4	2 1 1
3/24	1+0	+3	8 10		+1		1 0	1+2	+2			5/24	1 0	5 0	40	1+3			2 0	3 10	3 0 1 0
3/28	+	2+2	16 10		1+3		+1	2	2 0			5/27	3 0	3 5	45 150	1+2	2 3		1 0	10 0	2 3 +2
3/25	+1	1 0	22 10		+2		1 0	2	2 0			6/1	+2	2 5	55 0	+2	1 3		3 1	5 0	3 3 1+0
4/23	1 0	3 0	20 0		1+3		1 0	1+3	1+3			6/2	1+3	5 0	30 20	+2	2+3		3 0	3 0	3 0 1+0
4/22	1 0	2 2	10 15		3 0		1 0	+2	+2			6/7	1+4	- 5	43 -	1+2	1+4 3		1+2 - 5		1+2 - 1
5/1	1 0	3 0	25 0		1 0		1 0	1+3	3 0			6/11	-	- 5	30	2+4	- 5		1+1	4 -	2+4 4
5/8	+1	2 3	20 0		+1		+1	5	5			6/14	- 2	2 5	22 40	2 0	2 3		+2 0	2 10	1 0 +1

White 5%, Blue 3.2%

COORS ROUTE CARD — 9/1/78

C-14

CDC

Lic No. Territory 2

Licensee Eagles #3

Trade Name 113 W. Fifth (3)

Address

Acct. No.	Credit 1 2 3 4 5	Tel.	Front	M	DELIVERY TIME
	Lic. 3.2 5.0		Side	T	
Salesman – Rt. No.	On	Receiver	Rear	W	
Type	Off	Owner-Mgr.		Th	OPEN
	Spec.			F	
Spec. Inst.		Buyer			

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
MONTH													
SALES													
Y-T-D													

INV	CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16	Kill	6/12 NR	24/12 RET	32	12#	6/12	6/12 NR	1/4	1/2
17	2/0	5/5	20/40	1/0	2½/0	5/0		½/0	9/0	10/5	2/0		
21	2/2	2/10	35/40	½/0	1½/3	1/5		½/0	7/0	7/0	1⅓/0		
25	4/3	4/10	35/20	3/1	1½/-	3/5		-/1	2/10	4/5	1/1		
9-2	1/2	3/10	10/-	-/2	½/-	1/5		½/1	6/-	4/5	1½/-		
9-6	1/2	5/2	50/0	1/-	-/-	-/5		½/1	9/0	7/0	1/0		
9-9	1/2	3/-	20/60	-/1	-/1	2/2		1/-	7/-	6/-	1½/2		
9-12	2/-	-/10	35/40	1/-	1/-	3/-		1/-	2/10	1/5	2/-		
9-16	1/3	3/10	40/40	1/3	1/-	2/5		+/-	6/-	3/5	1½/-		
	3/-	4/10	45/30	2/-	½/-	3/2		1/-	4/5	4/5	1/2		
23	1/2	5/-	40/40	-/2	½/1	1/3		1/-	4/-	5/-	1½/-		
26	1/3	-/-	45/-	1/1	1/-	1/3		1/-	4/-	2/10	½/1		

INV	CANS					BOTTLES			LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16	✓	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4	1/2

C-13

TERRITORY 43

DIERBERGS #6 Dan 25645
DIERBERGS WEST INC/#1055
CLAYTON & CLARKSON
ELLISVILLE MO 63011

Acct. No.	Credit ① 2 3 4 5	Tel. 394-2254	Front	M	DELIV TIM
	Lic. 3.2 5.0	Receiver DAVE	Side	T X	
Salesman – Rt. No. 749 22	On		Back	W	6:30
Type SUPERMKT	Off X	Owner-Mgr. RAY MUCKERMAN		Th	OPE
Spec. Inst.	Spec.	Buyer MIKE MARCINO		F X	

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	To
MONTH													
SALES	204	180											
Y-T-D													

INV	CANS				LT	BOTTLES			LIGHT		DRAFT		INV	CANS				LT	BOTTLES			LIGHT		DR
Date	6/8	6/12	12/12	6/16	14/12	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	14/12	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4
12/27	18	11	32		110	7			8	7			4/13	17	8	49		5	3			8	2	
12/4	17	15	62		80	7			12	6			4/20	14	9	28		9	4			10	4	
12/8		14	54		90	6			9	6			4/23	14	13	40		14	7			14	6	
12/15	14	22	28		82	6			14	4			4/27	14	10	31		14	5			11	4	
12/20	14	10	100		80	8			14	6			4/30	18	12	25		6	5			3	6	
12/29	2	9	39		80	8			11	5			5/4	14	8	19		9	9			7	5	
1/5	2	7	24		8	8			8	5			5/9	12	12	23		12	3			9	2	
1/8	2	10	18		7	4			7	4			5/11	34	11	13		9	3			7	5	
1/12	2	7	10		3	A			3	4			5/18		3	27		12	4			5	2	
1/16	2	7	11		2	2			12	13			5/24	3	12	100		14	8			10	6	
1/20		5	18		5	2			11	2			6/2	2	4	62		7	5			5	5	
1/29	14	8	65		8	4			12	4			6/4	2	10	65		9	5			9	5	
2/3	14	7	80		5	3			5	3			6/8	2	12	12		6	5			8	5	
2/9	12	10	34		9	5			5	2			6/15	2	10	42		35	6			8	3	
2/16	11	8	23		8	3			9	2			6/22	1	7	26		22	7			8	5	
2/24	12	8	19		8	4			8	3			6/29	2	11	12		10	10			17	9	
2/27	14	12	17		8	3			10	5			7/2	2	19	120		23	10			3	6	
3/1	13	8	20		10	4			5	3			7/7	1	11	20		16	3			15	7	
3/2	1	11	20		14	4			10	3			7/11	1	11	28		9	5			8	7	
3/5	1	14	60		16	4			9	5			7/16	3	11	40		10	3			9	6	
3/9	1	9	34		6	3			10	3			7/20	1	10	60		13	2			15	3	
3/16	14	17	45		12	5			15	6			7/27	14	13	30		11	5			7	4	
3/23	1	12	67		10	3			8	3														
3/30	1	8	63		11	6			8	5														
4/2	1	12	44		15	5			12	4														
4/6		9	30		11	9			7	4														

C-14

White 5%, Blue 3.2%

COORS ROUTE CARD — 9/1/78

CDC

KROGER CO THE #587 25807
THE KROGER COMPANY/ #114
1298 CLAYTON ROAD
ST LOUIS MO 63011

Acct. No.
Credit 1 2 3 4 5
Lic. 3.2 5.0
On
Off X
Spec.
Tel 991-6855
Receiver Bob
Owner-Mgr. Bob Cooper
Buyer
Front
Side
Rear
M X
T
W
Th
F X
DELIVERY TIME
OPEN

Spec. Inst.

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Tota
MONTH													
SALES	120	167											
Y-T-D													

INV		CANS				LT	BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16	12/12		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2
1/30		6½	36		39		1½				4	½		
12/4		4	30		35		½				3½	1		
12/7		4½	25		31		½				1½	1		
12/11		6½	25		30		1½				5¾	½		
12/14		6¼	21		27		2½				5	1¼		
12/18		5	15		20		2				3	1		
12/28		6½	32		41		1½				4¾	½		
1/4		6	37		43		2				2	1½		
1/11		5	35		41		1				2	1		
1/16		4½	29		34		1				5	1		
1/19		3½	17		21		1				4	1		
1/25		8	18		26		2				5	½		
1/29		3	31		34		1½				4½	1¼		
2/3		1	10½		15		1½				½	½		
2/8		½	12		17		½				4	½		
2/15		2½	5½		7½		1				1½	2		
2/19		1	2½		7½		2				6½	1½		
2/23		1	9½		14½		3				9½	5		
2/26		1	9½		19		3				7½	2½		
3/1		½	8½		15		2½				7½	2½		
3/5		¾	3½		6½		3				6½	2½		
3/8		½	9½		13		2½				5	1½		
3/16		¾	2½		5		1½				5½	1		
3/19		½	5½		6		2½				4½	2		
3/22		¾	7½		9		1½				4½	2		
3/26		¾	6½		8		1½				4½	2		

INV		CANS				LT	BOTTLES				LIGHT		DRA
Date	6/8	6/12	12/12	6/16	12/12		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4
3/29		¾	5½		6½		½				5½	1½	
4/2		¾	5½		9		1½				3½	1½	
4/12		¾	2½		3		1½				1	¾	
4/16		¼	4½		5		½				4¼	1½	
4/19		¾	9		10		2				5	1	
4/26		¾	7½		8		1½				5	2	
4/29		¾	5½		7½		½				5	2½	
4/30		½	7½		8		1				5½	1½	
5/3		½	5½		6½		1½				7½	2	
5/7		½	3		6½		1½		2		5	2½	
5/9			9½		10		1½		2		5	1½	
5/14			6½		8		¾		2		3	2½	
5/17			5		6		1		1		4	2	
5/21			5½		6		1		1		4	2	
5/24			7		8		1		1		4	2	
5/28			3		4		½		1		3	2	
6/1			5		6		1		1		4	2	
6/4			5½		7		1½				4½	2	
6/11			3½		4		1		1		3	2	
6/14			5½		6		1		1		4	2	
6/18			3½		4		1		1		3	2	
6/21			5½		7		1½				4½	2	
6/24			3		4		1½				4	1	
6/28			3½		5		1½				4	2	
7/2			2		3		1				3	2	
7/7			6		8		2				5	2	
7/10			5½		7		1½				5	2	
7/13			4½		5		2				4	1	
7/17													
7/21													
7/24													
7/28													

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

C-15

COORS

SCHNUCKS 25 INC #27 26741
SCHNUCKS 25 INC/ #1122
711 MANCHESTER ROAD
ST LOUIS MO 63011

Tex Kitchen 3

Acct. No.
Salesman – Rt. No. 748 22
Type SCHNUCKS MARKET
Spec. Inst.

Credit ① 2 3 4 5
Lic. 3.2 5.0
On
Off X
Spec.

Tel. 227-2330
Receiver STEVE - MIKE
Owner-Mgr. ED
Buyer AL DAVIS

Front
Side
Rear

M X
T
W
Th
F X

DELIVE TIME 7-2
OPE 7

1981 MONTH	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Tota
SALES	69	58	196	147	149	423	207	162	176				
Y-T-D 1982													

INV	CANS					BOTTLES				LIGHT		DRAFT		INV	CANS					BOTTLES				LIGHT		DR
Date	6/8	6/12	12/12	6/16	LT 12/12	6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	LT 12/12	6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4
11/30	3/4 –	5 3	29 3/4		29 1/2	1 1/4 –				9 1/4 –	1 1/4 –			5/12	– 1	5 2/3	5/5		9 –	1 –				1 1/4 5	1 1/4 –	
12/4	3/4 –	6 5	20 3/4 –		27 –	1 1/4 –				6 1/2	1 1/4 –			5/15	1/2 –	9 –	6 1/2 –		– 10	3/4 –				4 5	1 1/4 –	
12/9	3/4 –	7 1/2 3	28 –		26 –	1 1/4 –				3 1/2 5	1 1/4 –			5/19	1/2 –	5 1/2 5/5	3 5		7 1/2 –	– 2				7 –	1 1/4 –	
12/11	3/4 –	10 1/4 –	27 –		8 1/2 –	1/2 –				6 1/4 –	1 –			5/22	1/2 –	9 1/4 –	6 –		3 1/2 5	1 3/4 –				6 –	1 1/2 –	
12/14	3/4 –	6 3/4 5	10		23 –	1/4 1				5 5	1 –			5/26	1/2 –	8 1/4 4	3 5		6 –	1 1/2 –				9 5	1 1/2 –	
12/18	1/2 –	8 10	8 1/2 15		20 –	1/4 2				5 1/4 10	1 –			5/29	1/2 –	8 3/4 4	7 1/4 –		4 3	1 1/4 –				5 1/4 3	1 1/2 –	
12/21		11	15 0											6/2	1/2 –	11 –	2 1/2 5		5 –	3/4 1				3 1/4 –	1/2 1	
12/28	– 1	11 5	9 0 –		11 –	2 –				8 –	3/4 –			6/9	1/2 –	9 –	3 12 0		2 10	1 3/4 –				4 1/2 5	1 –	
1/4	1 –	11 –	7 0 –		8 1/2	1 1/2 –				6 3/4 2	– 1			6/12	1/2 –	7 –	3 0		7 –	1 –				2 –	3/4 –	
1/8	1 –	9 1/2 –	5 9 –		6 –	3/4 –				7 –	1 –			6/16	1/2 –	5 1/2 5	1 5		5 1/2 –	1 –				9 1/2 5	3/4 –	
1/15	3/4 –	8 2	3 3 –		– 6	1/2 –				3 1/2 5	1/2 –			6/19	1/2 –	9 5	5 9 –		3 10	1 1/2 2				3 1/4 –	1/4 –	
1/15	3/4 –	5 1/2 3	3 6 –		2 1/2 3	1/2 2				5 1/2 –	1 –			6/23	1 1/2 –	8 4	3 4 –		8 –	3/4 –				4 1/2 5	1/2 –	
1/18	3/4 –	7 1/2 –	3 2 –		4 –	1/2 –				5 1/2 5	3/4 –			6/26	1/2 –	10 –	2 8 –		9 –	1/2 –				5 –	1 –	
1/22	3/4 –	6 1/2 –	2 8 –		1 5	1/2 –				2 3	1/4 –			7/3	1 1/2 –	5 1/2 5	2 4 –		5 15	1/2 –				5 5	1 –	
1/25	3/4 –	3 1/2 5	2 4 –		1 1/2 –	– 1				1 1/2 5	+ 1			7/14	1 –	5 1/2 5	2 4 –		5 15	1/2 –				5 5	1 –	
1/29	3/4 –	6 –	2 2 0		1 1/2 5	– 2				5 1/2 –	3/4 –			7/21	1 –	9 –	1 5 4		11 10	1 –				3 10	3/4 –	
2/3	3/4 –	1 5	1 3 –		2 1/2 5	2 –				1/2 5	1/2 –			7/28	1/2 –	7 –	1 1 6 0		18 6 0	3/4 –				7 –	3/4 –	
2/8	1/2 2	5 1/2 10	1/2 15		3 15	2 –				1/2 5	1/2 –			8/4	– 1	3 1/2 –	4 9 10		5 2 –	1/2 –				5 1/2 –	1/2 –	
2/12	1/2 –	6 1/2 5	1 0 0 –		10 –	1/2 –				2 3	– 2			8/11	1 –	6 –	2 5 –		10 –	– 2				5 5	1/2 –	
2/16	1/2 –	9 1/2 –	7 1/2 –		6 1/2 –	1 1/2 –				4 3	1/2 1			8/18	1 –	5 1/2 10	2 0 –		30 –	1 1/2 –				7 1/2 –	– 2	
2/19	1/2 –	7 1/2 –	2 1/2 20		5 –	1/2 3				5 –	1 1/2 –			8/25	– 2	9 1/2 –	2 15		3 1/2	1 1/2				10 1/2 –	1 1/2 –	
2/23	1/2 –	10 –	1 1/2 –		2 1/2 10	1 –				1/2 6	3/4 1			8/31	1 1/2 –	6 –	6 –		2 1/2 –	1 1/2 –				4 1/2 –	1 1/2 –	
2/26	1/2 –	10 1/2 –	1 3 1/2 –		2 –	1 –				4 1/2 –	1 1/2 –			9/4	1/2 –	6 1/2 –	5 1 0		2 1/2 0	1 1/2 –				12 –	1 1/2 –	
3/1	1/2 –	10 1/2 –	8 –		8 –	1 –				4 1/2 –	1 –			9/7	1/2 –	2 1/2 5	5 0 –		20 –	1 1/2 –				11 –	1 1/2 –	
3/5	1/2 –	9 1/2 –	7 –		5 1/2 –	1 –				4 1/2 –	1 –			9/16	– 1	9 –	6 5 –		11 –	1 –				2 1/2 –	1/2 –	
3/8	1/4 1	8 2 1/2 –	3 1/2 5		5 1/2 –	1 –				4 1/2 –	1/2 1			9/18	1 –	5 –	5 1/2 –		10 –	1 1				3 1/2 5	1/2 –	

White 6%, Blue 3.2%

COORS ROUTE CARD – 8/1/78

C-16

Lic. No. Texas Jerky 3
Licensee
Trade Name Schnucks
Address 711 Maryland (3)
City

Acct. No.	Credit 1 2 3 4 5	Tel.	Front / Side / Rear	M / T / W / Th / F	DELIVERY TIME
Salesman – Rt. No.	Lic. 3.2 5.0	Receiver			
Type	On / Off / Spec.	Owner-Mgr.			OPEN
Spec. Inst.		Buyer			

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
MONTH													
SALES													
Y-T-D													

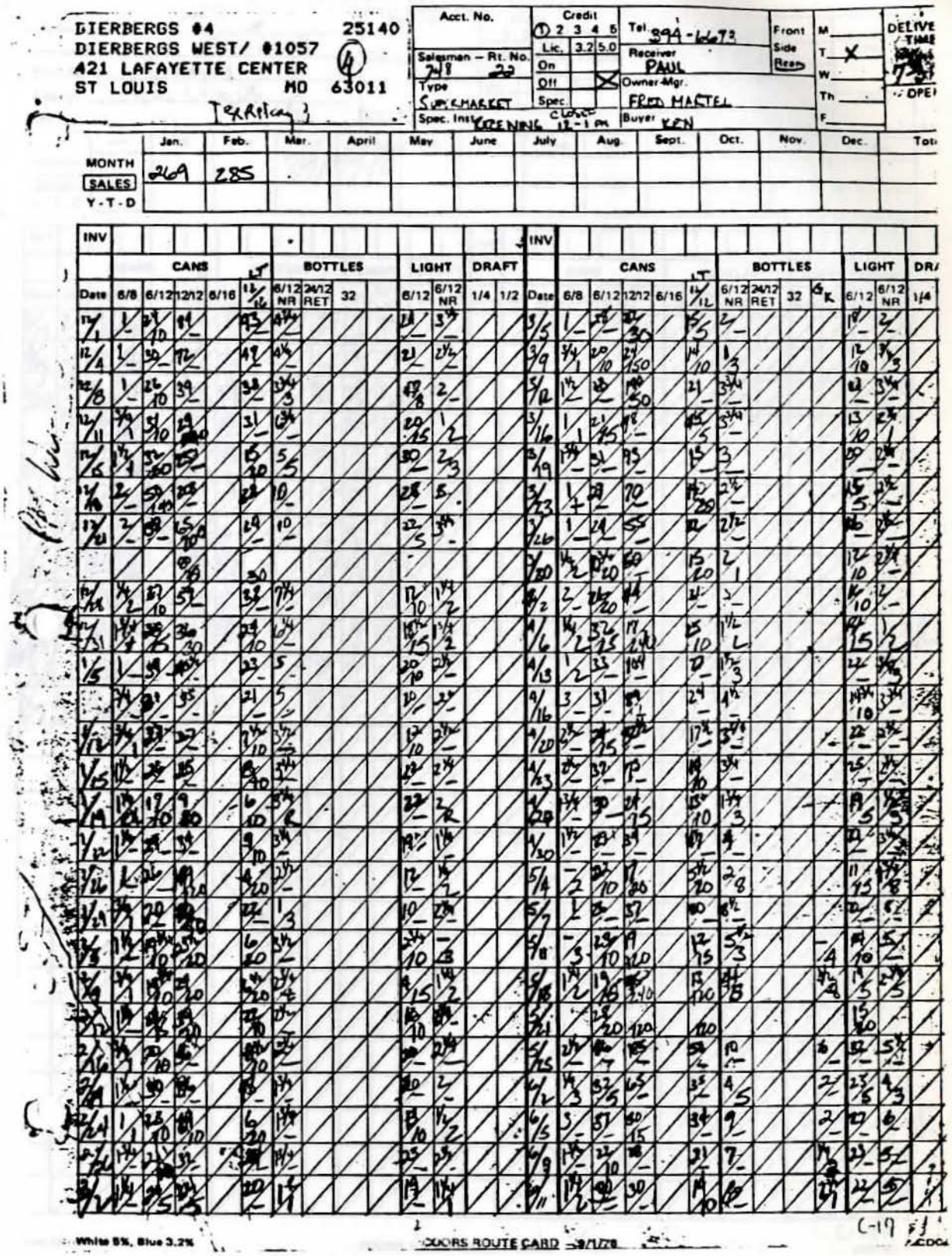
INV	CANS					BOTTLES			LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16	1/6 1/12	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4	1/2
7/16	4	3½	4½		9	1			5	1½		
7/20	1	5	3½		3	1½			3½	1½		
7/27	1	12	2½		6½	2			3	1½		

INV	CANS				BOTTLES			LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4	1/2

White 5%, Blue 3.2%

COC RS ROUTE CARD – 9/1/78

CDC-6L 1



DIERBERGS #4 25140
DIERBERGS WEST/ #1057
421 LAFAYETTE CENTER
ST LOUIS MO 63011

Acct. No.
Credit 1 2 3 4 5
Lic. 3.2 5.0
On
Off
Spec
Tel. 994-6673
Receiver PAUL
Owner-Mgr. FRED MAETEL
Buyer KEN
Front
Side
Rear
Salesman — Rt. No. 248 22
Type SUPERMARKET
Spec. Inst. EVENING CLOSED 12-1 PM
M
T X
W
Th
F
DELIVE TIME
DPE

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Tot
MONTH													
SALES	269	285											
Y-T-D													

INV														INV													
	CANS					BOTTLES				LIGHT		DRAFT			CANS					BOTTLES				LIGHT		DR
Date	6/8	6/12	12/12	6/16	11½	6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	11½	6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4
11/1	1	23 10	84		23	43				28	3			3/5	1	28	30		15	2				18	2	
11/4	1	30	72		42	44				21	2½			3/9	¾ 1	20 10	24 150		14 10	1 3				12 10	¾ 3	
11/8	1	26 10	39		38	3¾ 3				17 8	2			3/12	1½	30	19 50		21	3¾				12	3¾	
11/11	¾ 1	31 10	29 80		31	6¾				20 15	1 2			3/16	1 1	21 15	18		15 5	3¾				13 10	2¾ 1	
11/15	1¾ 1	32 20	52		15 20	5 5				30	2 3			3/19	1¾	31	23		15	3				20	2¾	
11/18	2	59 100	208		28	10				28	5			3/23	1	28	70		15 20	2½				15 5	3½	
11/21	2	59	65 100		29	10				22 5	3¾			3/26	1	24	55		12	2½				16	2¾	
			98		30									3/30	¾ 2	30 40	60		15 20	2 1				12 10	2¾	
11/28	¾ 2	37 10	52		32	7¾				17 10	1¾ 2			4/2	2	22 20	44		21	2				11 10	2	
12/1	1¾ 1	35 25	36 20		29 10	6¾				15 15	1¾ 2			4/6	1¾ 2	32 25	17 120		15 10	1½				12	1	
12/5	1	58	103		23	5				20 10	2¾			4/13	1 2	33	104		10	1¾ 3				12	3¾	
	¾	31	35		21	5				20	3¾			4/16	3	31	89		24	1½				10	3¾	
12/12	¾ 1	33	32		7¾ 10	5¾				12 10	2¾			4/20	2¾	24	72		17½	3½				22	2¾	
12/15	1½	36	85		8 10	5¾				23	2¾			4/23	2	32	75		10	3¾				25	3¾	
12/19	1¾ 2	19 10	9 80		6 10	5¾ R				22	2 R			4/29	3¾	30	31 75		15 10	1¾ 3				15	3 5	
12/22	1¾	34	32		9 10	3¾				19½	1¾			4/30	1¾	23	59		17	4				12	3¾	
12/26	1	26	89 10		4 20	2¾				17	1½ 2			5/4	2	22 10	17 20		5½ 20	2 8				11 15	3¾ 8	
12/29	¾	20	88 20		22	1 3				10	2¾			5/7	1	32	57		30	8½				12	6	
1/3	1¾ 2	45¾ 10	57 20		6 20	3¾				24¾ 10	2 3			5/11	3	28 10	19 120		12 15	5½ 3			4	14 10	5½	
1/9	¾ 1	19 10	29 20		3¾ 20	4¾				15	1¾ 2			5/18	1¾ 2	19 16	40		15 10	3¾ 15			½	15	2¾ 3	
1/12	1¾	28	59 20		22	5				16 10	2			5/21		28 20	120		100					15 20		
1/16	¾ 1	20 10	46 20		22 20	5¾				20	2¾			5/25	2¾	40	125		50	10			6	12	5¾	
1/19	1	30	58		22	5				20	2			6/1	1¾ 2	32 15	65		35	4 5			2	23 15	4 3	
1/24	1	25 10	69 10		6 20	1¾				13 10	1½ 2			6/5	3	31	40 15		34	9			2	20	6	
1/26	1¾	23	37		8	1¾				25	2¾			6/9	1¾	22 10	18		21	7			1¾ 3	23	5	
1/31	1¾ 2	24 15	32 15		20	1¾				19	1½ 2			6/11	1¾ 2	30	30		14 10	10			3¾	22	5	

White 5%, Blue 3.2%

COORS ROUTE CARD 2/1/78

C-19

Lic. No. 20-00

Licensee Parkway 3

Trade Name Diggers

Address 431 Lafayette

City

Acct. No.	Credit 1 2 3 4 5	Tel.	Front / Side / Rear	M	DELIVERY TIME
	Lic. 3.2 5.0			T	
Salesman – Rt. No.	On	Receiver		W	
Type	Off	Owner-Mgr.		Th	OPEN
	Spec.			F	
Spec. Inst.		Buyer			

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
MONTH				3914	4778								
SALES													
Y-T-D													

INV	CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16	12/16	6/12 NR	24/12 RET	32	5¢	6/12	6/12 NR	1/4	1/2
6/15	2	19	26		22	5			3½	14	4½		
6/18	2	36	29		14	1			1½	22	3½		
6/22	14½	29	39		20	3½			4½	20	3		
	13	44	29		19	10			1½	25	6½		
6/27	29	29	30		18	8½			2½	19	4½		
7/2	4	37			24	3			1	24	2		
7/7	34	32			19	6			2	14	5½		
7/13	25	30			18	5½			5	18	2½		
7/16	3	38	54		12	5½			4½	20	4½		
7/20	2	40	43		24	3½			2½	14	5½		
7/25	3	29	39		22	9			2½	19	7		
7/27	3	17	25		18	6			½	17	7		

INV	CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

CMA

COC-6L 1

NATIONAL SUPER MARKET - 26039
NATIONAL MKT INC/ #264
79 NATIONALWAY SHOPPING CENTER
ST LOUIS MO 63011

Acct. No.
Salesman – Rt. No. 74C 27
Type Fac
Spec. Inst.
Credit 1 2 3 4 5
Lic. 3.2 5.0
On
Off X
Spec.
Tel. 227-2493
Receiver MIKE HETZEL
Owner-Mgr. VAN
Buyer TERRY
Front
Side
Rear
M X
T
W
Th
F X
DELIVE
TIME
OPE

1981	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Tot
MONTH SALES	109	274	244	281	479	654	238	324	283				
Y-T-D 1982													

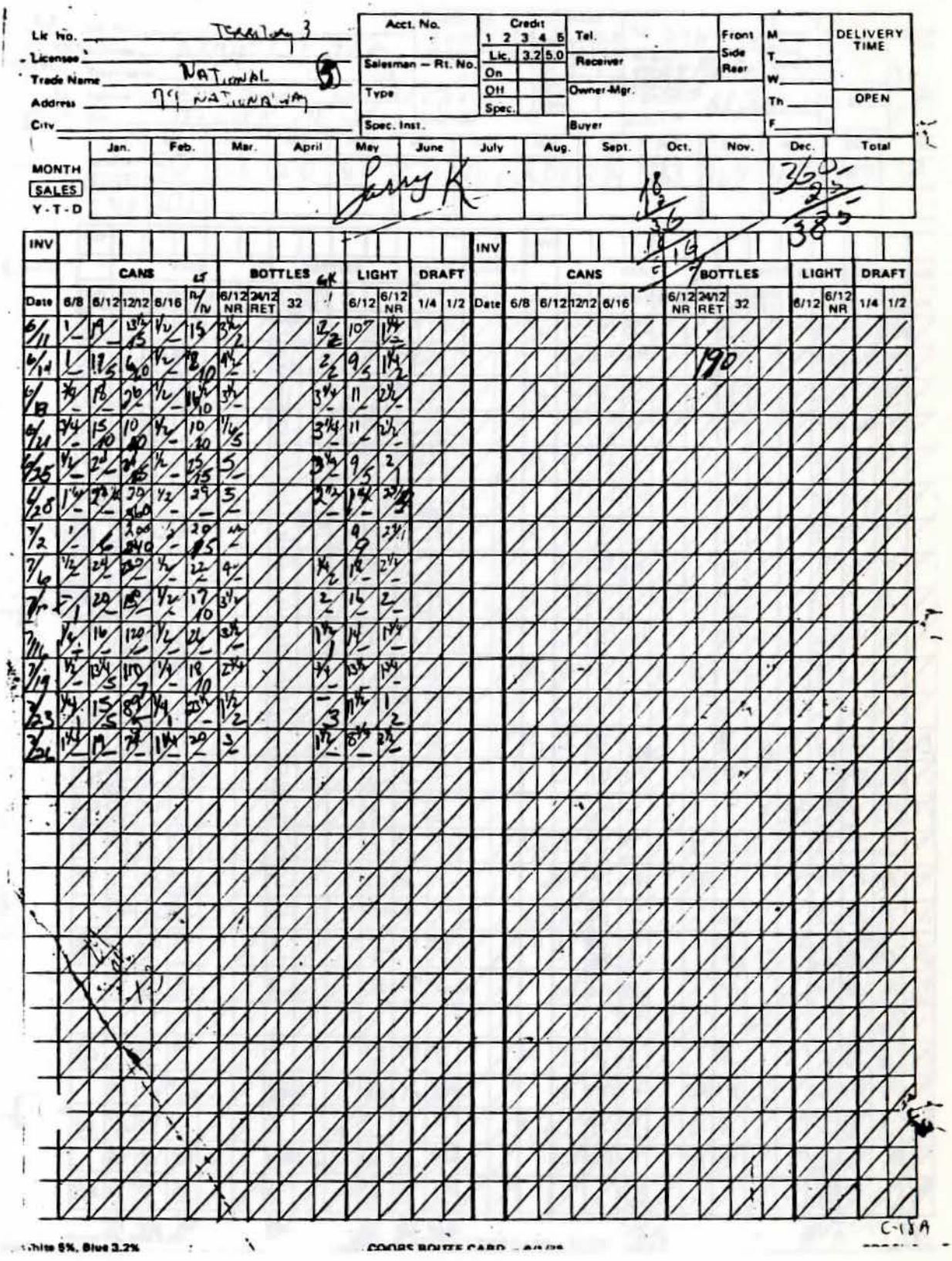
INV		CANS					BOTTLES			LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16	12/12	6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2
11/30	1/4	18 3/4	53	1/4	52	6 3/4				10 1/4	3/4		
12/4	1/4	17	46	1 1/4	48	5				9 1/2	1 1/2		
12/9	1 1/4	16	42	3/4	45	4 3/4				5 3/4	2		
12/11	3/4	12 1/2	36	3/4	41	3 3/4				9	2 1/4		
12/14	3/4	8	24	1/2	30	3 3/4				9 1/4	2 1/4		
12/19	3/4	13	40	1/2	51	3				9 1/4	1 3/4		
12/21	1	16 1/2	49	1/2	27	4 1/4				10 1/2	3 1/2		
12/28	1	19	57	1/4	28	5 1/2				14	2 1/4		
12/31	3/4	12 3/4	43	1 3/4	45	3 1/2				10 1/2	2 3/4		
1/4	1 1/4	10 1/2	36	1 1/4	42	3 1/4				12	2 1/4		
1/8	1	14	33	1 1/4	10 1/2	3 1/4				12	2 1/4		
1/11	3/4	8 1/2	27	1 1/4	8	2				11	1 1/4		
1/15	3/4	10 1/2	22	1 1/4	8 1/2	2				8 1/2	1 1/4		
1/19	3/4	9 1/2	15	3/4	14	1 1/4				5 1/2	3/4		
1/22	1/2	12 1/2	30	3/4	8 1/2	2 1/4				6 3/4	1 1/4		
1/26	1	4 1/2	10	1/2	4	2				5 1/2	1		
1/29	1	10 1/2	20	1/2	3	2 1/2				6	2		
2/2	1	14	33	1 1/4	11	2 1/4				8	2		
2/5	1	11	18 1/2	1 1/4	19	2 1/4				7 1/2	1 1/4		
2/9	3/4	11	18 1/2	1 1/4	19	1 1/4				2 1/2	1 1/4		
2/12	1 1/4	8 1/2	24	1/2	17	2 1/4				9	2 1/4		
2/15	3/4	13	19 1/2	1 1/4	11	2				8 1/2	2 1/4		
2/19	3/4	11	18 1/2	1 1/4	19	1 1/4				2 1/2	1 1/4		
2/23	1 1/4	9 1/2	17 1/2	1 1/4	10	2				7 1/2	2 1/4		
2/26	1 1/4	12 1/2	20	1	8	3 1/4				11	2 1/4		
3/3	1	8	10	1	5	2 1/2				8	2		
3/5	1	7	15	1	15	1 3/4				9 1/2	2		

INV		CANS					BOTTLES				LIGHT		DR
Date	6/8	6/12	12/12	6/16	12/12	6/12 NR	24/12 RET	32	6k		6/12	6/12 NR	1/4
3/8	3/4	8 3/4	11	1 1/4	14	2 1/4					7 1/4	3	
3/12	1 1/2	11 1/2	22	1 1/2	21	1 1/2					9 1/4	2 1/2	
3/15	1 1/4	9 1/2	21 1/2	1	17	1 1/2					8 1/4	2	
3/19	1 1/2	13 1/2	24 1/2	1	16 1/2	2 1/4					7 3/4	2	
3/22	1 1/2	11	24	1	17 1/2	3					8 1/4	4	
3/26	1	9	22	1	15	2 1/2					6 1/4	3 1/2	
3/29	1/2	12 1/2	22 1/2	3/4	16 1/2	2 1/2					7 1/2	3 1/2	
4/2	1	10 1/2	20	3/4	18	2 1/4					9	3	
4/5	2	12 1/2	19 1/2	3/4	25 1/2	1 1/2					8 1/2	2 1/2	
4/12	1 1/2	9 1/2	5	1/4	8 1/2	2 1/4					7 1/2	1 3/4	
4/16	1 1/2	11	21 1/2	3/4	15 1/2	2					5 1/2	2 1/4	
4/19	1	13 1/2	30	3/4	17 1/2	2					11	2 1/2	
4/23	1 1/2	11 1/2	30	3/4	15	1 1/2					10	2 1/2	
4/26	1 1/2	12 1/2	19 1/2	3/4	15 1/2	3 1/4					7 1/2	2 1/2	
4/30	1/2	10 1/2	24	1/2	20	2 1/4					9 1/2	2 1/2	
5/3	1 1/2	12 1/2	13	3/4	15	1 1/2					10	3	
5/7	1	20 1/2	22	3/4	22	4 1/2					12	2 1/2	
5/10	1/2	11	30	3/4	18	4 1/2					7	3	
5/14	1	10 1/2	19	1/2	16	3 1/2				3 1/2	7 1/2	3 1/2	
5/17	1	17	19	3/4 R	15	4 1/2				4	9 1/2	2 1/2	
5/21	1	15	15	1/2	20	4 1/2				5 1/2	9	2 1/2	
5/24	1	14	9	1/2 R	27	4 1/2				4 1/2	7 1/2	1 1/2	
5/28	1/2	16	7	1/2	38	3 1/2				3 1/2	11	2 1/2	
6/1	1	13 1/2	11	1/2	13	3				2	9 1/2	2 1/2	
6/4	1	23	30	1/2	11	3				3	13	2	
6/7	1/2	19 1/2	26	1/2	9	2 1/2				2	12	1 1/2	

White 6%, Blue 3.2%

COORS ROUTE CARD – 8/1/78

C-18



Lic No. [illegible] 3
Licensee
Trade Name NATIONAL
Address [illegible] NATIONAL WAY
City

Acct. No.
Credit 1 2 3 4 5
Lic. 3.2 5.0
On
Off
Spec.
Tel.
Front Side Rear
Salesman — Rt. No.
Receiver
Type
Owner-Mgr.
Spec. Inst.
Buyer
M T W Th F
DELIVERY TIME
OPEN

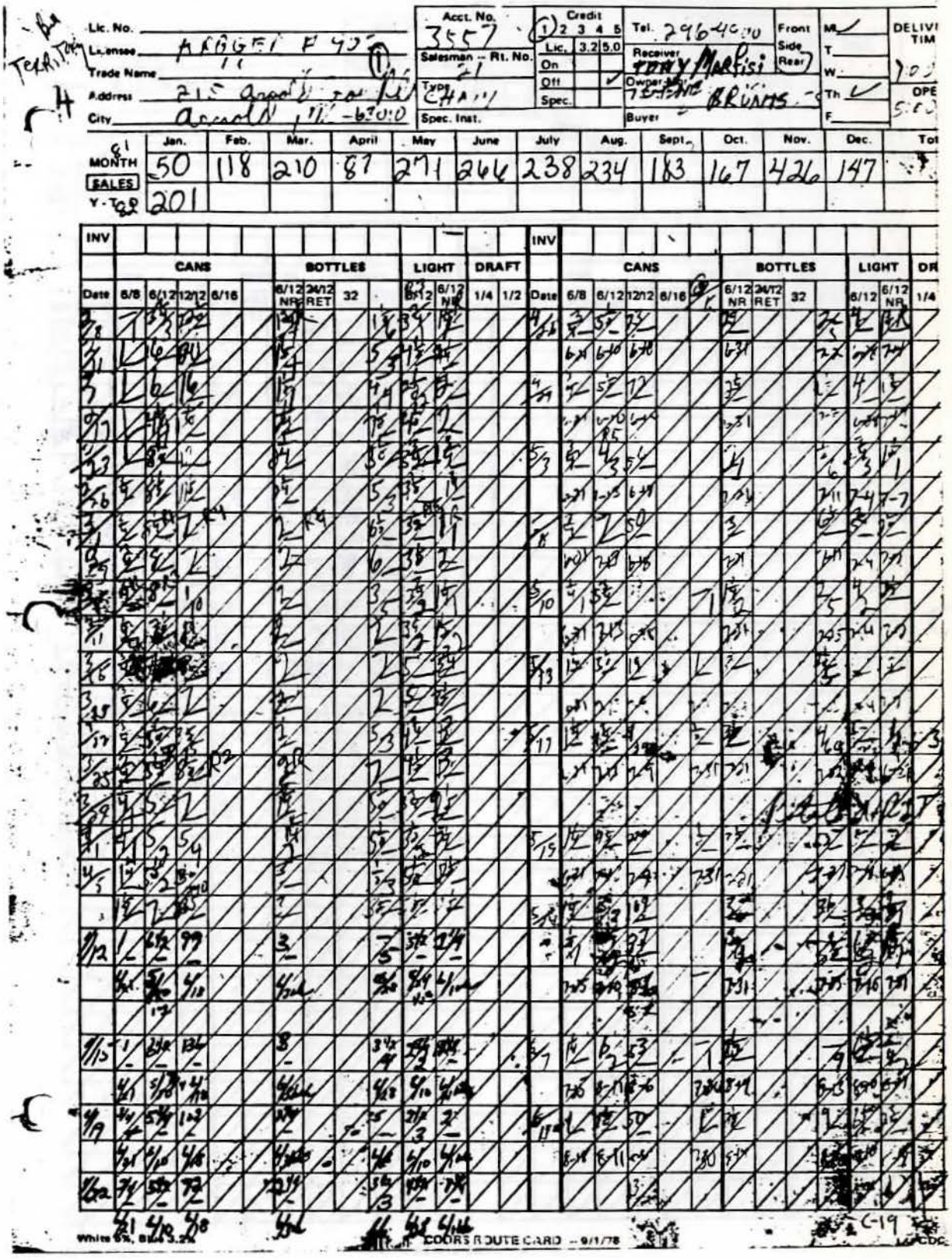
	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
MONTH													
SALES													
Y-T-D													

Jerry K

INV	CANS					BOTTLES			LIGHT		DRAFT		INV	CANS					BOTTLES			LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16	P/IV	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2
6/11	1	19	13½	½	15	3½			12	10⁷	1¼															
6/14	1	17	6	½	18	4½			2	9	1¼									180						
6/18	¾	16	20	½	14½	3½			3¾	11	2½															
6/21	2¾	15	10	½	10	1½			3¾	11	2½															
6/25	1½	22	24	½	25	5			3¾	9	2															
6/28	1¼	23½	20	½	29	5			2½	14	2½															
7/2	1	6	2		20	4½				9	2¾															
7/6	1½	24	20	½	22	4½			1¾	12	2¼															
7/9	1	20	18	½	17	3¼			2	16	2															
7/16	¾	16	12	½	24	3½			1¾	14	1¾															
7/19	½	13¾	11	¼	18	2¾			¾	13½	1¾															
7/23	¼	15	8	¼	23	1½			3	11¾	1															
7/26	1¾	19	7	1¾	20	3			1¾	8½	2½															

C-15A

White 5%, Blue 3.2% COORS ROUTE CARD



Lic. No.
Licensee ARGIFI F 93
Trade Name
Address 21 Grand Ave
City Acton, Mass. 01720

Acct. No. 3557
Salesman -- Rt. No. 21
Type CHAIN
Spec. Inst.

Credit (1) 2 3 4 5
Lic. 3.2 5.0
On
Off ✓
Spec.

Tel. 796-4010
Receiver TONY Marfisi
Owner-Mgr. TERRENCE BRUNNS
Buyer

Front
Side
Rear

M ✓
T
W
Th ✓
F

DELIV TIM 10:
OPE 5:0

81	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Tot
MONTH	50	118	210	87	271	266	238	234	183	167	426	147	
SALES Y-TD	201												

INV	CANS					BOTTLES				LIGHT		DRAFT		INV	CANS					BOTTLES				LIGHT		DR
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4
3/8														4/26												
3/11																										
3/18														4/27												
3/23																										
3/26														5/3												
4/1																										
4/8														5/4												
4/15																										
4/22														5/10												
4/29																										
5/6														5/13												
5/13																										
5/20														5/17												
5/27																										
6/3																										
6/10														5/19												
6/17																										
6/24														5/26												
7/1																										
7/8																										
7/15																										
7/22																										
7/29																										
8/5																										
8/12																										
8/19																										
8/26																										
9/2																										
9/9																										
9/16																										
9/23																										
9/30																										
10/7																										
10/14																										
10/21																										
10/28																										
11/4																										
11/11																										
11/18																										
11/25																										
12/2																										
12/9																										
12/16																										
12/23																										
12/30																										

White 6%, Blue 3.2%

COORS ROUTE CARD — 9/1/78

C-19

No. Terry 4
Name Kroger
e Name 215 Arnold
ress (1)

Acct. No.	Credit 1 2 3 4 5	Tel.	Front / Side / Rear	M / T / W / Th / F	DELIVERY TIME
Salesman – Rt. No.	Lic. 3.2 5.0 / On	Receiver			
Type	Off / Spec.	Owner-Mgr.			OPEN
Spec. Inst.		Buyer			

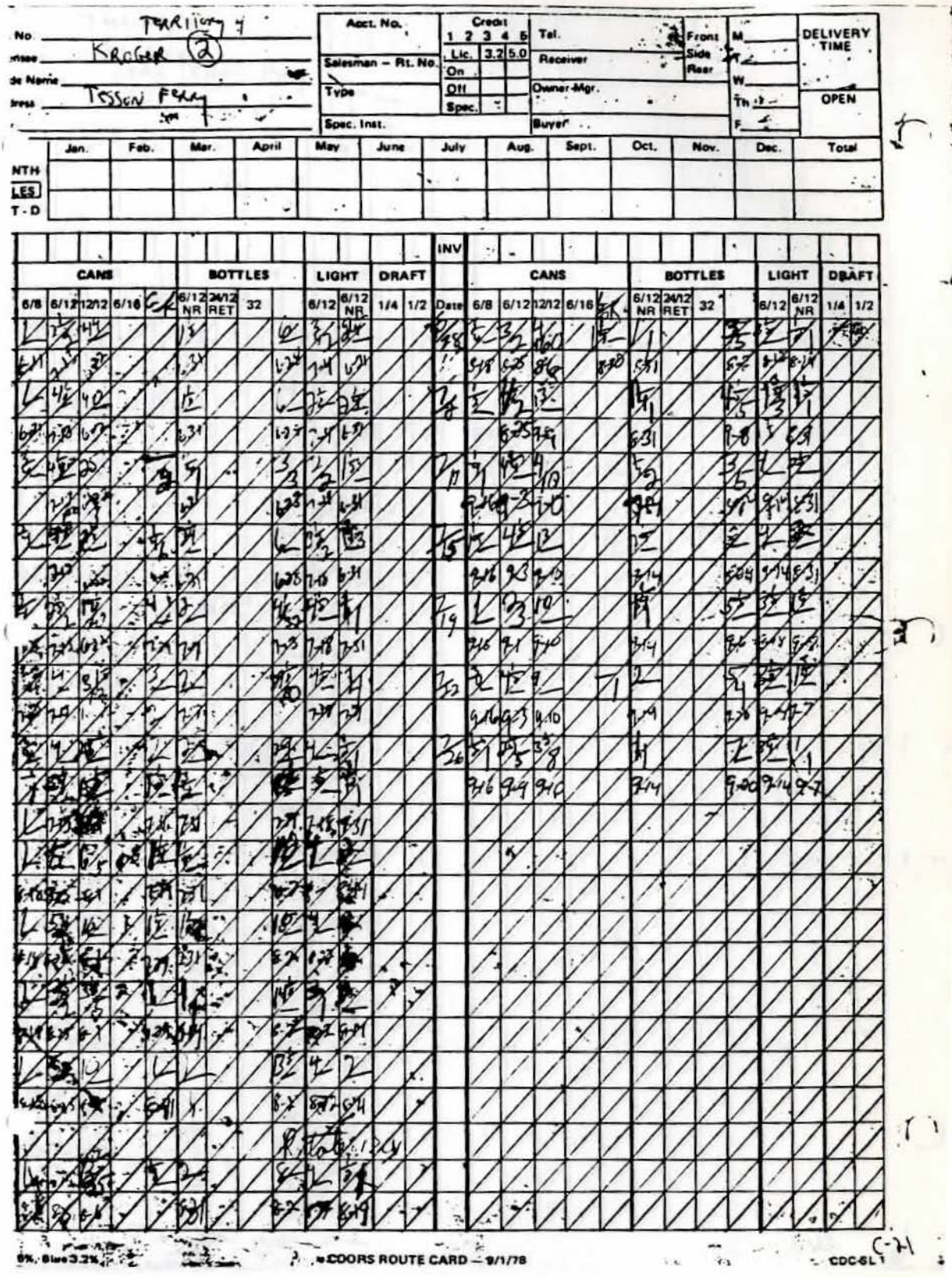
	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
ITH													
ES													
- D													

CANS				BOTTLES				LIGHT		DRAFT		INV	CANS				BOTTLES				LIGHT		DRAFT	
6/8	6/12	12/12	6/16	6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2

5,7Blue 3.2%

COORS ROUTE CARD – 9/1/78

C-20



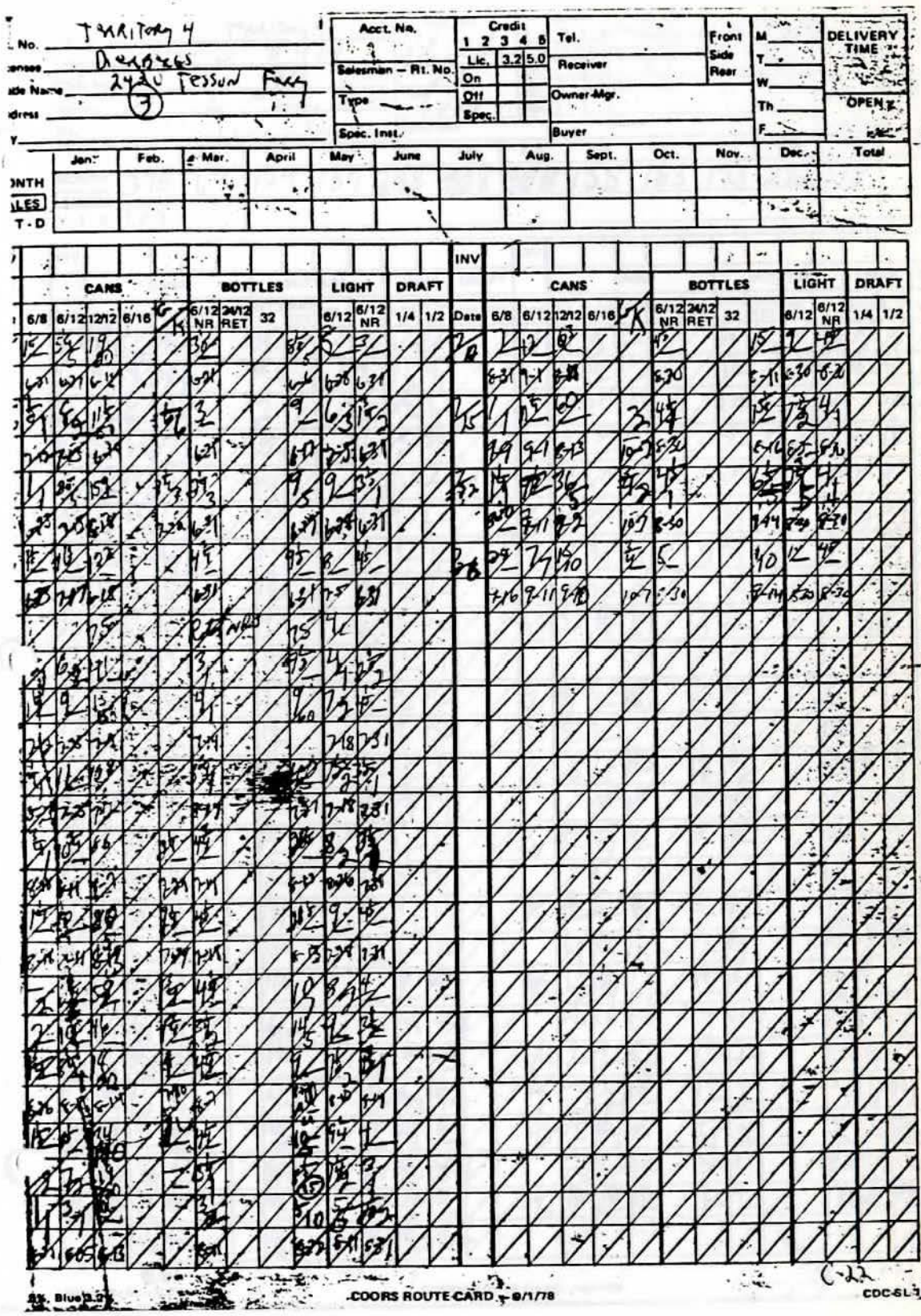
No. Terrilyn 4
Kroger (2)
de Name
Tessen Ferry
Acct. No.
Salesman – Rt. No.
Type
Spec. Inst.
Credit 1 2 3 4 5
Lic. 3.2 5.0
On
Off
Spec.
Tel.
Receiver
Owner-Mgr.
Buyer
Front
Side
Rear
M
W
Th
F
DELIVERY TIME
OPEN

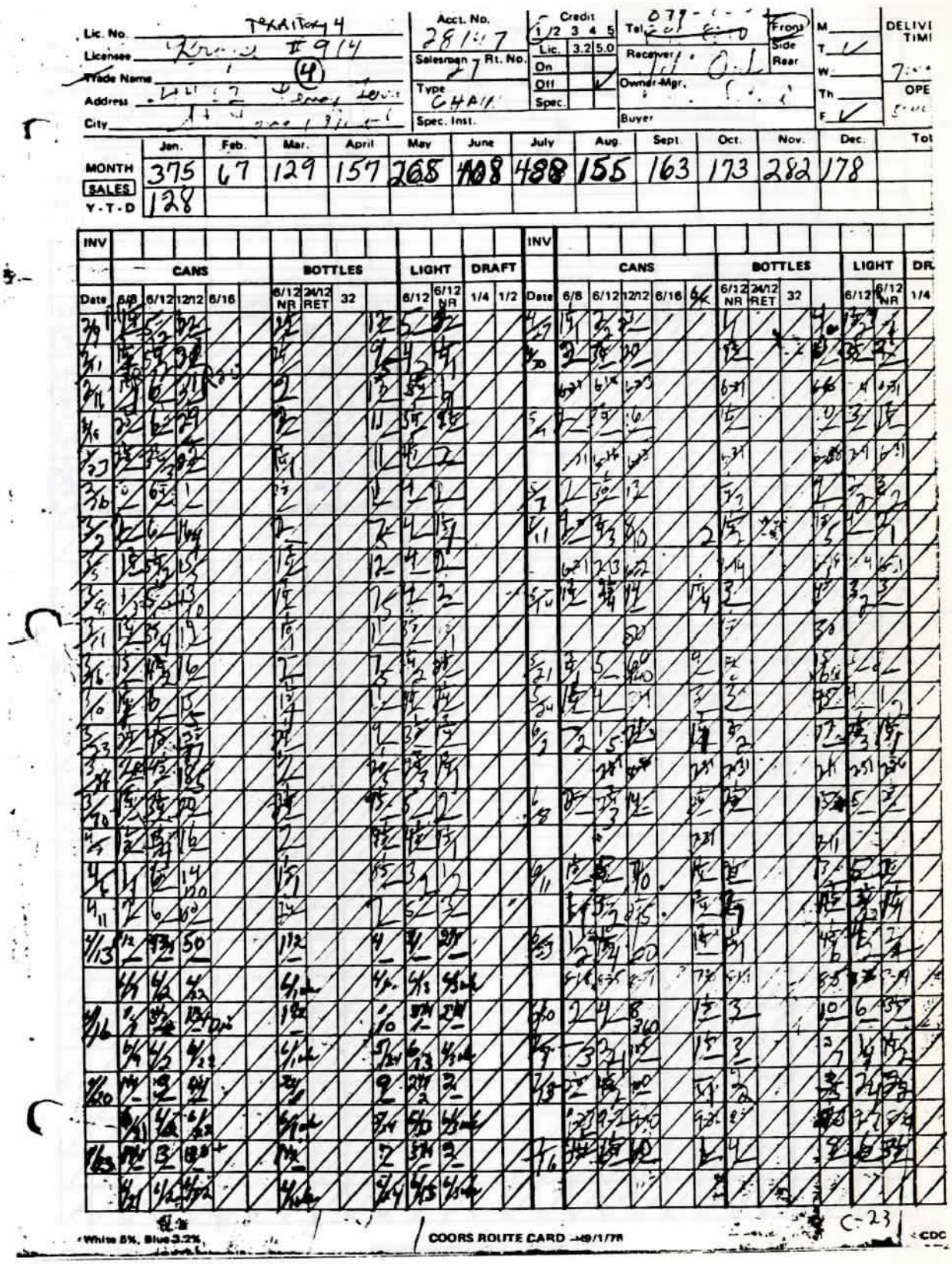
	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
NTH													
LES													
T-D													

CANS					BOTTLES				LIGHT		DRAFT		INV	CANS					BOTTLES				LIGHT		DRAFT	
6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2

C-21

8%, Blue 3.2% — COORS ROUTE CARD — 9/1/78 — CDC-6L1


No. TERRITORY 4
Licensee DARREGS
Trade Name 2420 TESSUN FREE
Address (7)
City
Acct. No.
Credit 1 2 3 4 5
Lic. 3.2 5.0
Salesman — Rt. No.
On
Type
Off
Spec.
Spec. Inst.
Tel.
Receiver
Owner-Mgr.
Buyer
Front Side Rear
M T W Th F
DELIVERY TIME
OPEN
Jan. Feb. Mar. April May June July Aug. Sept. Oct. Nov. Dec. Total
MONTH
CASES
T-D
CANS BOTTLES LIGHT DRAFT
6/8 6/12 12/12 6/16 6/12 NR 24/12 RET 32 6/12 6/12 NR 1/4 1/2
INV
Date
CANS BOTTLES LIGHT DRAFT
6/8 6/12 12/12 6/16 6/12 NR 24/12 RET 32 6/12 6/12 NR 1/4 1/2
Blue 3.2
COORS ROUTE CARD 9/1/78
CDC-6L-1


Lic. No.
Licensee
Trade Name
Address
City
Acct. No.
Salesman
Rt. No.
Type
Spec. Inst.
Credit
1/2 3 4 5
Lic. 3.2 5.0
On
Off
Spec.
Tel.
Receiver
Owner-Mgr.
Buyer
Front
Side
Rear
M
T
W
Th
F
DELIVERY TIME
Jan. Feb. Mar. April May June July Aug. Sept. Oct. Nov. Dec. Tot
MONTH 375 67 129 157 268 408 488 155 163 173 282 178
SALES Y-T-D 128
INV
CANS
BOTTLES
LIGHT
DRAFT
Date 6/8 6/12 12/12 6/16
6/12 NR 24/12 RET 32
6/12 6/12 NR
1/4 1/2
White 8%, Blue 3.2%
COORS ROUTE CARD 9/1/78
C-23
CDC

No. TERRITORY 4
nsee
de Name KROGER
ress 443 E Lemay Ferry

Acct. No.	Credit 1 2 3 4 5	Tel.	Front / Side / Rear	M / T / W / Th / F	DELIVERY TIME
Salesman – Rt. No.	Lic. 3.2 5.0 / On / Off / Spec.	Receiver			OPEN
Type		Owner-Mgr.			
Spec. Inst.		Buyer			

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
NTH													
LES													
T - D													

CANS					BOTTLES				LIGHT		DRAFT		INV	CANS					BOTTLES				LIGHT		DRAFT	
6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2

5%, Blue 3.2%

COORS ROUTE CARD — 9/1/78

C-24

CDC-SL 1

GLASER DRUG CO #31 :34102
GLASER DRUG CO/ #1298
12450 TESSON FERRY
ST LOUIS MO 63128
(5) Tuesday 4

Acct. No.
Salesman – Rt. No. 21
Type CHAIN
Spec. Inst.
Credit (1) 2 3 4 5
Lic. 3.2 5.0
On
Off
Spec.
Tel. 843-1300
Receiver TRUCK
Owner-Mgr. GIL HUSKINS
Buyer
From Side Rear
M. T. W. Th. F.
DELIVER TIME 9.c.
OPEN 9

1981 MONTH	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
SALES	7	4	56	33	86	69	74	20	35	24	91	82	
Y-T-D 1982	12												

INV	CANS				BOTTLES			LIGHT		DRAFT		INV	CANS				BOTTLES			LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4	1/2
11/5												5/6											
11/9																							
11/10												5/13											
11/20																							
11/30												6/10											
12/7																							
12/14																							
12/28												6/25											
1/4																							
1/11												2/1											
1/14												1/7											
1/25												2/14											
2/8																							
2/11												2/21											
2/25												2/28											
3/1																							
3/8												3/15											
3/15																							
3/22												3/28											
3/29																							
4/5												4/11											
4/12												4/25											
4/19																							

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

C-25

CDC-6

Mike T — #1495

Licensee: TERRILL ENT.

Trade Name: Schnucks #92 (1)

Address: 10550 BAPTIST Church Rd.

City: St. Louis Mo. 63128

Acct. No.	Credit	Tel.	Front	M ✓	DELIVERY TIME
28639	2 3 4 5	842-1616	Side	T	
Salesman – Rt. No.	Lic. 3.2 5.0	Receiver GREG	Rear	W	11:00
23	On			Th	OPEN
Type GROCERY	Off ✓	Owner-Mgr Jim CAITO		F	7 AM
Spec. Inst.	Spec	Buyer GARY, Keith			

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
MONTH													
SALES Y-T-D	30	131	16	95	174	100	100	93	53				

INV	CANS					BOTTLES				LIGHT		DRAFT		INV	CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32	12	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2
10/14	0	2	2			1			4	3	0						15										
10/22	1	5	11			1			4	6	1			11/19	1	7	33			1		10		6	1		
11/2	1	3	25			1			6	4	1																
11/9	1	5	15			1			4	4	2			4/14	1	5	5			1		11		4	1		
11/16	1	4	15			1			5	4	1			5/3	1	4	9			4		10		4	1		
11/28	1	4	12			1			5	5	1			5/10	1	5	25			1		5		2	1		
11/30	1	4	1			1			11	4	2			5/17			40										
12/7	0	7	4			3			9	3	1			5/24	0	5	3			1		11		0	0		
12/14	0	3	0			5			6	3	1			6/2	1	8	18			1		6		1	1		
1/1	1	5	4			1			3	4	1			6/9	0	5	9			1		13		5	1		
1/4														6/16	1	6	21			3		5		3	1		
1/15	1	4	4			3			2	3	1			6/22	1	3	7			1		4		4	1		
1/18	1	5	5			4			4	4	1			6/29			1										
1/26	1	4	33			1			1	4	1			7/1			39								1		
2/14	1	6	32			3			2	3	1			7/7	0	2	3			0		10		3	1		
2/26	1	4	25			1			1	3	1			7/13	1	6	27			3		9		7	3		
2/9	1	7	4			0			3	4	1			7/20	0	4	24			1		10		4	3		
2/16	1	5	5			2			4	2	1			7/27	1	2	1			1		7		3	1		
2/23	1	3	7			1			4	5	1			8/3	1	2	2			1		10		7	1		
3/2	1	4	2			1			1	4	1									1					1		
3/9	1	4	9			3			3	4	1																
3/16	1	4	7			3			5	4	1																
3/21	0	7	4			3			4	5	1																
3/29	1	6	5			3			3	2	1																
4/5			5						5	4	1																
4/12	3	4	1			0			5	4	1																

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

C-36

CDC-5

Lic. No. 1134 TRAILER 5
Licensee Schucks 35 Inc. (2)
Trade Name Rock Bottom FooD's #28
Address 10760 WATSON
City St. Louis MO 63129

Acct. No.	Credit (1) 2 3 4 5	Tel. 822-3001	Front / Side / (Rear)	M ✓ T W Th F ✓	DELIVERY TIME
15121	Lic. 3.2 5.0	Receiver KEVIN			AM
Salesman – Rt. No. 33	On	Owner-Mgr. D			OPEN
Type Groc	Off ✓				
Spec. Inst.	Spec.	Buyer DENNIS YOUNG			

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec	Total
MONTH													
SALES													
Y-T-D													

INV														INV													
	CANS					BOTTLES				LIGHT		DRAFT			CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32	12 CT	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2
6/21		14½ 5	47 10			3 6			11 6	3 0	2½ 0																
6/28			0 200																								
7/1			150 200						0 10																		
7/6		3½ 2	200 0			3½ 1			9 4	1 0	1 1																
7/12		4½ 4	150 0			1½ 0			3 5	0½ 2	1¾ 0																
7/16		3½ 2	48 0			1½ 0			5 3	4 6	1¾ 0																
7/19		0½ 0	13 0			1 0			4 5	3 2	1½ 1																
7/25		3 3	0 20			½ 1			3 6	3½ 2	1½ 0																
7/29		2 4	8 10			1 1			8 0	5½ 0	1½ 0																
7/30		6½ 0	7 10			½ 0			4½ 5	3½ 2	1 6	MOVED															
8/2		5 6	5 20			1½ 0			4 10	4½ 0	1 0																

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

C-27

COORS L 1

Lic. No. — — Tax Key 5
Licensee
Trade Name Shop N Save
Address 5750 So. Lindbergh
City St. Louis Mo. 63123

Acct. No. 38632
Credit 1 2 3 4 5
Lic. 3.2 5.0
On
Off ✓
Spec.
Tel. 842-0103
Receiver Glenn
Front
Side
Rear
Salesman – Rt. No. 33
Type Grocery
Spec. Inst.
Owner-Mgr. GARY
Buyer DON

M ✓ T W Th F
DELIVERY TIME Before 11:00 AM
OPEN 7:00 AM

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
MONTH													
SALES													
Y-T-D	50	185	145	84	198	224	244	209	160	149			

INV														INV													
	CANS					BOTTLES				LIGHT		DRAFT			CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2
10/6	0/2	2 2/3	4 5/6	1 1/4	–	1 1/2			4/20	2 3/4	3 1/4			4/2	1 1/2	3 1/4	5 1/2	3 1/4	0/5	2 1/2			11 1/2	1 1/2	3 1/4		
10/14	1 1/2	3 1/4	3 1/0	1/0	0 5	1 1/3			6/20	1 1/4	1 1/2			4/16			10 2										
10/20	1 1/4	3 1/2	23 15	1 1/4	1 1/4	3 1/2			16/5	3/0	2 3/4			4/23	3 1/4	3/3	8 9/0	3 1/4	0/5	0/3			6/0	1/2	0/2		
10/27	1 1/2	3 3/4	50	1/0	3 1/2	3 1/4			12 1/4	2 1/2	1			4/26	1 1/2	5	5 9/0	1 1/4	1/10	3			1 1/2	1 1/4	1 1/2		
11/3	1 1/2	2 3/4	30	1 1/2	2 1/2	3 1/2			1 1/2	1 1/4	1 1/4			5/1	1 1/2	3	5 1/2	3 1/4	2 1/2	2 1/2			10/6	1 1/4	1 1/2		
11/10	3 1/4	3 1/4	20 1/2	1 1/4	1 1/2	2 3/4			12 1/2	2	1 1/2			5/8	1	5 3/4	5 0										
11/17	0/2	3 1/4	6 1/2	1 1/4	1 1/2	2 1/2			14 1/2	2 1/2	1 1/2			5/14	0/2	4 3/4	6 1/2	1	5 1/3	2 1/2			8	2 1/4	2		
11/24	0/2	1 3/4	11	1 1/4	1 1/2	2 1/2			11 1/2	2	1 1/4			5/11	3 1/4	2 1/2	5 3/4	1 1/2	5 1/4	2			14 2	2 1/2	1 3/4	0/3	
12/1	1 3/4	4 1/4	13 1/2	1/0	2/0	1 3/4			10 4/0	3 1/4	3 1/4			5/17			12 6						6 0				
12/8	1/0	3 1/4	11/0	3 1/4	0 4	1 1/4			9 2/0	3 1/4	3 1/4			5/18	1/0	3 1/4	10 2	1/0	1 1/2	3 1/4			12 2/0	3 1/4	2 1/4	1/2	
12/15	1 1/2	4/2	1 1/0	1 1/2	1 1/4	3 1/4			5 1/2	0/3	0/2			5/24	1/0	5 3/4	8 1/0	1/2	4/0	1 1/2			12 4	2 1/2	2/2	7 1/4	
12/22	1/0	5/0	7 7/0	1 1/2	4/0	1 3/4			35/0	3/0	2 1/4			5/25					6								
12/29	1 1/4	1/5	6 1/0	1 1/4	4/0	1/1			23/0	2 1/2	1 1/2			5/31	1		5 0										
1/5	3/4	4 1/2	13 1/2	1 1/4	3 1/2	1 1/2			15/2	2/2	1 1/4			6/2	1/–	4 1/2	6 4/–	3/4	7/–	1 1/2			13 2/0	2 1/2	1 1/2	2 1/2	
1/12	1/4	2 3/4	12 1/2	3/4	0 6	1 1/4			9 1/4	1/1	1/1			6/6	0/2	1 1/4	5 4	0/1	5 1/2	1 1/2			9 1/2	2/0	1 1/4	2 1/4	
1/19	1/0	4 1/2	7 1/2	3/4	X	0/2			7 1/2	3/4	1 1/4			6/15	1 1/4	5 1/4	4 0 1/2	1/4	2 1/2	1 1/2			11/5	1/1	1/1	3/0	
1/20	3/4	1 1/2	7 5	2					2					6/22	1 2/0	1/5	3 0 1/2	3/4	5 1/2	3/4			4 1/2	1 1/4	1 1/4	1 1/2	
1/26	3/4	1 1/2	2 1/2	1/2	0 4	0/2			5 1/2	1 1/2	1/2			6/28	1 2/0	5/0	6 5/1	3/4	7/0	3/4			13/0	1 1/2	2/0	1 1/2	
2/9	1 1/4	2 1/2	3 5/0	1/0	2 3	2 3/4			8/0	1/1	0/2			6/29			5 0 5 0										
2/16	3/4	4 1/4	12/0	3/4	0/2	2 1/4			7 1/2	1 1/4	1/2			7/11			7 2 3 0										
2/17					4									7/9	1 1/2	3 1/2	7/0	1	2/6	1/0			4 1/2 10	1 1/2 3	1/2	0/2	
2/24	1 1/2	5 1/2	11 1/2	1/4	3	2 1/4			11/0	2 1/4	2 1/4			7/13	1 1/2	4 1/2	5 5/0	1 1/2	7/0	1/0			7 1/2	2	1/2	1 1/2	
Mar	1 1/2	5/0	11/6	1 1/2	1 1/2	3 1/4			2 1/2	1 1/2	1 1/2			7/20	3 1/4	4 1/2	4 0	3 1/4	1 1/2	1 1/4			6 1/2	1 1/2	0	0	
19	1 1/2	4/0	1/0	1 1/2	0 4	2 1/2			2 1/2	3 1/4	1/0						6						10				
3/16	3 1/4	2 1/2	4/5	3 1/2	1/5	2 1/2			7 1/2	1 1/2	1 1/4			7/27	1 1/2	3 1/2	3 0	1 1/2	4/0	1/0			5 1/2	1/20	1 1/2		
3/23	1 1/2	4 1/2	2/0	1 1/4	3 1/2	2 1/2			8/0	1 1/2	1 1/4			8/3	1 1/2	11/10	12 1/2	1 1/2	4 1/2	1/0			11 1/2	7 1/2	2/0	0/2	

White 6%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

CDC-SL-1

Lic. No. TAVERN 5
Licensee
Trade Name NATIONAL
Address 421 N. KIRKWOOD
City St. Louis Mo. 63122

Acct. No. 26071
Salesman — Rt. No. 33
Type GROCERY
Spec. Inst.

Credit: 2 3 4 5 / Lic. 3.2 5.0 / On / Off ✓ / Spec.

Tel. 821-2091
Receiver JULIE
Owner-Mgr. TOM WOODS
Buyer JULIE

Front / Side / Rear

M ✓ T W Th F ✓

DELIVERY TIME 7-4
OPEN 7:00

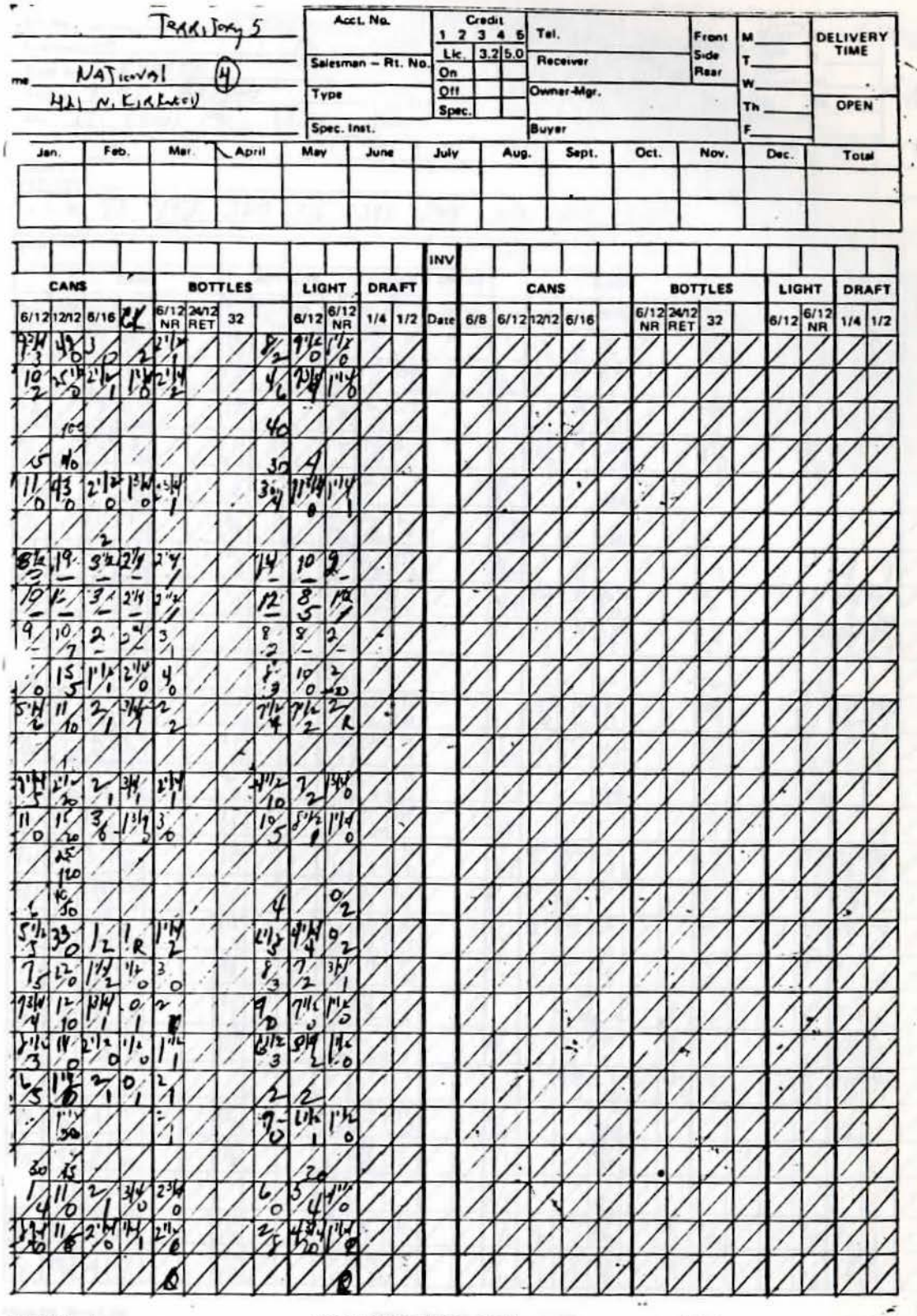
	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
MONTH	75	184	45	245	212	341	259	191	206				
SALES													
Y-T-D													

INV	CANS					BOTTLES				LIGHT		DRAFT		INV	CANS				BOTTLES				LIGHT		DRAFT	
Date	6/8	8/12	12/12	6/16	12 PK	6/12 NR	24/12 RET	32	12	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2
10/9	2 1	6 3	26	1 1		1 2			3 2	5 2	2 1			1/22	1 0	12	18	1 0	2			1	6			
10/10	2 1	5 4	21	1 0		1 1			9 0	6 2	1 0			1/5	1	10 0	17	3 1	3			1 0	5 1			
10/19	2 1	5 5	9 2	0 1		0 3			5 5	6 2	1 2			1/29	1 2	9 0	3	3 1	3			6 3	6 0			
10/25	2 1	7 4	17 10	1 1		1 2			8 0	5 3	2 0			2/8	1 2	6 7	12 16	1 2	2			2 6	5 4			
10/26	2 0	9	17 10	1 1		3 0			9 0	6 0	1 0			2/12	3 1	11 0	15 0	1 2	2			3	6 0			
10/30	2 1	5 2	8 3	1 1		2 0			8 0	5 2	1 0			2/16	1 0	10 0	11 0	1 2	4 0			5	7 2			
11/2	2 2	10 5	4 2	1 2		2 0			5 3	5 3	1 1			2/22	1 0	7 5	2 0	3 2	2 3			5 2	6 2			
11/6	2 1	9 5	35 20	1 1		1 1			5 0	8 0	1 1			3/1	3 2	5 5	17 0	1 0	0			5 5	8 2			
11/9	2 1	7 0	33 20	1 0		2 1			7 1	7 0	2 0						10		2							
11/16	2 1	3 10	11 25	1 2		1 2			6 25	4 3	1 2			3/8	1	5 3	21	1	3 0			4 10	3	1 0		
11/20			3			2			25					3/12	1				2					1		
11/23	2 1	11 0	5 2	1 1		4 0			20 10	6 3	0			3/15	1	10 0	23 16	2 0	12			12	7 0	2		
11/29	3 0	5	35 10	1 1		3 0			18 0	5 2	1			3/19	1 2	5	17 0	2 0	3 0			9	5	1 0		
12/6	1 1	7 2	28 0	3 1		3 0			9 0	7 2	1 1			3/22	1 1	10 0	9 0	1	5			5 0	5 0	1		
12/14	2 0	6 4	14 3	1		2 1			6 3	6 0	2			3/26	2 0	10	14 0	1	3			6 3	7 2	1 0		
12/17	2 1	5 2	15 0	1 1		2 1			8 0	7 2	2			3/29	1 2	8 5	9	1	3			4 5	7 2	1		
12/21	1 1	6	6 4	0 1		2 1			2 3	6 2	0			4/2	1	5		2	2							
12/24	1 0	9 3	11 10	1 1		2 0			9 0	7 0	1 0			4/5			100									
	1	3	LC 4	1		1			4	3	—			4/6												
12/31	1 0	12 0	15	1 0		3 0			7	5 0	1			4/12	2	11 0	30	4 2	1			6 5	5 4	1		
1/4	0	4 4	11 0	1 1		2 1			4 0	4	1 2			4/19	1	9 2	28 0	1 2	3			9	5 0	2		
1/4	2	3 7	0 20	0 1		1			0 6	5 3	1			4/20	1	9 2	25 0	3 0	2			9 0	6 0	1 0		
1/8	1 2	7 5	15 5	0 2		2 1			2 2	5 3	1 0			4/26	2 1	5 2	30 9	2 1	5			5 5	4 4	2 0		
1/11	2 1	4	10 0	3 1		3 1			9 3	7	1			4/30	0	2	17 0	3 0	2			2	2	1		
1/15		4	5	1										5/3	1	9	10	3 0	2			3	7 2	1 2		
1/18	2 0	11 2	10 10	1 1		2			9 5	7 1	1 0				1	2	40 10	1	1			2	2			

White 5%, Blue 3.2%

COORS ROUTE CARD — 9/1/78

C-19
CDC-6L 1



TRAK Jay 5

me NATIONAL (4)

421 N. KIRKWOOD

Acct. No.	Credit 1 2 3 4 5	Tel.	Front / Side / Rear	M / T / W / Th / F	DELIVERY TIME
Salesman – Rt. No.	Lic. / On / Off / Spec. — 3.2 / 5.0	Receiver			OPEN
Type		Owner-Mgr.			
Spec. Inst.		Buyer			

Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total

CANS				BOTTLES				LIGHT		DRAFT		INV	CANS				BOTTLES				LIGHT		DRAFT	
6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2

Lic. No. Terr Rep 5 (6)
Licensee
Trade Name KROGER
Address 9445 GRAVOIS
City St. Louis MO 63123

Acct. No. 46420
Salesman – Rt. No. 33
Type GROCERY
Spec. Inst.

Credit: 2 3 4 5 | Lic. | 3.2 | 5.0 | On | Off ✓ | Spec.
Tel. 631-5200
Receiver GARY
Owner-Mgr. FRED DANIELS
Buyer GARY
Front / Side / Rear

DELIVERY TIME: M ✓ T W 3:00 Th F — OPEN

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
MONTH													
SALES Y-T-D	73	95	267	136	295	244	156	165	135				

INV	CANS					BOTTLES			LIGHT		DRAFT		INV	CANS					BOTTLES			LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	C.K	6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2
9/5		5 3/4 0	20 0			1 1/4 3			2 1/2 10	2 1/2 1			9/6	1 1/4 D	5 0	30 0			1 1/4 0		35		2 3/4 0	1 1/4 0		
10/10		3 3/4 2	10 10			1 1/4 1			6 4	1 1/2 2	3 1/4 2		9/15	0 1	3 3/4 3	11 1/4 C			1 1		38 C		1 1/2 2	1/2 1		
10/19		5 1/4 2	11 1/2 C10			1 3/4 0			6 4	2 0	2 1/2 0		9/23	1 C	5 3/4 0	6 10			1 1/4 1		39 C		2 2	1 3/4 0		
10/26		3 3/4 3	6 1/2 C0			1 1/4 1			3 1/2 8	1 1/3 2	2 0		9/29	2 1/4 6	4 3/4 1	6 1/2 10			1 1/4 0		25 0		2 1/4 2	1/2 1		
10/30			5			2			3	2			10/5			20										
11/2		3 1/2 3	8 1/2 0			2 2			9 3	2 2	2 2		10/9			20										
11/9		3 3	5 1/2 0			0 2			7 1/2 6	2 2	1 1/2 0		10/12			5			2				4	1		
11/16		3 1/2 2	5 3 C0			1 1			8 10	2 1/2 2	1		10/19	1/2 0	4 1/2 2	4 3/4 C 0			2 0		8 1/2 C		3 1/2 0	2 2		
11/20			40						40				10/26	1 1/2 11	3 1/4 2	8 1/2 0			1 1/2 0		6 1/2 2		1 1/2 2	1 1/2 0		
11/23			65 C0						34 C0				11/2			10			2		10					
11/27	1 1/4 0	3 0	5 1/2 40			1 1/4 2			30 10	2 2	1 1/2 0		11/3	3 1/2 0	5 1/4 2	1 1/2 0			1 1/2 0		11 0		2 1/2 2	1 1/2 0		
11/30	1 1/4 0	2 4	5 5 1/2 0			2 0			32 1/2 0	2 3/4 1	1 1/2 0		11/10	0 1	4 1/4 2	0 15			1 1/2 0		4 10		2 1/2 2	1 1		
12/7	1 1/2 0	4 2	4 4 0			2 0			2 0	2 2	1 1/2 0		11/17			100					40					
12/14	1 1/2 0	4 1/2 2	5 0 0			1 1			17 0	2 2	3 1/4 1		11/18						3					1		
12/21	1 1/4 0	4 2	21 300			1 1/2 0			9 10	2 2	1 1/2 0		11/29	3 1/4 0	9 1/2 1	30 0			2 1/4 0		17 1/2 0		2 1/2 2	1 1/2 R		
12/28	0 1	4 1/4 2	5 0 0			1 1			5 10	3 1	1 1		12/1	3/4 —	2 1/4 5	4 1/2 —			2 —		11 1/2 —		3 3/4 —	1 1/4 —		
1/4	1 0	5 3/4 0	28 0			1 1/2 0			6 1/2 4	3 1/4 0	2 1/2 0		12/4	1/2 —	6 3/4 —	23 —			1 3/4 —		10 1/2 —		4 1/2 —	1 1/4 —		
1/11	1 0	5 1/4 0	21 0			3 1/4 2			9 1/2 10	2 1/4 2	1 1/2 0		12/11	1/2 —	6 —	15 —			1 1/4 0		8 —		4 —	1 10		
1/18	1 0	4 1/2 2	8 5			1 1			5 5	1 1/4 2	1 1															
1/25	1 1	4 3/4 0	7 1/4 40			1 1/4 1			2 1/2 10	2 2	1 1		12/14	0 1	4 3	7 1/2 0	0		1 1		4 10		2 1/2 2	1 1/2 9		
1/29			4 1/2 C0						9				12/21	1/2 0	4 3/4 0	5 1/2 10	3/4 0		1 1/4 0		15 0		1 1/2 0	1/2 1		
2/8	1/2 0	4 4	31 0			1 1/2 2			0 10	1 1/2 3	1/4 0		12/28			100							2			
2/15	0 1	1 1	10 20			1 1/2 0			3 1/4 C0	1 1			1/1			22 15										
			26 3 C						20 1/2 25				1/3			25										
2/23	1 1/2 0	3 3/4 C	3 3 1/2 0			1 1/2 0			4 1/2 0	2 2	1 1/4 0		1/6	0 0	2 1/2 3	9 0	1/4 1		0 2		1 10		1/2	0 1		
3/1	1 1/2 0	3 4	3 0			1 1/2 0			0 0	2 1/4 2	1 1/2 0		1/14	0 1	3 1/4 2	5 0	1/4 0		1 1		6 8		1 3/4 2	1 0		

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

C-31

CDC-SL 1

Name 9445 GRAVES

Acct. No.	Credit 1 2 3 4 5	Tel.	Front / Side / Rear	M / T / W / Th / F	DELIVERY TIME
Salesman – Rt. No.	Lic. 3.2 5.0	Receiver			
Type	On / Off / Spec.	Owner-Mgr.			OPEN
Spec. Inst.		Buyer			

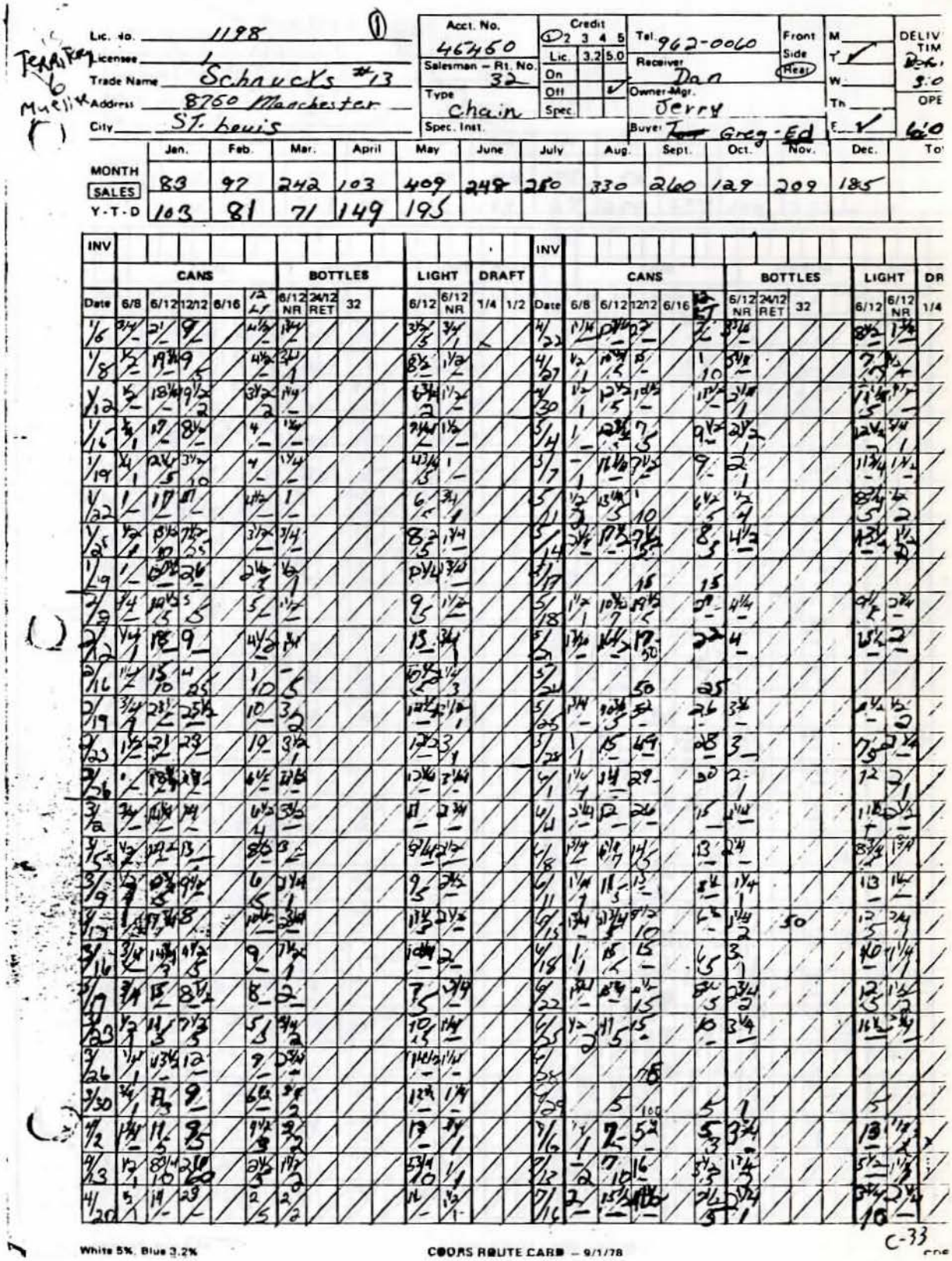
	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
M													
E													
D													

CANS					BOTTLES				LIGHT		DRAFT		INV	CANS					BOTTLES				LIGHT		DRAFT	
/8	6/12	12/12	6/16	CK	6/12 NR	24/12 RET	32	CT 12	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2
	4 1/2	5 1/2			13/0			4/4	11 1/2	1 1/2																
	3 1/2	2 0/6		0/1	3/1			1/4	9 1/2	1/1																
	15			2				10	15																	
	6/20	31 1/2 10		1/1	1/0			13/6	21 1/2 20	13 1/2 0																

Blue 3.2%

COORS ROUTE CARD – 9/1/78

CDC-6L-1



Lic. no. 1198
Licensee 1
Trade Name Schaucks #13
Address 8750 Manchester
City St. Louis

Acct. No. 46460
Salesman – Rt. No. 32
Type Chain
Spec. Inst.

Credit ① 2 3 4 5
Lic. 3.2 5.0
On
Off ✓
Spec.

Tel. 962-0060
Receiver Dan
Owner-Mgr. Jerry
Buyer Greg - Ed

Front
Side
Rear

M
T ✓
W
Th
F ✓

DELIV TIM
OPE

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	To
MONTH													
SALES	83	97	242	103	409	248	280	330	260	129	209	185	
Y-T-D	103	81	71	149	195								

INV	CANS					BOTTLES			LIGHT		DRAFT		INV	CANS					BOTTLES			LIGHT		DR
Date	6/8	6/12	12/12	6/16	12 LT	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	12 LT	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4
1/6	3/4	21	9		4 1/2	1			3 1/2	3/4			4/22	1 1/4					3 1/2					
1/8	1/2	19 3/4	9		4 1/2	2			8 1/2	1 1/2			4/27	1/2				1						
1/12	1/2	18 1/4	9 1/2		3 1/2	1			6 3/4	1 1/2			4/30	1/2										
1/16	1/4	17	8 1/2		4	1			9 1/4	1 1/2			5/4	1										
1/19	1/4	24 1/2	3 1/2		4	1			4 3/4	1			5/7											
1/22	1	17	11		4 1/2	1			6	3/4			5/11	1/2										
1/25	1/2	15 1/2	7 1/2		3 1/2	3/4			8 1/2	1 1/4			5/14											
1/29	1		2 1/2		2 1/2	1				3/4			5/18	1 1/2										
2/9	1/4	10 1/2	5		5	1 1/2			9	1 1/2			5/21	1 3/4										
2/12	1/4	18	9		4 1/2	3/4			13	3/4			5/24											
2/16	1 1/4	15	4		1	1			10 1/2	1 1/2			5/25											
2/19	3/4	23 1/2	25 1/2		10	3			12 1/2	1/2			5/28	1/4										
2/23	1 1/2	21	23		10	3 1/2			12 1/2	3			5/31	1										
2/26		18 1/2	18		6 1/2	2			13 1/2	2 1/2			6/1	1 1/4										
3/2	3/4	16 1/2	14		6 1/2	3			11	2 3/4			6/4	2 1/2										
3/5	1/2	14 1/2	13		8	3			9 1/2	2 1/2			6/8	1 3/4										
3/9	1/2	10 1/2	9 1/2		6	2 1/2			9	2 1/2			6/11	1 1/4										
3/12		17 1/2	8		10 1/2	3			11 1/2	2 1/2			6/15	1 3/4										
3/16	3/4	14 1/2	11 1/2		9	2 1/2			10 1/2	2			6/18	1										
3/19	3/4	15	8 1/2		8	2			7	3/4			6/22	1 1/2										
3/23	1/2	11	7 1/2		5	3/4			10	1 1/2			6/25	1/2										
3/26	1/4	13 1/2	12		9	2 1/2			14 1/2	2 1/2			6/28											
3/30	3/4	11	9		6 1/2	3			12	1 1/2			6/29											
4/2	1 1/2	11	8		9 1/2	3			13	3/4			7/6	1										
4/3	1	8 1/2	2		2	1			5 3/4	1			7/12											
4/20	1	19	2		2	2			12	1 1/2			7/16	2										

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

C-33

No. Territory 6 (2)
Licensee Liberty Liquors Inc
Trade Name Greentree Liquors
Address 1320 Manchester
City St Louis Mo 63122

Acct. No. 27410
Salesman – Rt. No. 93
Type Chevy
Spec. Inst.

Credit: 1 2 3 4 5
Lic. 3.2 5.0
On
Off
Spec.

Tel. 821-6134
Receiver
Owner-Mgr.
Buyer Dave Greer

Front / Side / Rear

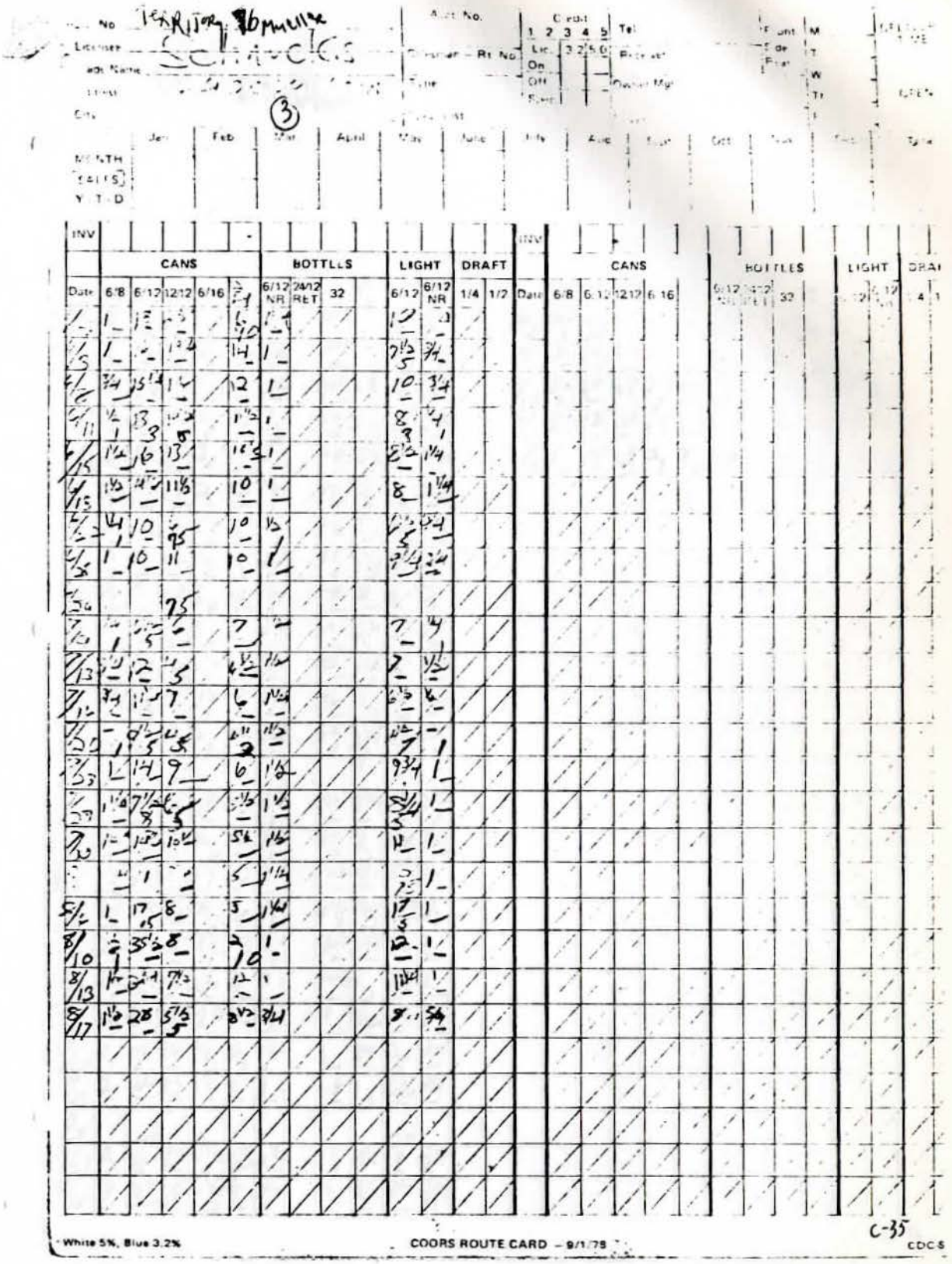
M T W Th F

DELI TI

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
MONTH												
SALES	44	127	56	118	174	64	178	54				
Y-T-D	124	25	228	197	122	193	67	200	237	100	232	424

INV	CANS					BOTTLES			LIGHT		DRAFT		INV	CANS					BOTTLES			LIGHT	
Date	6/8	6/12	12/12	6/16	1/2 LT	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	1/2 LT	6/12 NR	24/12 RET	32	6/12	6/12 NR
10/22	3/4 0	5 3/4 10	36 65	1 0	3 0	1 1/2 0		+7 0	5 0	3/4 0			5/21	1/4 1	1 1/2 —	29 —	2 1/2 —		1/2 —		+11 —		1/2 —
10/26	1/2 0	5 1/2 0	45 13	2 2/3	3 0	3/4 0		+7 0	3 1/2 0	3/4 0													
11/2	1/2 1	4 4	20 0	1/4 1	2 1/2 0	3/4 0		+7 0	1 1/2 5	3/4 0													
11/9	1 0	4 1/2 4	26 5	1/4 1	1 1/2 2	9/4 0		+6 0	4 3/4 8	3/4 0			H										
11/12	1/2 0	10 0	26 8	1 0	2 0	1/2 0		+5 0	4 0	3/4 0			4/12	1 1/2 —	7 —	2 1/2 —	2 1/4 —		1/2 —		+7 —		3/2 1 —
11/16	1/2 0	4 0	6 1 60	1 0	2 10	1/4 1		+5 0	5 1	1/2 0			4/17			60			1				
11/20	3/4 1	7 0	53 35	1/4 1	1 1/2 15	1/4 0		+5 0	3 0	1/2 0				1/2 —	5 1/4 —	3/4 —			1 1/4 —		+7 —		1/6 3/4 —
11/23	1/2 —	7 —	42 —	1 1/2 —	23 —	3/4 —		4 —	2 1/2 1				4/24	1 —	5 1/2 —	3/4 —	1 1/2 —		1 1/4 —		+7 —		5 3/4 —
11/26			50 30		18 5									Check on 5/5 Promo									
11/30	1/2 1	7 0	52 0	1 1/2 0	3 1/2 0	0 2		4 0	1	1 1/4 0			5/1	1	2 1/2 —	3 1/2 —	2 —	3	1/4		+8 —		4 3/4 2
12/7	1 1/2 —	5 0	46 0	1 1/2 0	15 5	2 0		+3 0	3 0	1 0			5/3	1 1/2 —	1 1/2 0	28 —	1 1/2 —	3 1/2 —	3/4 —		+5 —		5 3/4 —
12/14	1 1/2 0	14 4	37 0	1 1/2 0	13 0	2 0		+3 0	1 3/4 4	3/4 0			5/5			50		5					
12/14			75										5/10	1 1/2 1	2 1/2 3	6 —	1 1/2 —	4 1/2 —	1		+6 —		5 1/2 4
12/23	1/2 1	3 1	41 —	1/4 1	1 1/2 0	1/2		+3	1/2 1				5/17	1 1/2 —	3 3/4 —	3 1/2 —	1 1/2 —	3 1/2 —	1 3/4		+6 —	1	5 1/2 1
12/26	1 0	12 4	31 0	1 3/4 0	9 0	1 1/2 0		+3 0	1	1/2 1			5/24	1 1/2 —	4 2 —	12 1/2 —	3/4 1	4 —	1 1/4 1		+6 —	1	4 1/2 6 1/2 1
12/31	1 —	8 2 —	38 —	1 1/2 —	7 —	1 1/2 —		+3 0 —	5 —	1 5 —			5/31			60		15				4	
1/4	1 —	11 —	23 —	1 3/4 0	8 1/2 —	1 1/2 —		+2 —	4 2	1 —			6/7			52 30		6 15					
1/11	3/4 —	3 3/4 —	28 —	1 1/4 —	6 1/2 0 —	1		+3 —	1 1/2 —	1 —			6/14	1/2 1	4 1/2 —	25 —	1 3/4 —	3 —	1/2 1	3/4	+5 —	3/4	9 — 1/4
1/18	1/2 1	2 1/2 —	6 1/2 —	1 1/2 —	5 1/2 —	1/2 1		+2 —	4 1/2 —	3/4 —			6/17	1/2 2	4 —	25 3	1 1/2 —	12 —	1		+10 —	1 3/4	7 — 2 1/4
1/25	1 1/2 —	2 —	14 1/2 —	2 1/4 —	4 1/2 —	1 1/2 —		—	4 —	3/4 1			6/21	2 —	4 —	25 50	1 —	11 —	3/4		+5 —	1	5 1/2 — 1 1/2 —
2/1	1 1/2 —	4 1/4 —	35 —	3 1/4 —	4 —	—		—	3 —	1 1/2 —			6/28	2 —	3 3/4 1	25 100	1/2 —	7 1/2 —	1 1/2 1		+3 —	1/2	3 1/2 — 1 1/4 —
2/8	1 1/2 —	3 1/2 10	35 —	1 1/2 —	2 1/2 —	3 —		1 —	4 —	1 1/4 —			7/6	1 1/2 —	2 3/4 —	55 —	1 1/4 —	6 —	2 —		+3 —	1/2	7 1/2 — 1 1/2 —
2/15	1 1/2 —	7 3/4 —	29 —	2 3/4 —	4 1/2 —	2 3/4 —		+11 —	6 1/2 —	2 —			7/12	3/4 —	2 —	75 —	1/2 —	8 —	2 —		+3 —		1 1/2 — 1 1/2 —
2/22	2 —	5 1/4 —	20 —	2 1/2 —	3 —	3/4 —		+11 —	3/4 4	2 —			7/19	1/4 1	1 1/2 3	6 1/2 —	1 1/2 —	6 —	1/2 1	1/4	+2 1	3 1/2 —	1 —
3/1	1 1/4 —	3 3/4 —	16 —	1 1/2 —	2 —	1/2 1		+11 —	4 3/4 1				7/26	1 3/4 —	3 3/4 —	6 7	1 —	3 6	2 —		+1 —	3 1/4	3 1/2 —
3/8	1 1/4 9	1 7	24 1/2 —	1 1/2 —		1/2 —		+11 —	6 1/2 1				8/4	1 3/4 —	3 20	58 5	1/4 1	5 —	1/2 2				

White 5%, Blue 3.2% — COORS ROUTE CARD – 9/1/78 — C-34 CO



No. TERRITORY BOMBERS

Licensee

Add. Name

Acct. No.

Rt. No.

Circuit 1 2 3 4 5 Tel

Lic. 3.2 5.0

On

Off

Sales

Front

Side

Floor

M T W Th

Jan Feb Mar April May June July Aug Sept Oct Nov Dec Total

MONTH

SALES

Y-T-D

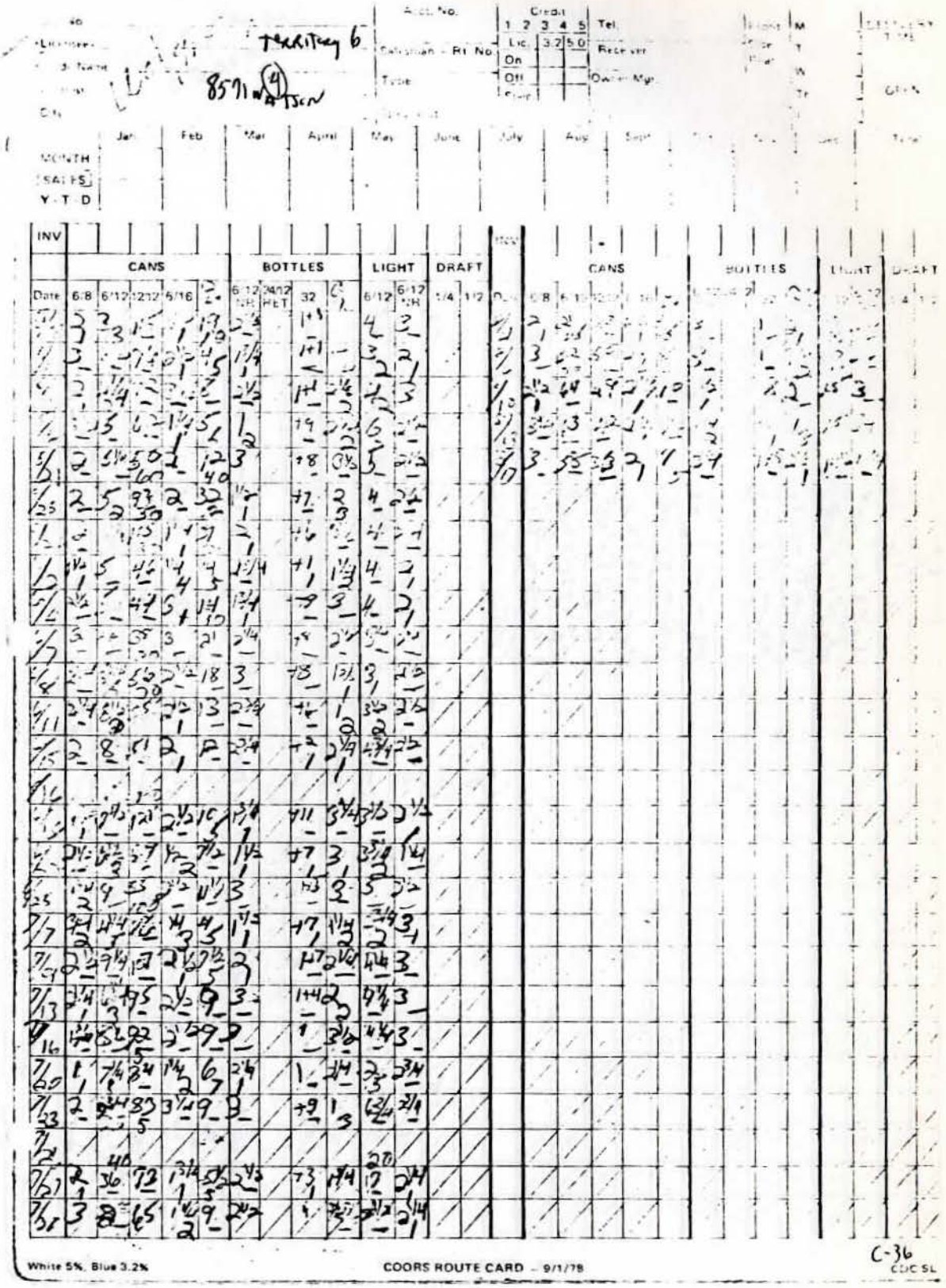
INV	CANS					BOTTLES			LIGHT	DRAFT		INV	CANS					BOTTLES			LIGHT	DRAFT	
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		1/4	1/2
1	1	13	3		6	1			10	3													
5	1		1 3/4		14	1			7 1/2 5	3/4													
6/16	3/4	15 1/4	1 1/4		12	1			10	3/4													
6/11	1/2	13	1 1/2		1 1/2	1			8	1/4													
6/15	1 1/4	16	13		16	1			5 1/2	1 1/4													
6/15	1 1/2	12	11 1/2		10	1			8	1 1/4													
6/24	1 1/4	10	9 5		10	1 1/2			5	3/4													
6/26	1	10	11		10	1			3 3/4	3/4													
6/26			7 5																				
7/10	1	5			7				7	1/4													
7/13	1/2	12	5		6 1/2	1 1/4			7	1 1/2													
7/12	3/4	13	7		6	1 1/2			5 1/2	1/4													
7/20	1	8 1/2	4 5		4 1/2	1 1/2			2	1													
7/23	1	14	9		6	1 1/2			9 3/4	1													
7/29	1 1/2	7 1/2	5		5 1/2	1 1/2			5 1/4	1													
7/30	1	13	10 1/2		5 1/2	1 1/2			4	1													
		1			5	1 1/2			2 5	1													
8/1	1	17	8		5	1 1/2			17 5	1													
8/10	1	35	8		2 10	1			12	1													
8/13	1	9	7 1/2		12	1			11 1/4	1													
8/17	1 1/2	28	5 1/2 5		8 1/2	2 1/4			8	5 1/4													

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

C-35

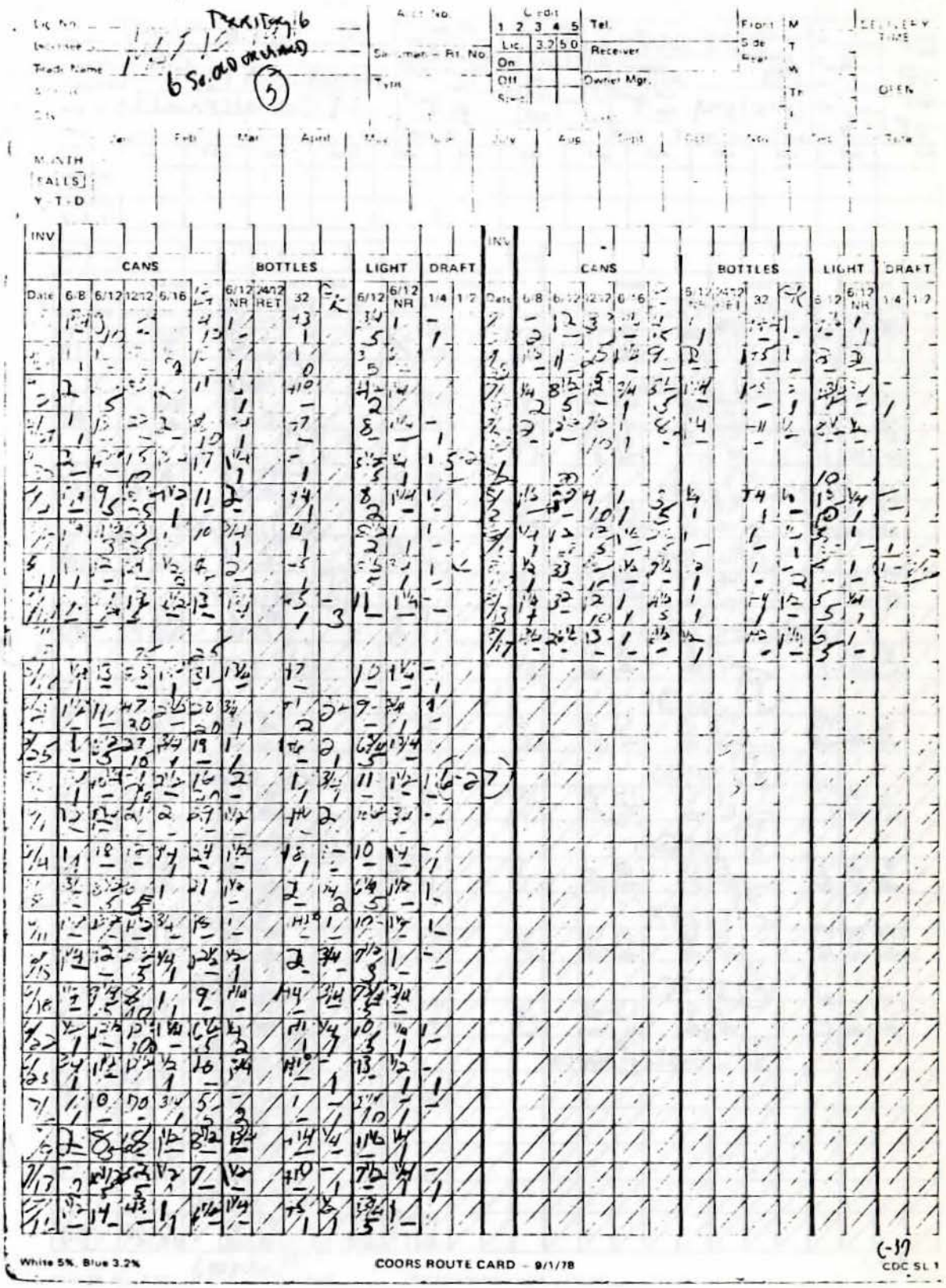
CDC-5



White 5%, Blue 3.2%

COORS ROUTE CARD - 9/1/78

C-36
CDC SL


Credit
1 2 3 4 5
Tel.
Lic. 3.2 5.0
Receiver
On
Off
Owner Mgr.
Front
Side
Rear
M
T
W
TH
DELIVERY TIME
OPEN
MONTH
SALES
Y-T-D
INV
CANS
BOTTLES
LIGHT
DRAFT
Date
6-8
6/12
12/12
6/16
6/12 NR
6/12 RET
32
6/12
6/12 NR
1/4
1/2
5/12 NR
5/12 RET
White 5%, Blue 3.2%
COORS ROUTE CARD - 9/1/78
CDC SL 1

Lic. No. Territory #7 Hwy 9
Licensee 905
Trade Name 11787 Manchester
Address St. Louis, Mo. 63131
City

Acct. No. 26251
Salesman 31 Rt. No.
Type Liq
Spec. Inst.

Credit: 1 2 3 4 5 — Lic. 3.2 5.0 — On — Off — Spec.

Tel 822-8489
Receiver Tim
Owner-Mgr. Tim · Real eVal
Buyer Tim Supervisor

Front Side (Rear)

M — T X — W — Th — F X

DELIVERY TIME 9C
OPER 9C

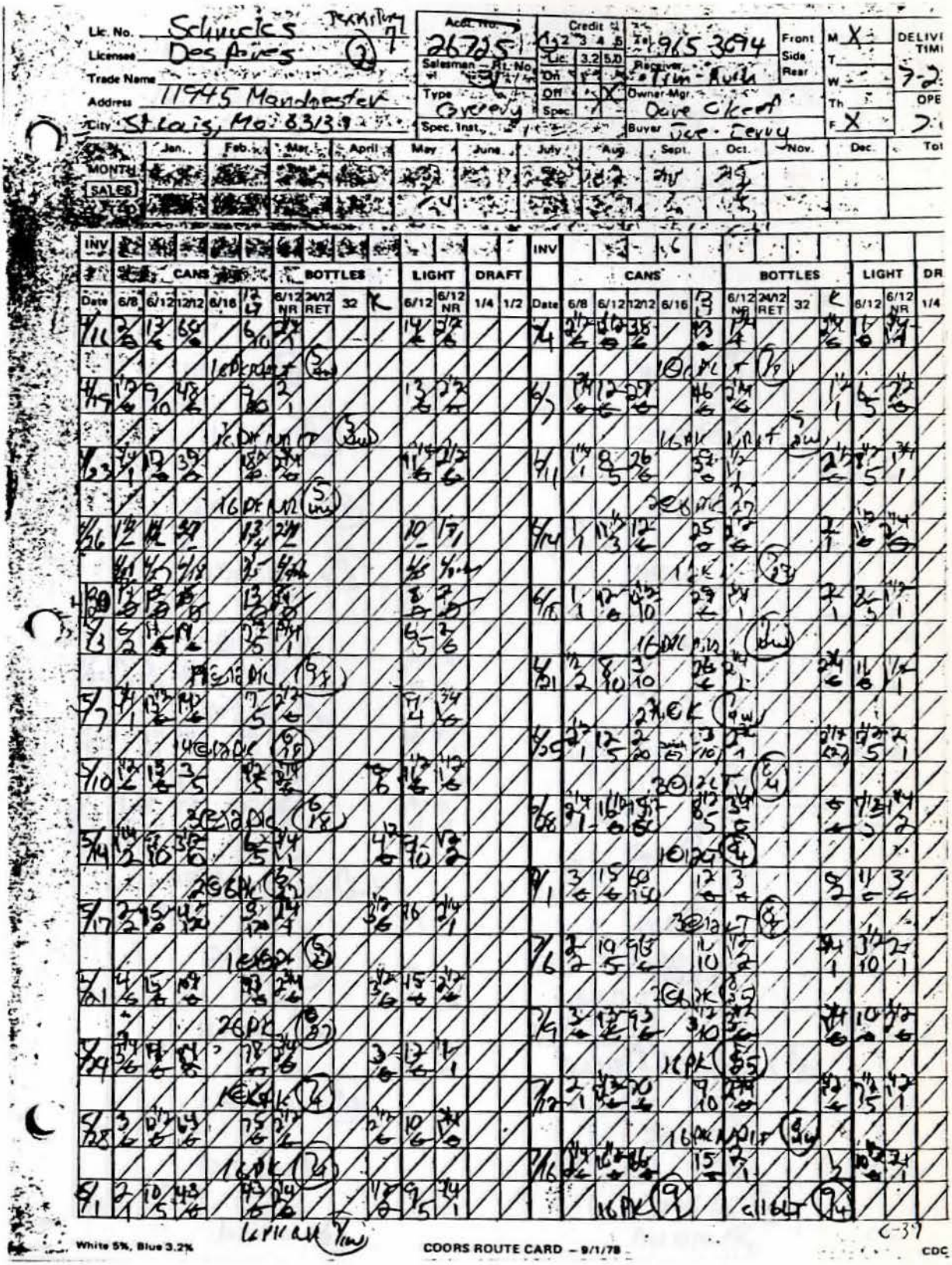
	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Tot
MONTH													
SALES													
Y-T-D													

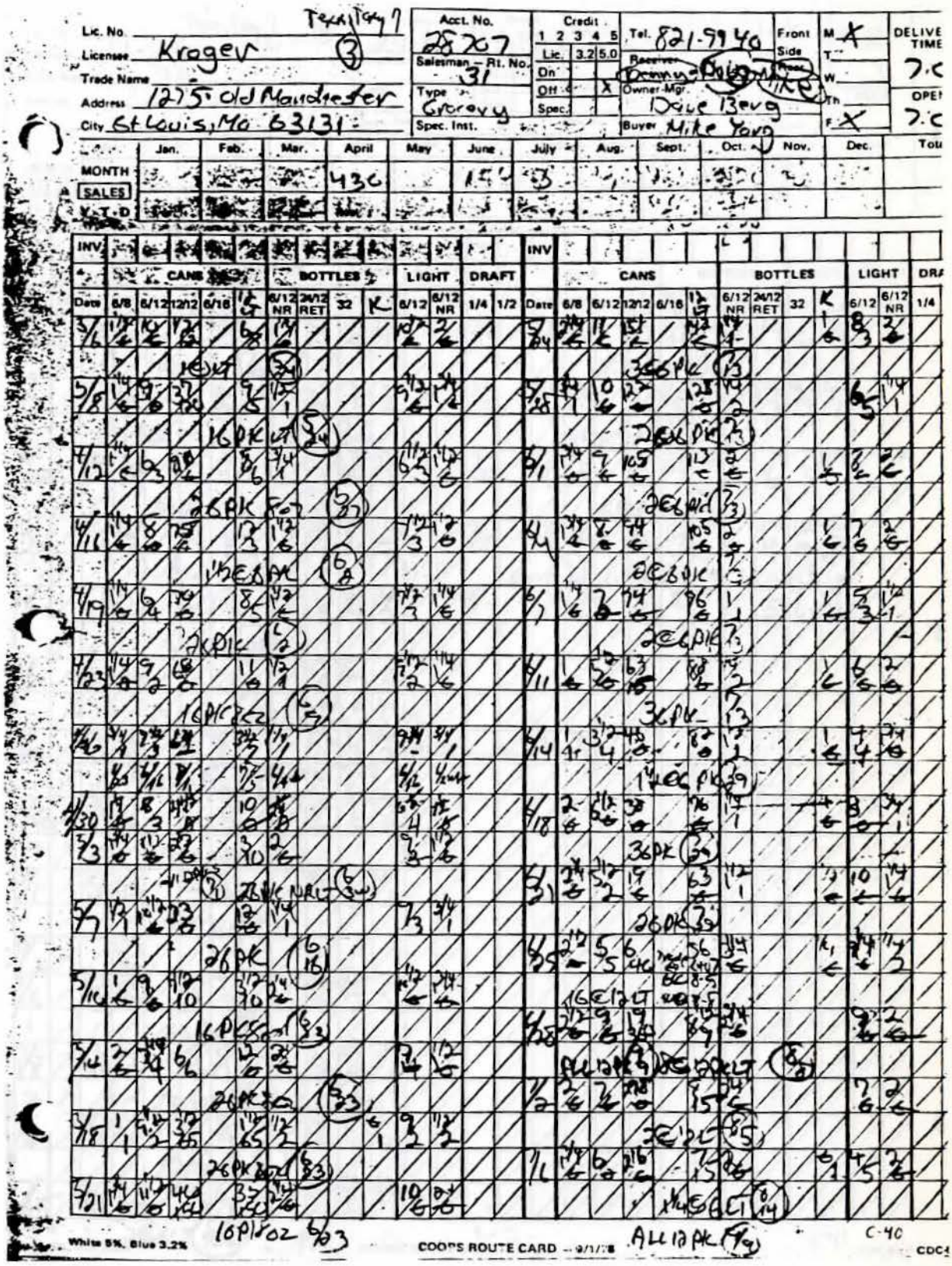
INV	CANS					BOTTLES				LIGHT		DRAFT		INV	CANS					BOTTLES				LIGHT		DR
Date	6/8	6/12	12/12	6/16	LT	6/12 NR	24/12 RET	32	K	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	LT	6/12 NR	24/12 RET	32	K	6/12	6/12 NR	1/4
5/11		11 5	48 10		10 10	2 6				8 5	11 10			6/28		11 5	12 20		40 80	1 1			3 1	11 5	1 1	
				16 PK			(2)											10 PLT		(4)						
5/14		15 30	30		13 10	1 2				11 5	11 1			7/3		14 5	15 30		30	3			3 2	14 5	2 5	
				24 PK			(4)							7/5		11 5	9 10		23 10	3			3 4	1 10	1 2	
5/15		18 30	26 10		17 10	2 2				12 6	2 10							14 10		6 P			16 K	5 5		
				24 PK	13		(3)							7/9		12 5	13 20		22 10	2			3 10	11 6	2 6	
5/18		12 3	26 10		13 10	2 6				8 7	11 10							30 10		4	11					
				24 PK			(4)							7/13		13 5	14 20		13 10	1				26 10	1 2	
5/20		12 5	12 10		13 10	1 1				14 10	1 1						24 PK			25		30	12			
				24 PK			(4)							7/16		12 5	20 10		18 10	2				14 3	26 10	1 2
5/25			11 20															16 PK		7						
6/2		12 6	10 10		5 6	2 2				4 6	2 10			7/20		6 10	6 10		15 6	2			3 1	23 6	2 6	
				24 PK			(3)											6 LT		9						
6/4		12 6	20 10		4 6	1 1				10 5	1 1			7/23		15 6	5 5		13 6	1 2			1 3	20 10	1 2	
				10 PK			(3)											14 PK		8						
6/8		16 30	20 10		36 6	2 6				12 5	1 1			7/26		6 10	36 6		10 5	3 6			3 6	16 3	3 6	
			20	6 PK														30 6		9						
6/11		12 6	15 6		16 6	1 1				12 6	2 10			7/30		47 20	17 6		14 6	2 6			1 2	18 6	2 6	
				6 PK														30 6		9						
6/14		11 5	9 10		18 6	1 1				11 5	1 1			8/3		26 6	17 6		12 6	2			1 3	13 6	1 2	
				24 PK			(5)								all	24 PK		30		8						
6/18		14 6	12 5		23 6	1 2				12 6	1 2															
				16 PK			(3)																			
6/22		12 6	13 10		15 7	1 1			5	10 6	1 6															
				24 PK			(10)																			
6/25		12 5	12 10		15 30	1 6			3 2	11 7	1 4															

Killian 6W

C-38

White 55, Blue 3.2% — COORS ROUTE CARD — 8/1/78


Lic. No. Schmicks
Licensee Des Peres
Trade Name
Address 11945 Manchester
City St Louis, Mo 63131
Acct. No. 26725
Salesman
RL. No.
Type Grocery
Spec. Inst.
Credit
Lic. 3.2 5.0
Off
Spec
Tel. 965 3694
Receiver Tim - Ruth
Owner-Mgr. Dave Ckeen
Buyer Dave - Terry
Front
Side
Rear
M X
T
W
Th
F X
DELIVERY TIME
7-2
OPE
2
MONTH
SALES
Jan.
Feb.
Mar.
April
May
June
July
Aug.
Sept.
Oct.
Nov.
Dec.
Tot
INV
CANS
BOTTLES
LIGHT
DRAFT
Date
6/8
6/12
12/12
6/16
12 oz
6/12 NR
24/12 RET
32
K
1/4
1/2
White 5%, Blue 3.2%
COORS ROUTE CARD – 9/1/78
CDC



Lic. No. Territory 7
Licensee Kroger (3)
Trade Name
Address 1275 Old Manchester
City St Louis, MO 63131

Acct. No. 28207
Salesman — Rt. No. 31
Type Grocery
Spec. Inst.

Credit 1 2 3 4 5
Lic. 3.2 5.0
Dn
Off X
Spec.

Tel. 821-9940
Owner-Mgr. Dave Berg
Buyer Mike Young

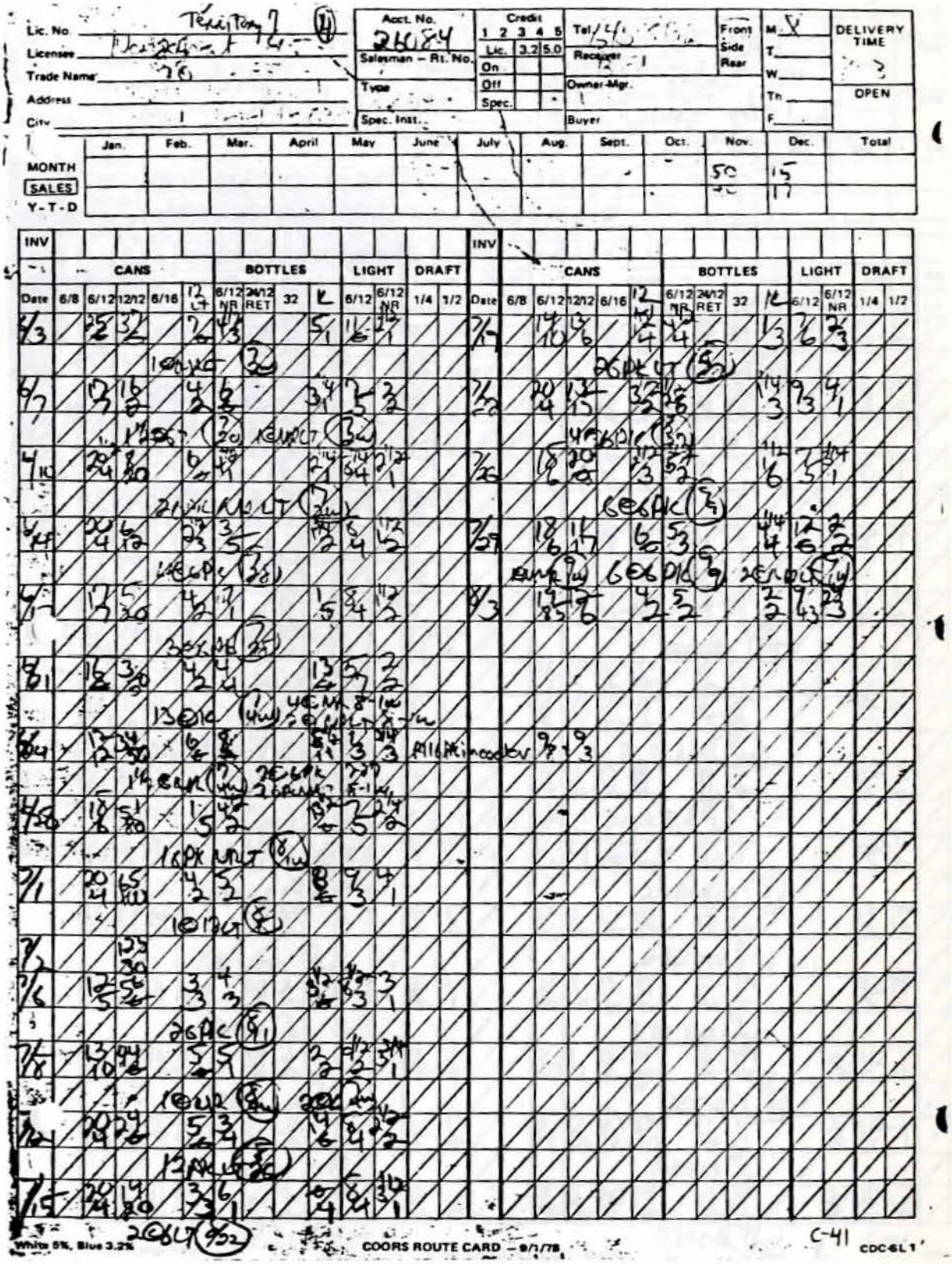
Front Side
M X
T
W
Th
F X

DELIVE TIME 7:0
OPE 7:0

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Tot
MONTH				436		12	3						
SALES													
Y-T-D													

INV												INV													
	CANS					BOTTLES				LIGHT		DRAFT			CANS					BOTTLES				LIGHT		DRA
Date	6/8	6/12	12/12	6/16	12 OZ	6/12 NR	24/12 RET	32	K	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	12 OZ	6/12 NR	24/12 RET	32	K	6/12	6/12 NR	1/4
3/6	1													3/24												
3/8														3/28												
4/12														4/1												
4/11														4/4												
4/19														4/7												
4/23														4/11												
4/26														4/14												
4/30														4/18												
5/3																										
														4/21												
5/7																										
														4/25												
5/10																										
														4/28												
5/14																										
														5/2												
5/18																										
														5/1												
5/21																										

16 Pk 12 oz 6/3 — ALL 12 Pk (4) — C-40



Lic. No. Terri Perry (H)
Licensee
Trade Name
Address
City

Acct. No. 26884
Salesman – Rt. No.
Type
Spec. Inst.

Credit 1 2 3 4 5
Lic. 3.2 5.0
On
Off
Spec.

Tel/40
Receiver
Owner-Mgr.
Buyer

Front Side Rear

M X
T
W
Th
F

DELIVERY TIME 3
OPEN

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
MONTH											50	15	
SALES Y-T-D											50	17	

INV	CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16	12 LT	6/12 NR	24/12 RET	32	12	6/12	6/12 NR	1/4	1/2
4/3		25	32		7	4			5	1	2		
4/7		13	16		4	6			3	3	3		
4/10		20	8		6	4			2	1	2		
4/14		20	6		3	3			1	2	2		
4/17		13	5		4	1			1	2	2		
4/21		18	3		4	4			1	2	2		
4/24		12	4		6	8			5	3	3		
4/28		18	5		1	5			2	2	2		
5/1		20	6		2	3			2	3	1		
5/5		12	5		3	3			1	3	1		
5/8		13	10		2	5			1	2	1		
5/12		20	4		6	4			2	1	2		
5/15		20	4		3	5			1	2	2		
5/19		13	5		4	1			1	2	2		
5/22		18	3		4	4			1	2	2		
5/26		12	4		6	8			5	3	3		
5/29		18	5		1	5			2	2	2		
6/1		20	6		2	3			2	3	1		
6/5		12	5		3	3			1	3	1		
6/8		13	10		2	5			1	2	1		
6/12		20	4		6	4			2	1	2		
6/15		20	4		3	6			2	3	1		

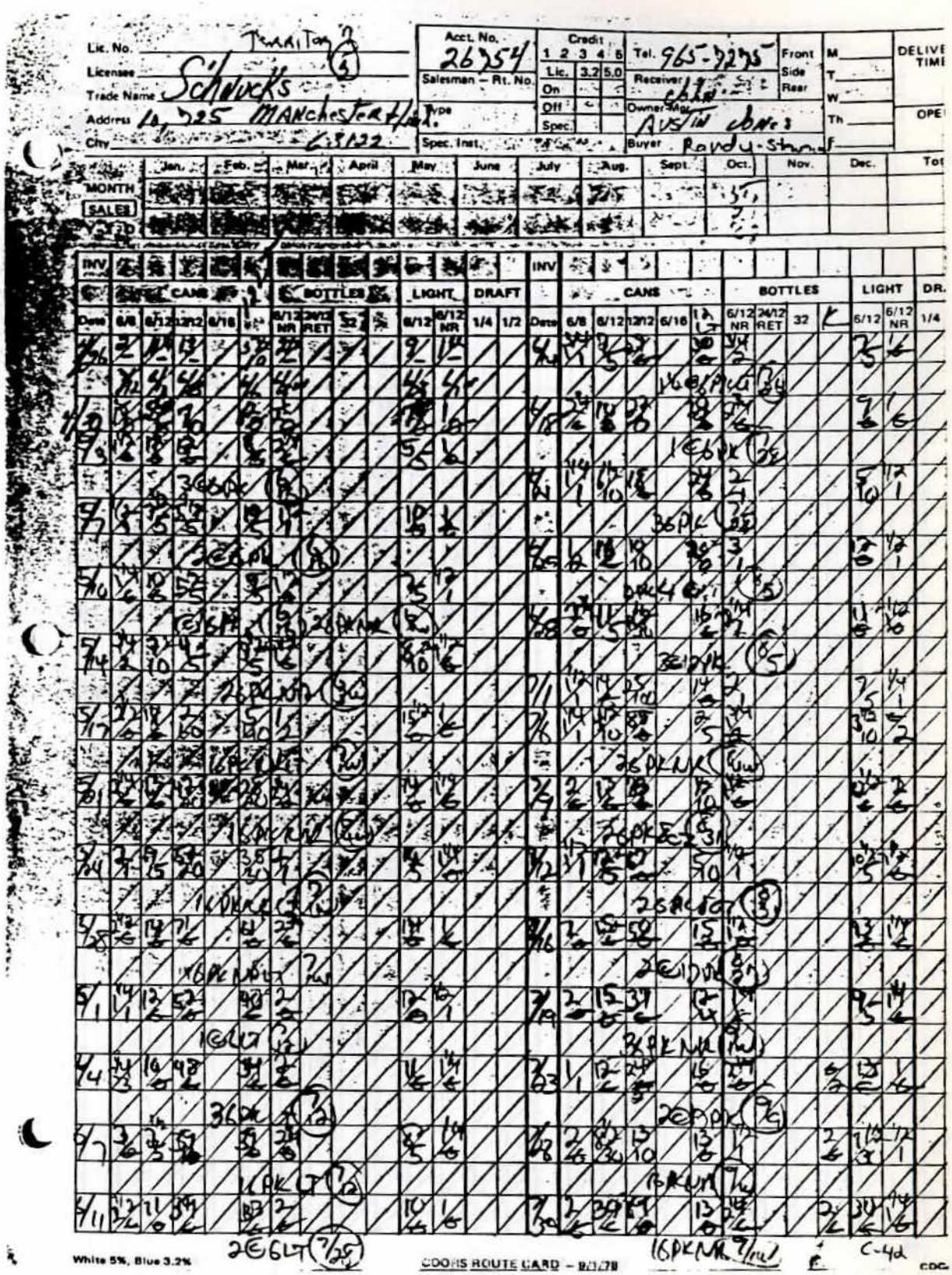
INV	CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16	12 LT	6/12 NR	24/12 RET	32	12	6/12	6/12 NR	1/4	1/2
7/19		14	6		4	4			3	2	3		
7/22		20	13		3	4			3	3	1		
7/26		18	20		3	5			2	1	2		
7/29		18	17		6	5			4	2	2		
8/3		13	6		2	2			2	3	3		

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

C-41

CDC-6L1


Lic. No.
Licensee
Trade Name Schucks
Address
City
Acct. No. 26754
Salesman — Rt. No.
Credit
Lic.
On
Off
Spec.
Tel. 965-9275
Receiver
Owner-Mgr. Austin Jones
Buyer Randy-Steve
Front
Side
Rear
DELIVE TIMI
OPE
MONTH
SALES
Jan.
Feb.
Mar.
April
May
June
July
Aug.
Sept.
Oct.
Nov.
Dec.
Tot
INV
CANS
BOTTLES
LIGHT
DRAFT
Date
6/8
6/12
12/12
6/16
6/12 NR
24/12 RET
32
6/12
6/12 NR
1/4
1/2
6/12
6/12 NR
1/4
White 5%, Blue 3.2%
COORS ROUTE CARD – 8/1/78
C-4d

Lic. No. 2122

Licensee

Trade Name NATIONAL

Address 205 (CANTON) CT. WEST

City BALDWIN, MO.

Acct. No.	Credit 1 2 3 4 5	Tel. 391-7560	Front	M	DELIV TIM
	Lic. 3.2 5.0	Receiver MANAGER CLAUDE VERSAW	Side	T X	
Salesman – Rt. No. 51	On		Rear	W	
Type GROC.	Off X	Owner-Mgr ASST TERRY MGR.		Th	OPE
Spec. Inst.	Spec.	Buyer TERRY & RECIEVER		F	

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	To
MONTH													
SALES													
Y-T-D													

INV	CANS				BOTTLES				LIGHT		DRAFT	INV	CANS				BOTTLES				LIGHT		DR
Date	6/8	6/12	12/12	6/16	6/12 NR	24/12 RET	32	12 LT	6/12	6/12 NR	~~1/2~~ 1/4	Date	6/8	6/12	12/12	6/16	6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4
5/17	2	2	2		1			2	2	2	E												
5/25	2	13	5 140		2			31 90	7	3	14												
6/1	14	11 5	3		3			4	5	2	3 2												
6/8	1	11	11 15		14			30	12	2	2												
	15	10	12		16			16	10	14	14												
6/15	1	7	14 7		20			17	3	1	14												
6/18	3	8	20		20			12 3	3	2	8												
	THIS ONE-L PER JERRY																						
6/22	21	9	19		14			82	3	3	2												
					14																		
6/25	15	9	24 12		8			9 8	4		14												
7/7	1	4	8		14			10	14 10	1 2	3												
7/13	14	7	5		24			5 50	8	2	20												
7/20	3 14	12 10	17 30		12			12 17	4 3	14	30												
7/27	14	8	15 10		24 1			21	6	2	1												
8/3	14	3 60	11 20		24			22	5 50	24	3												

DISPLACED

White 5%, Blue 3.2%

COORS ROUTE CARD - 9/1/78

C-43 CDC

Trade Name: Schnucks Hilltown (2)

Address:

City:

Acct. No.

Salesman – Rt. No.

Type

Spec. Inst.

Class: 1 2 3 4 5

Lic. 3.2 5.0

On

Off

Spec.

Tel.

Receiver

Owner-Mgr.

Buyer

Front / Side / Rear

M T W Th F

DELIVERY TIME

OPEN

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
M. 4TH							EACH:						
SALES							5 BBL LOT	2 NL LT					
Y-T-D													

INV	CANS					BOTTLES			LIGHT		DRAFT		INV	CANS					BOTTLES			LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	6.K	6/12 NR	24/12 RET	32	12	6/12	6/12 NR	1/4	1/2
3/4													5/12												
3/10																									
													5/19												
3/17																									
													5/26												
3/24																									
													6/2												
3/31																									
													6/9												
4/7																									
4/14													6/16												
													6/23												
4/21																									
													6/30												
4/28																									
													7/7												
5/5																									
													7/14												
													7/21												
													7/28												
													8/4												

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

144

CDC-SL-1

DIERBERGS #5 Territory 39097
DIERBERGS WEST INC/#1056
11481 OLIVE
CREVE COUER (3) MO 63141

Acct. No.	Credit 1 2 3 4 5	Tel. 432-6561	Front / Side / Rear	M X	DELIVI TIMI
Salesman – Rt. No. 42	Lic. 3.2 5.0	Receiver		T	
Type Grocery	On	Owner-Mgr. LEO (AIRAN)		W 6-1	
Spec. Inst.	Off X	Buyer TOM KAISER		Th	OPE
	Spec.			F X 1-3	

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Tot
MONTH													
SALES													
Y-T-D													

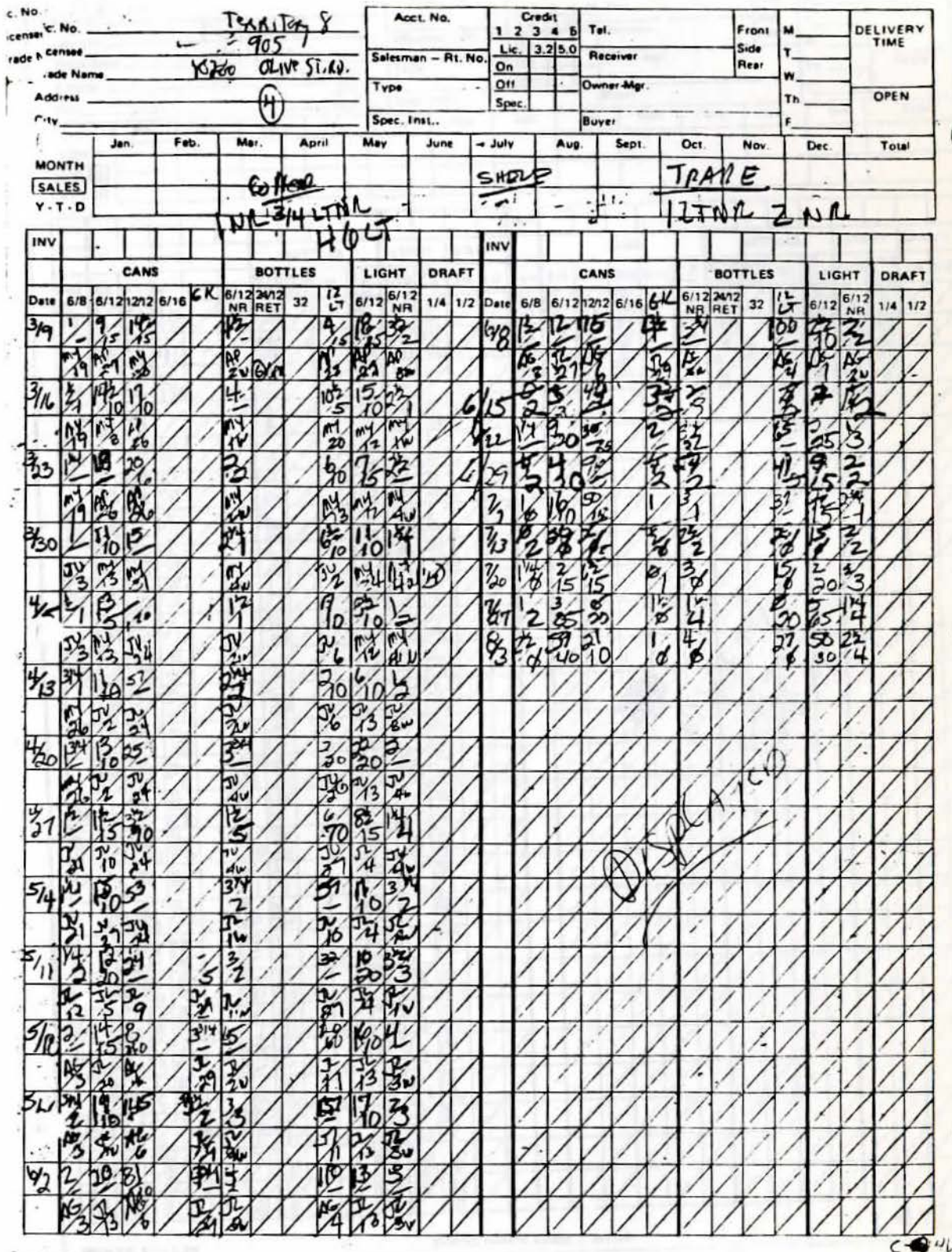
INV	CANS					BOTTLES				LIGHT		DRAFT		INV	CANS					BOTTLES				LIGHT		DR
Date	6/8	6/12	12/12	6/16	6 K	6/12 NR	24/12 RET	32	12 LT	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4
6/1	4 2	9 8	2 11		42 28	42			32	10 7	4 3															
	16 3	7 2	16 6		22 29	22			16 4	7 8	13 1															
6/7	5	14	13 6		44	3			25	11 5	5 2															
	22	7 28	26 13		22 39	22			24 4	7 26	4															
6/14	23	10 5	18		35	42			18	8 7	4															
6/17	9	10	5		14	2			15	10 5	4 3															
6/21	12 2	14	15		2	5			6 5	12 5	5															
	24	7 10	17		12	4			45 36	9 7	4															
7/6	1 5	12 5	4		1 3	32 3			10	3 15	3 2															
9/12	34 2	7 10	4		14	5			6 5	12 5	13 5															
9/16					10																					
9/19	22 5	9 5	7		20	12			10	9	2															
9/26	3 5	8 2	2		12	3			6	7 10	2 3															
10/2	4	8	1		2	2			12	8	2															

DISPLAYED

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

C-49 CDC



White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

CDC SL 1

Lic. No.
Licensee Texas Tony's
Trade Name Ventura
Address 922 Wedgewood
City

Acct. No.
Salesman – Rt. No.
Type
Spec. Inst.

1 2 3 4 5
Lic. 3.2 5.0
On
Off
Spec.

Tel.
Receiver
Owner-Mgr.
Buyer

Front / Side / Rear

M / T / W / Th / F

TIME
OPEN

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
MONTH													
SALES													
Y-T-D													

INV	CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16	6K	6/12 NR	24/12 RET	32	12 LT	6/12	6/12 NR	1/4	1/2
4/7	1	2	6			14			9	2	1		
	19	13	11			14			23	10	14		
4/14	1	14	35			14			7	14	1		
	23	2	120			14			2	10	14		
4/21	5	14	8			1			6	1	1		
	28	5	11			14			2	10	14		
4/28	4	14	5			14			5	14	1		
	23	5	8			14			17	18	14		
5/5	12	14	10			2			8	24	1		
	24	5	1			14			25	18	14		
5/12	14	2	5			2			5	24	2		
	21	7	1			14			25	18	14		
5/19	12	13	0		2	14			1	2	14		
	3	20	6		30	14			2	18	14		
5/25	1	2	8			14			8	2	14		
	13	10	6		30	14			1	10	14		
6/3	0	2	16		1	14			25	24	14		
	18	10	3		30	14			7	2	5		
6/1	2	14	10			14			15	12	14		
	18	10	6		30	14			7	18	5		
6/16	5	1	8			14			2	12	14		
6/23	13	3	8			14			3	2	14		
	18	14	2		28	14			1	23	14		
6/30	37	12	1			14			10	20	14		
7/8	14	13	10			14			14	12	1		
7/14	14	13	8			14			23	14	9		

INV	CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16	6K	6/12 NR	24/12 RET	32	12 LT	6/12	6/12 NR	1/4	1/2
7/21	0	0	6		8	2			13	0	6		
7/28	2	0	5		2	14			6	2	13/4		
8/4	2	3	10		8	2			12	3	2		
	8	2	6		2	14			6	0	0		
8/11	2	3	7		4	14			6	2	14		
	8	0	7		1	14			8	0	14		

DISPLAY
LAST
PRO-MO

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

C-147 DC

WAREHOUSE FOODS 42055
WAREHOUSE FOODS INC/1341
4140 WOODSON
ST LOUIS MO 63134

Acct. No.
Credit 2 3 4 5
Lic. 3.2 5.0
On
Off
Spec.
Tel. 427-5400
Receiver
Owner-Mgr. SCOTT
Buyer
Front
Side
Rear
M
T
W
Th
F
DELIV TIM
OPE

	Jan.	Feb.	Mar	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	To
MONTH													
SALES													
Y-T-D													

INV	CANS					BOTTLES				LIGHT		DRAFT		INV	CANS					BOTTLES				LIGHT		DR
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4
12/29			5/20		6/20									1/3									40			
1/6			6/20		20/20																					
1/13			5/20		3/25									1/9												
1/20			10/15		17/15									1/16												
1/27			11/20		2/2									1/23												
2/3			13		13									1/30												
2/10			12/20		15									2/6												
2/17			4/20		4/12									2/13												
2/24			5/20		5/20									2/20												
3/3			1/20		12/20									2/27												
3/10			11/20		12/20									3/5												
3/17	12/2	5	8/20		16/20					5				3/12												
3/24	54/2	2/4	17/20		8/20					5/2				3/19												
3/31	14/2	4/2	9/20		6/20					2/3				3/26												
4/6	3		16/20		20/20					1/6																
4/14	22/2	3	41/20		8/20					5/6																
4/20			13																							
4/28	11/2	3	40/20		42/20					2																
4/29	1/2	3	29/20		8/20					1/2																
5/7	2	1/2	16/20		10/20					1/5																
5/14	2/2	10	1/20		11/20					5/6																
5/17			20		6/20			4			1																
5/21	23	4/6	5/20		48/20			1/5		4/6	1/6															
5/28			18/20		13/20			3																		

C-48

White 5%, Blue 3.2%

COORS ROUTE CARD

10 FEE FEE ROAD
ST LOUIS MD 63043

Type | On | Off | Spec. | A | Owner-Mgr | Buyer | W | Th | F | OPE

Spec. Inst.

	Jan.	Feb	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec	Tot
MONTH													
SALES													
Y-T-D													

INV	CANS					BOTTLES			LIGHT		DRAFT		INV	CANS				BOTTLES			LIGHT		DR
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4
2/17																							
2/24																							
3/5																							
3/12																							
3/26																							
4/2																							
4/5																							
4/12																							
4/20																							
4/30																							
5/15																							
5/17																							
5/24																							
5/31																							
5/26																							
6/1																							

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

C-49
CDC

Parkway 9

KROGER CO THE #921 30957
THE KROGER COMPANY/ #94
30 HARVESTER SQUARE
HARVESTER MO 63301

Acct. No.	Credit 1 2 3 4 5	Tel	Front	M V	DELIVE TIME
	Lic. 3.2 5.0		Side	T	
Salesman – Rt. No.	On	Receiver	Rear	W	
Type	Off	Owner-Mgr		Th	OPE
Spec. Inst	Spec	Buyer		F	

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Tot
MONTH													
SALES													
Y-T-D													

INV		CANS				BOTTLES			LIGHT	DRAFT		INV		CANS				BOTTLES			LIGHT	DR.
Date	6/8	6/12	12/12	6/16	12 oz	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4 1/2	Date	6/8	6/12	12/12	6/16	12 oz	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4
2/22												5/6											
1/7												5/10											
1/14												5/13											
1/21												5/7											
1/28												5/20											
2/4												5/27											
2/11												6/4											
2/18												6/14											
2/25												6/17											
3/3												6/24											
3/10																							
3/17												6/27											
3/24												7/1											
3/31												7/9											
4/7												7/15											
4/14												7/22											
4/21												7/28											
4/28																							
5/5																							
5/12																							
5/19																							
5/26																							
6/2																							
6/9																							
6/16																							
6/23																							
6/30																							
7/7																							
7/14																							
7/21																							
7/28																							

White 5%, Blue 3.2% — COPY: RETURN CARD – 8/1/78 — C-50

Territory 9

WALGREEN #830 V#221937 46637
WALGREEN COMPANY/ #338 (4)
2024 DORSETT VILLAGE
ST LOUIS MO 63043

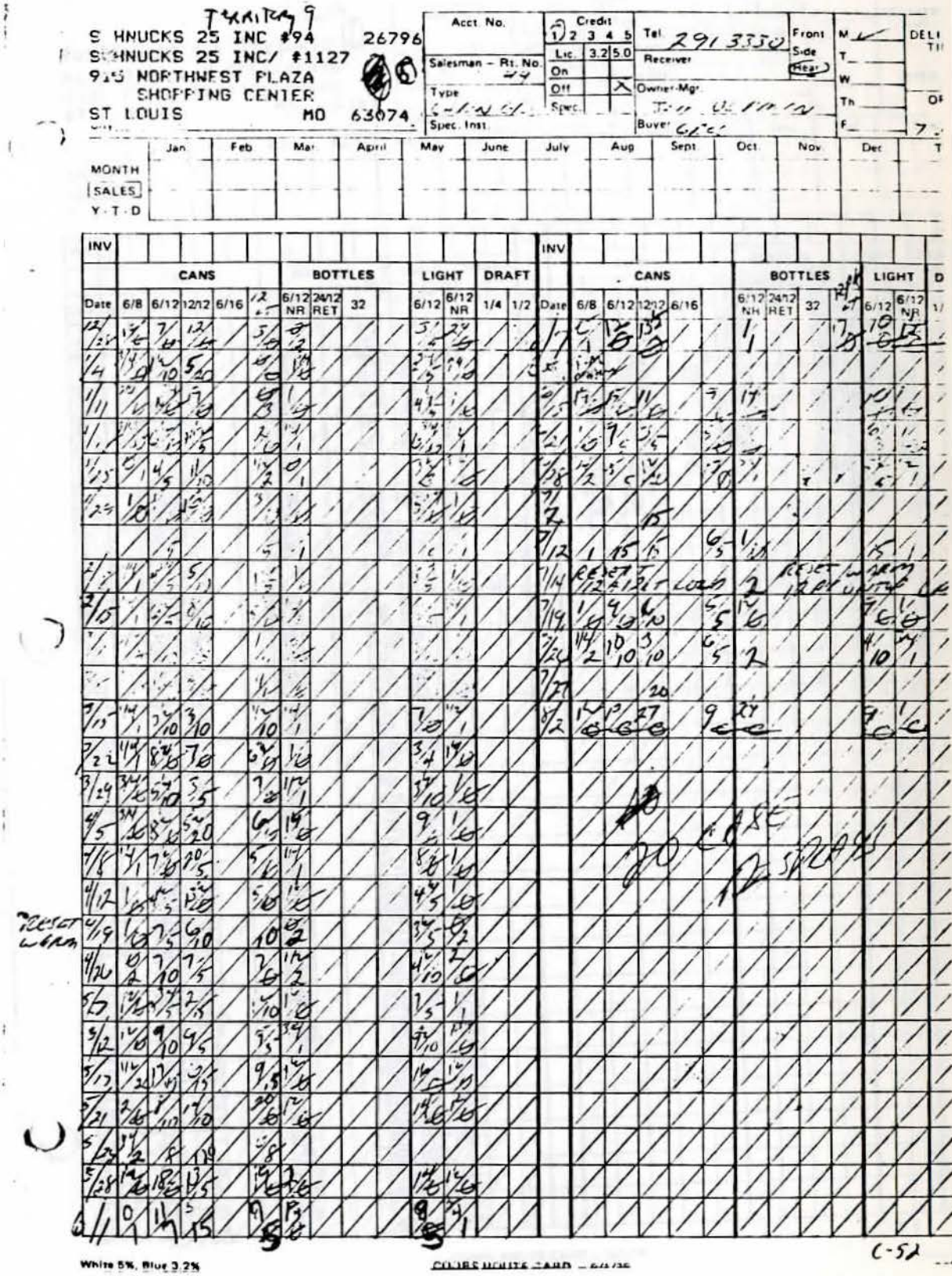
Acct. No. | Credit 1 2 3 4 5 | Tel 434-4450 | Front / Side / Rear | M | T ✓ | W | Th | F | DELIVE TIMI | OPE 9 0

Salesman – Rt. No. | Lic. 3.2 5.0 | On | Off ✓ | Spec. | Receiver | Owner Mgr | Buyer | Spec. Inst.

	Jan	Feb.	Mar	April	May	June	July	Aug.	Sept	Oct	Nov	Dec.	Tot
MONTH													
SALES													
Y-T-D													

INV	CANS					BOTTLES			LIGHT		DRAFT		INV	CANS				BOTTLES			LIGHT		DR.
Date	6/8	6/12	12/12	6/16	12 oz	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4
12/28	1/6	3/6	3/6	1/6	5/6	1/6		1/6	4/6	2/6													
1/5	1/6	4/6	3/6	1/6	2/6	1/6		1/6	2/6				1/5	1/6	4/6	3/6	2/6	1/6		3/6	2/6	2/6	
1/8				1/6	4/6								1/24	3/6	3/6	2/6	3/6			1/6			
1/12	3/6	2/6	1/6	2/6	2/6	2/6		1/6	3/6	1/6			1/25	3/6	6/6	3/6	3/6	2/6		4/6	1/6	2/6	
1/19	3/6	3/6	3/6	3/6	3/6	1/6		1/6	3/6				1/28			2/6	5/6						
1/22	3/6	5/6	8/6	1/6	1/6	1/6		4/6	2/6	1/6		2/6	2/1	2/6	8/6	8/6	2/6	2/6	1/2	3/6	6/6	2/6	
1/26	3/6	3/6	6/6	1/6	1/6	1/6		1/6	1/6	1/6			2/4	2/6	2/6	2/6	1/6	2/6		2/6	1/6	2/6	
2/2	1/6	4/6		1/6	1/6	1/6							2/14	1/6	1/6	2/6	2/6	3/6		1/2	1/6	2/6	
2/9	1/6	3/6	5/6	3/6	4/6	1/6		1/6	2/6	1/6			2/11			2/6	2/6				1/6		
2/16	1/6	3/6	3/6	2/6	1/6	1/6		1/6	1/6				2/18	1/6	2/6	3/6	2/6	2/6		1/6	1/6	1/6	
2/23	1/6	2/6	1/6	1/6	1/6	1/6		1/6	1/6				2/25	1/6	1/6	2/6	1/6	1/6		1/6	1/6	1/6	
3/1	1/6	2/6	1/6	1/6	1/6	1/6		1/6	1/6				3/3	1/6	1/6	2/6	1/6	1/6		1/6	1/6	1/6	
3/8	1/6	2/6	1/6	1/6	1/6	1/6		1/6	1/6				3/10	1/6	1/6	2/6	1/6	1/6		1/6	1/6	1/6	
3/16	1/6	2/6	1/6	1/6	1/6	1/6		1/6	1/6	1/6			3/17	1/6	1/6	2/6	1/6	1/6		1/6	1/6	1/6	
3/23	1/6	2/6	1/6	1/6	1/6	1/6		1/6	1/6	1/6			3/24	1/6	1/6	2/6	1/6	1/6		1/6	1/6	1/6	
3/30	1/6	2/6	1/6	1/6	1/6	1/6		1/6	1/6	1/6			3/31	1/6	1/6	2/6	1/6	1/6		1/6	1/6	1/6	
4/3			1/6																				
4/7	1/6	1/6	1/6	1/6	1/6	1/6		1/6	1/6	1/6													
4/8			1/6																				
4/12	1/6	1/6	1/6	1/6	1/6	1/6		1/6	1/6	1/6													
4/16			1/6																				
4/20	1/6	1/6	1/6	1/6	1/6	1/6		1/6	1/6	1/6													
4/27	1/6	1/6	1/6	1/6	1/6	1/6		1/6	1/6	1/6													
5/4	1/6	1/6	1/6	1/6	1/6	1/6		1/6	1/6	1/6													
5/7	1/6	1/6	1/6	1/6	1/6																		

C-51



Territory 9

S HNUCKS 25 INC #94 26796
S HNUCKS 25 INC/ #1127
9[illegible]5 NORTHWEST PLAZA
SHOPPING CENTER
ST LOUIS MO 63074

Acct. No.
Credit 1 2 3 4 5
Lic. 3.2 5.0
Salesman – Rt. No. 24
On
Off
Type
Spec.
Spec. Inst.
Tel 291 3350
Receiver
Owner-Mgr.
Buyer
Front
Side
Rear
M T W Th F
DELI
TI
OF

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
MONTH												
SALES												
Y-T-D												

INV	CANS					BOTTLES				LIGHT		DRAFT		INV	CANS					BOTTLES				LIGHT	
Date	6/8	6/12	12/12	6/16	12 oz	6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR
12/														1/											
1/4														1/5											
1/11														1/15											
1/														1/21											
1/25														1/28											
1/29														2/1											
														2/12											
2/														2/14											
2/15														2/19											
2/														2/26											
														3/7											
3/13														3/2											
3/22																									
3/29																									
4/5																									
4/8																									
4/12																									
RESET 4/19																									
4/26																									
5/5																									
5/12																									
5/17																									
5/21																									
5/25																									
5/28																									
6/1																									

White 5%, Blue 3.2%

COLOR WHITE CARD – 6/1/36

C-52

905 STORES # 3 Jefferson 10 [illegible]455
NINE O FIVE STORES/#1040
2231 FIRST CAPITOL DRIVE
ST CHARLES MO 63301

Acct. No.
Credit 1 2 3 4 5
Lic. 3.2 5.0
On
Off
Spec.
Tel.
Front
Side
Rear
Salesman – Rt. No.
Type
Spec. Inst.
Receiver
Owner Mgr.
Buyer
M
T
W
Th
F
DELIVER TIME
OPEN

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept	Oct	Nov.	Dec	Total
MONTH													
SALES													
Y-T-D													

INV	CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2
1/5													
1/12													
1/19													
1/26													
2/2													
2/9													
2/16													
2/23													
3/2													
3/9													
3/16													
3/23													
3/30													
4/6													
4/13													
4/20													
4/27													
5/4													
5/11													
5/18													
5/25													
6/1													
6/8													
6/15													
6/22													

INV	CANS					BOTTLES				LIGHT		DRA
Date	6/8	6/12	12/12	6/16	9	6/12 NR	24/12 RET	32	12	6/12	6/12 NR	1/4
1/5												
1/12												
1/19												
1/26												
2/2												
2/9												
2/16												
2/23												
3/2												
3/9												
3/16												
3/23												
3/30												
4/6												
4/13												
4/20												
4/27												
5/4												
5/11												
5/18												
5/25												
6/1												
6/8												
6/15												
6/22												

Territory 10

VENTURE STORES #19 52357
MAY DEPT STORES/ #1402
3979 HWY 70 & CAVE SPRING
ST CHARLES MO 63301

Acct. No.	Credit 1 2 3 4 5	Tel.	Front	M	DELIVE TIME
Salesman – Rt. No.	Lic. 3.2 5.0	Receiver	Side	T	
Type	On	Owner Mgr	Rear	W	
Spec. Inst.	Off	Buyer		Th	OPEN
	Spec			F	

	Jan	Feb.	Mar.	April	May	June	July	Aug	Sept	Oct	Nov.	Dec	Tota
MONTH													
SALES													
Y-T-D													

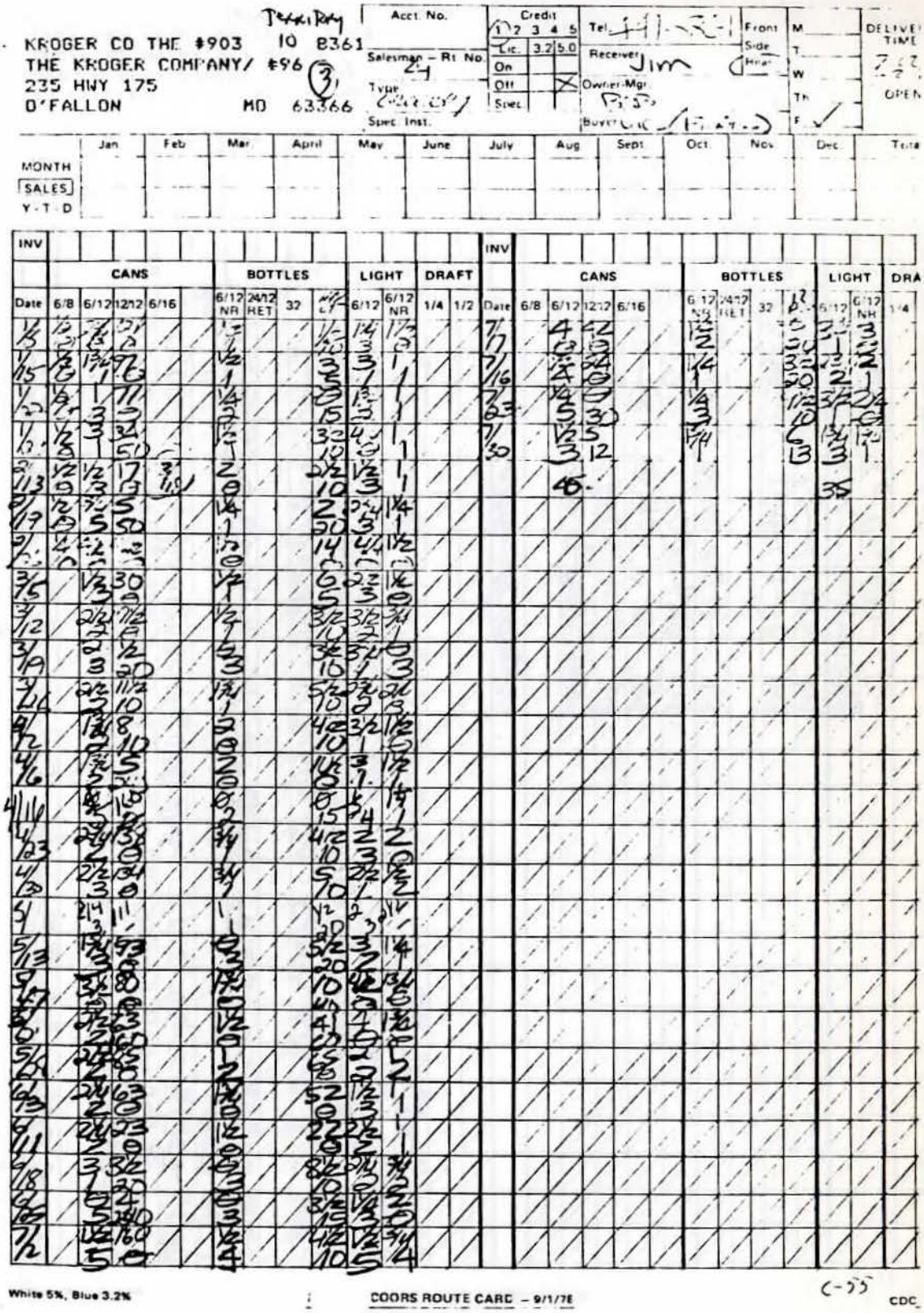
INV	CANS					BOTTLES				LIGHT		DRAFT		INV	CANS					BOTTLES				LIGHT		DRA
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4
1/4														7/2												
1/11														7/9												
1/18																										
1/25																										
2/1																										
2/8																										
2/15																										
2/22																										
3/1																										
3/8																										
3/15																										
3/22																										
3/29																										
4/5																										
4/12																										
4/19																										
4/26																										
5/10																										
5/17																										
5/24																										
6/1																										
6/8																										
6/15																										
6/22																										
6/29																										
7/6																										

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

C-54

CDC4



KROGER CO THE #903 10 8361
THE KROGER COMPANY/ #96
235 HWY 175
O'FALLON MO 63366

Territory

Acct. No.

Credit 1 2 3 4 5

Lic. 3.2 5.0

On

Off

Stat.

Tel.

Salesman – Rt. No.

Type

Spec. Inst.

Receiver Jim

Owner-Mgr.

Buyer

Front

Side

Rear

M T W Th F

DELIVERY TIME

OPEN

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
MONTH													
SALES													
Y-T-D													

INV	CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2

INV	CANS					BOTTLES				LIGHT		DRA
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4
7/7		4	12								3	
7/16		4	24								2	
7/23		4	30								2	
7/30		3½	12								1	
		46										

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

(-55

CDC

Territory 10

OVERLAND DAIRY MARKET 8853
OVERLAND DAIRY MKT/#1472
3102 N CLAY STREET
ST CHARLES MO 63301

Acct. No.
Salesman – Rt. No.
Type
Spec. Inst.

Credit 1 2 3 4 5
Lic. 3.2 5.0
On
Off
Spec.

Tel
Receiver
Owner Mgr.
Buyer

Front
Side
Rear

M
T
W
Th
F

DELIVERY TIME
OPEN

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
MONTH													
SALES									60 bbl 45 bbl				
Y T D													

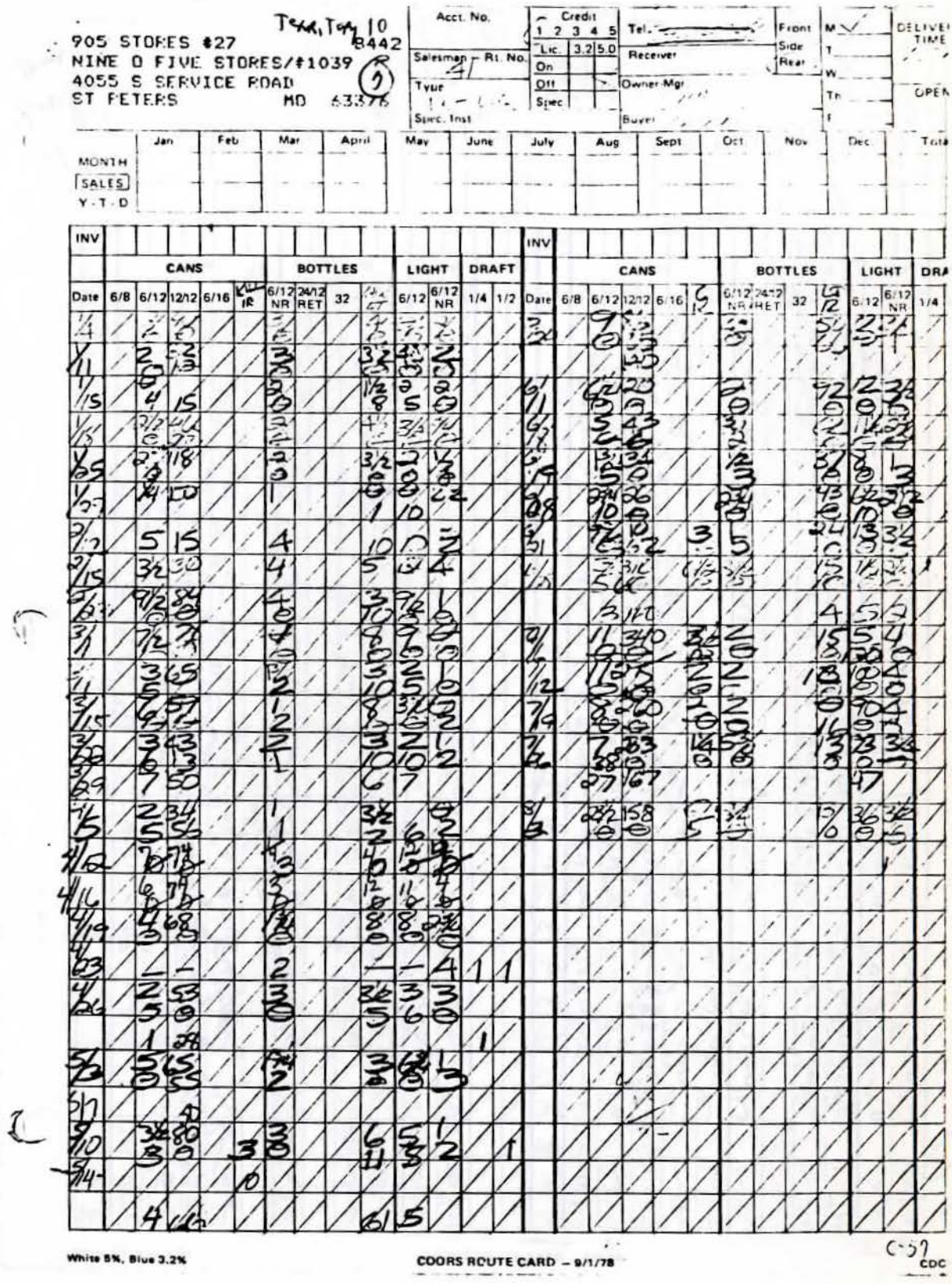
INV	CANS					BOTTLES				LIGHT		DRAFT		INV	CANS					BOTTLES				LIGHT		DRA
Date	6/8	6/12	12/12	6/16	6/12	6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4
1/4														1/4												
1/11														1/11												
1/18														1/18												
1/25														1/25												
1/31														1/31												
2/8														2/8												
2/15														2/15												
2/23														2/23												
3/1														3/1												
3/7														3/7												
3/15														3/15												
3/22														3/22												
4/5														4/5												
4/8														4/8												
4/12														4/12												
4/19														4/19												
4/26														4/26												
5/3														5/3												
5/10														5/10												
5/18														5/18												
5/24														5/24												
5/31														5/31												
6/7														6/7												

White 5%, Blue 3.2%

COORS ROUTE CARD – 8/1/78

C-56

CDC



905 STORES #27
NINE O FIVE STORES/#1039
4055 S SERVICE ROAD
ST PETERS MO 63376

Terr. Twp 10 8442

Acct. No. | Credit 1 2 3 4 5 | Tel. | Front | M | DELIVERY TIME
Salesman | Rt. No. | Lic. | 3.2 | 5.0 | Receiver | Side | T
Type | On | Off | Spec | Owner-Mgr | Rear | W | Th | OPEN
Spec. Inst | Buyer | F

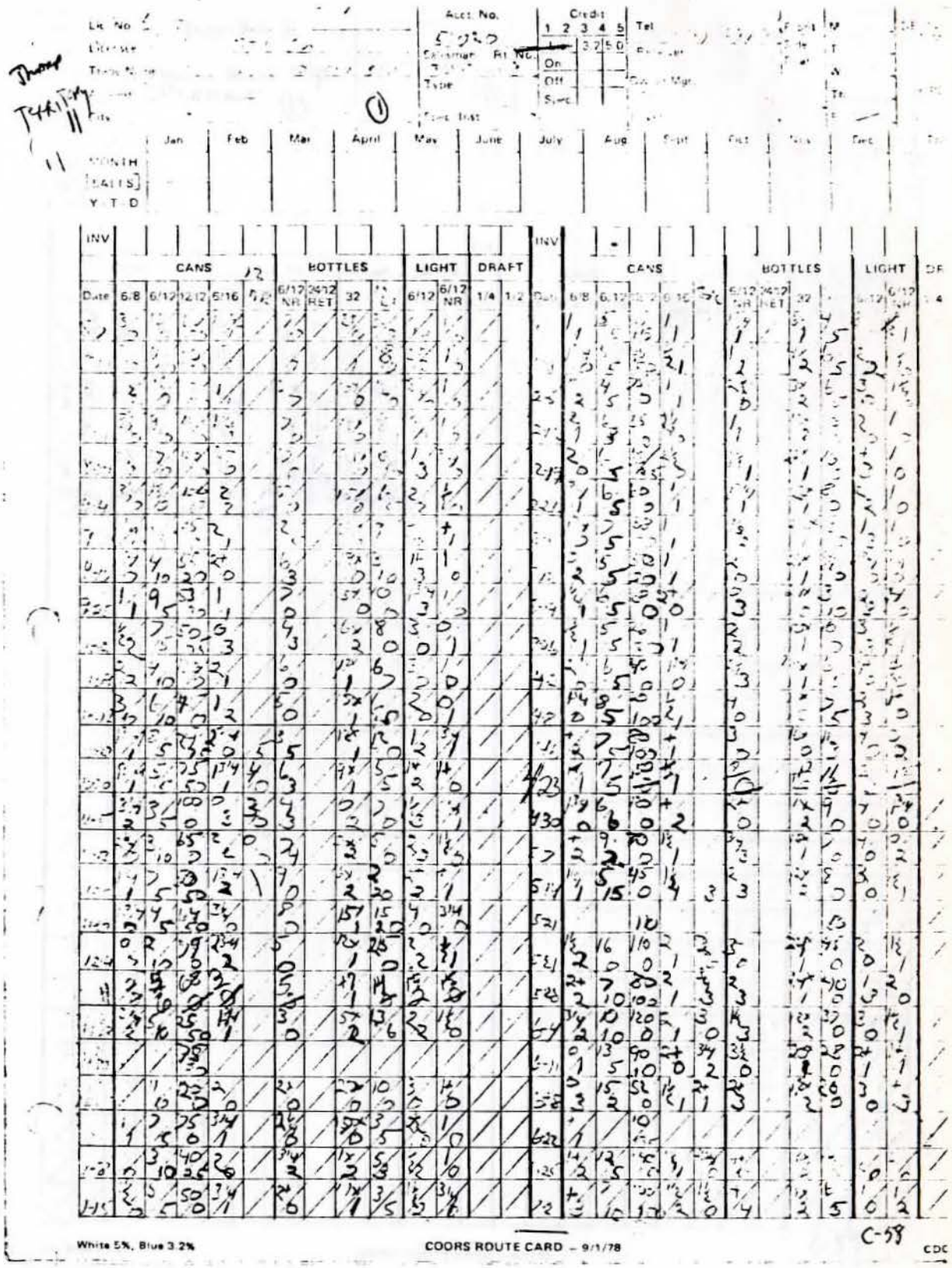
	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
MONTH													
SALES													
Y-T-D													

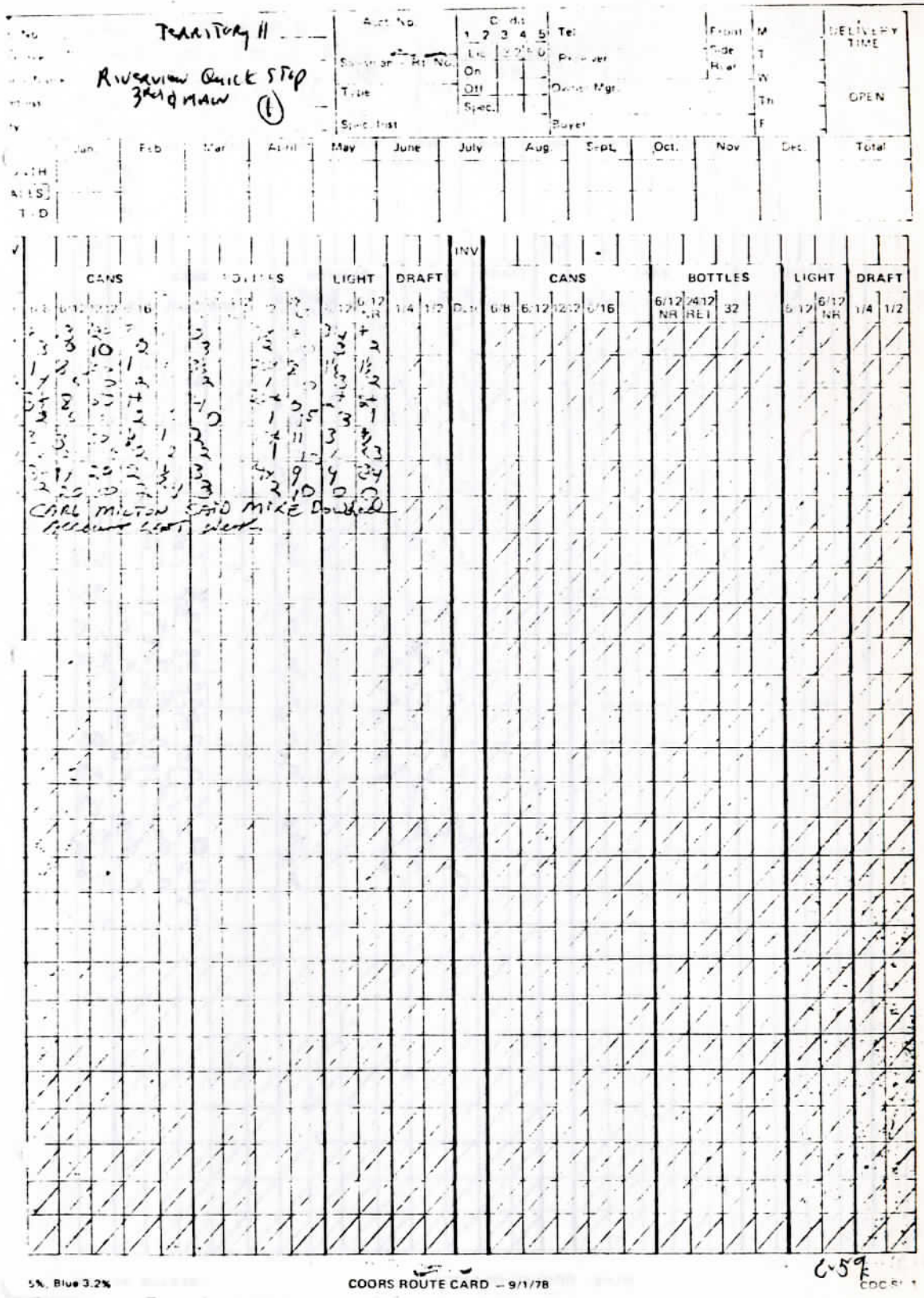
INV	CANS					BOTTLES				LIGHT		DRAFT		INV	CANS					BOTTLES				LIGHT		DRAFT
Date	6/8	6/12	12/12	6/16	LITE IR	6/12 NR	24/12 RET	32	12 GT	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	12	6/12 NR	24/12 RET	32	12	6/12	6/12 NR	1/4
1/4														3/24												
1/11																										
1/15														9/11												
1/15														9/16												
1/25														9/25												
1/27														9/28												
2/2														9/31												
2/15														10/3												
2/22																										
3/1														10/1												
3/1														10/2												
3/15														10/9												
3/20														10/16												
3/29																										
4/5														11/6												
4/12																										
4/16																										
4/19																										
4/23																										
4/26																										
5/3																										
5/7																										
5/10																										
5/14																										

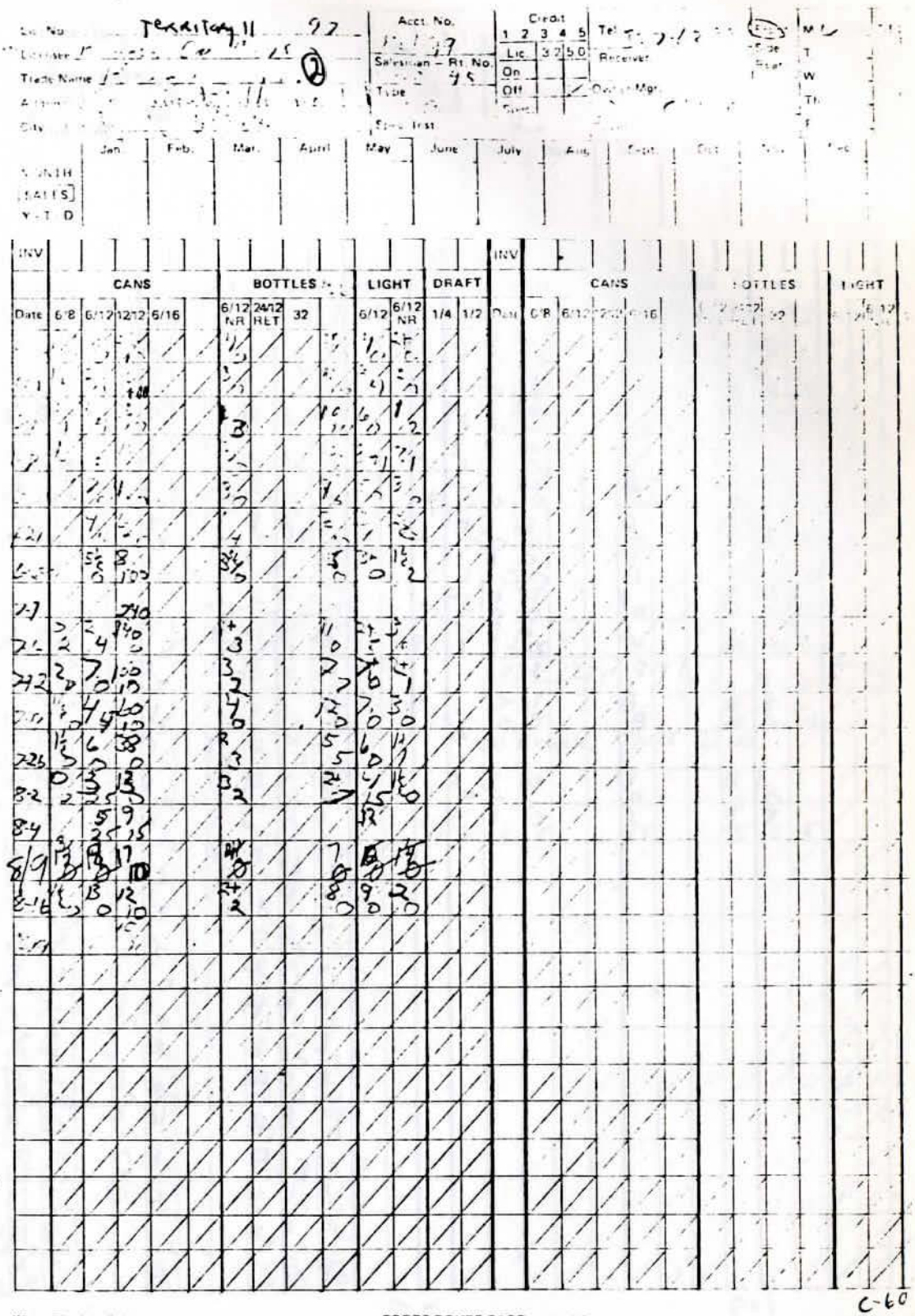
White 5%, Blue 3.2%

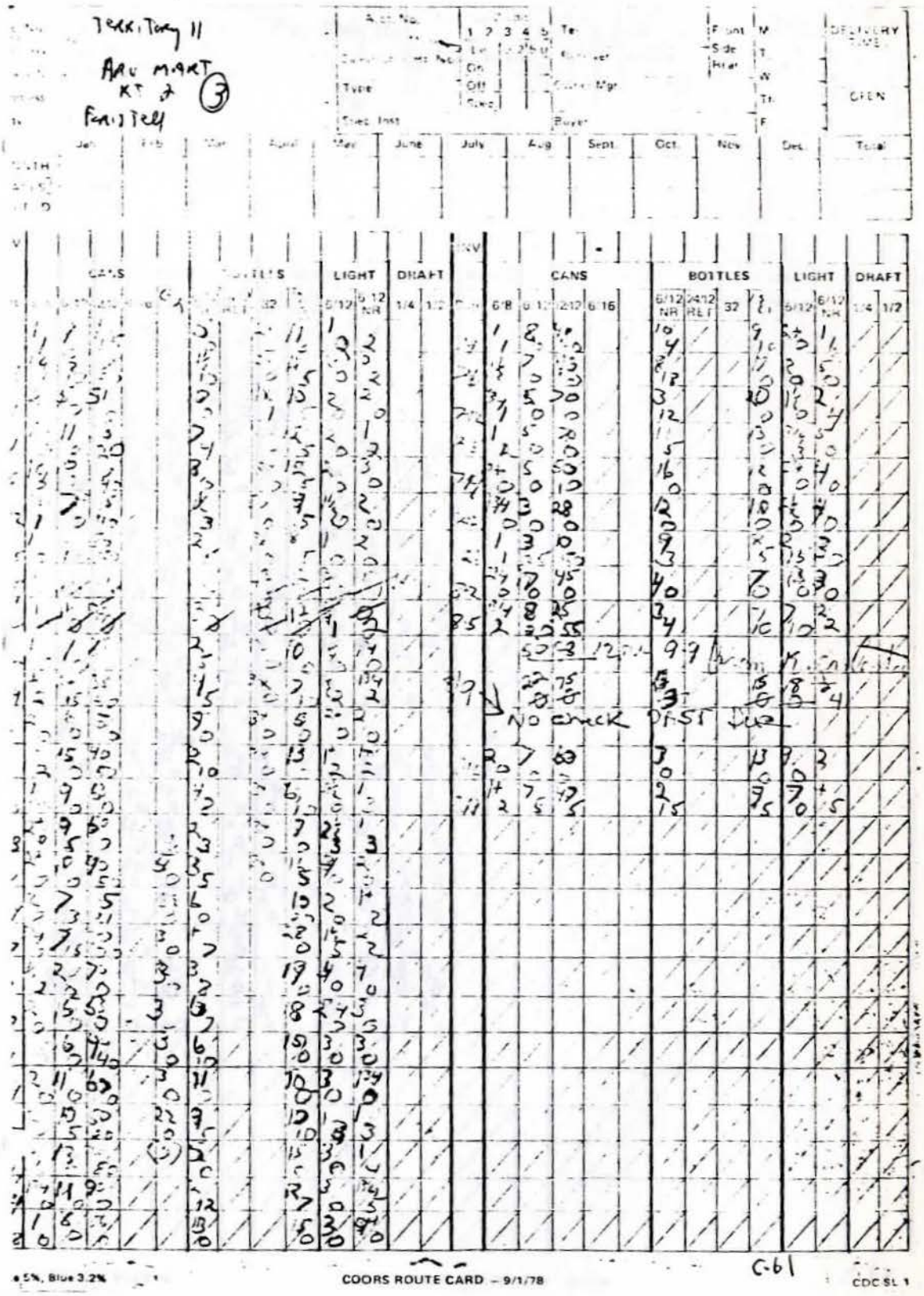
COORS ROUTE CARD – 9/1/78

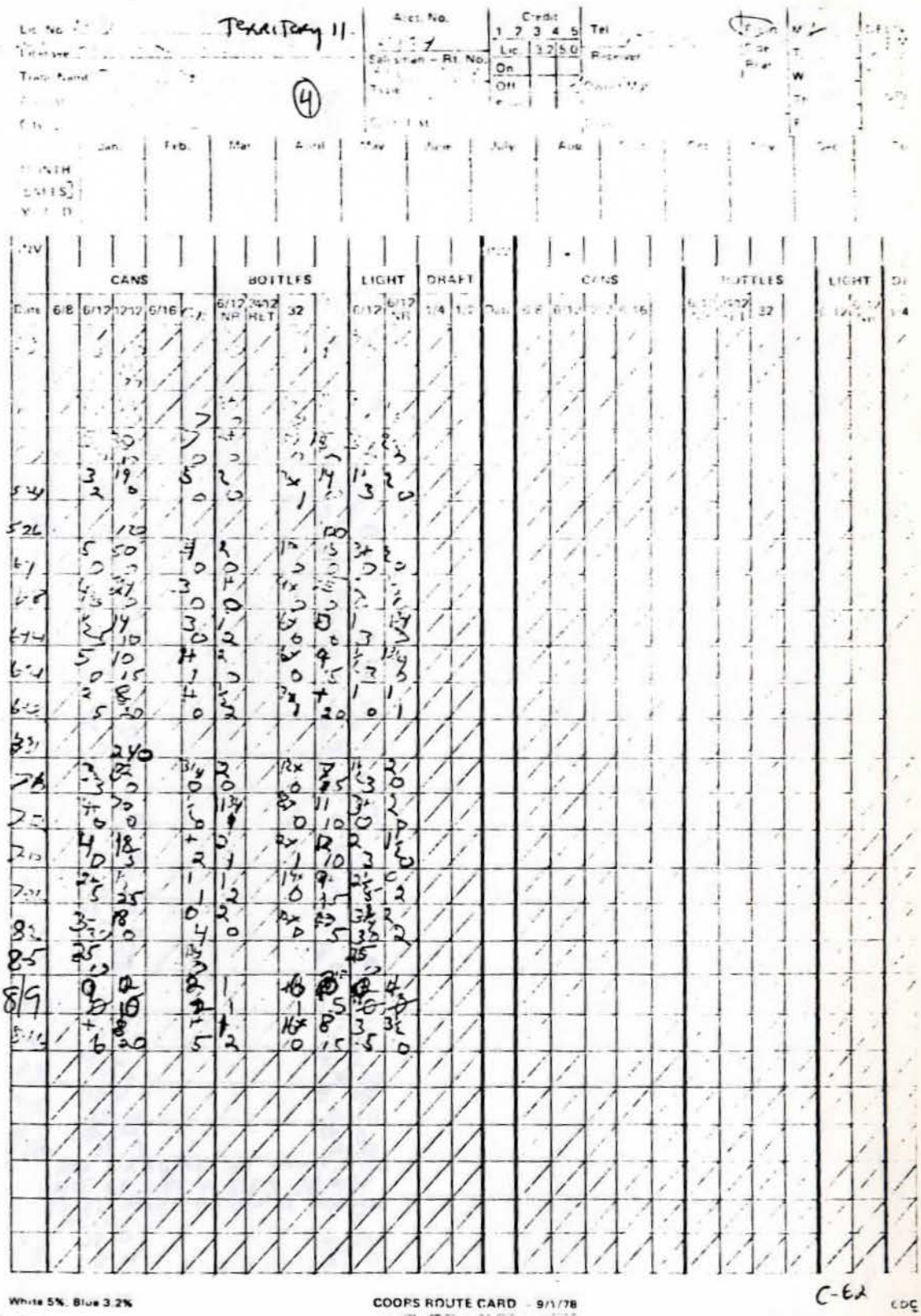
CDC

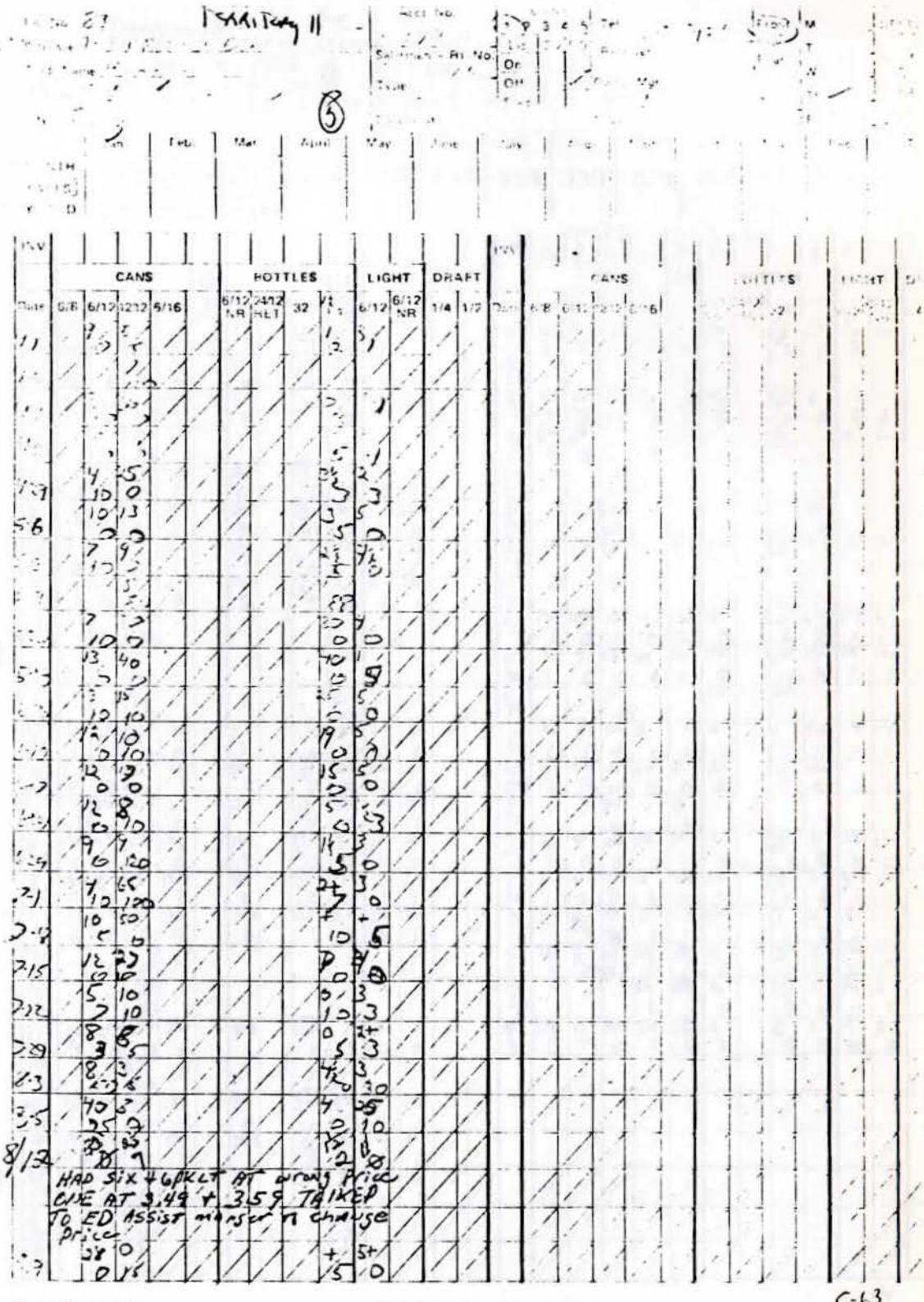

Acct. No.
Credit
1 2 3 4 5
Tel
On
Off
Jan
Feb
Mar
April
May
June
July
Aug
MONTH
SALES
Y T D
INV
CANS
BOTTLES
LIGHT
DRAFT
Date
6/8
6/12
12/12
5/16
6/12 NR
24/12 RET
32
6/12
6/12 NR
1/4
1/2
White 5%, Blue 3.2%
COORS ROUTE CARD – 9/1/78
C-58
CDC

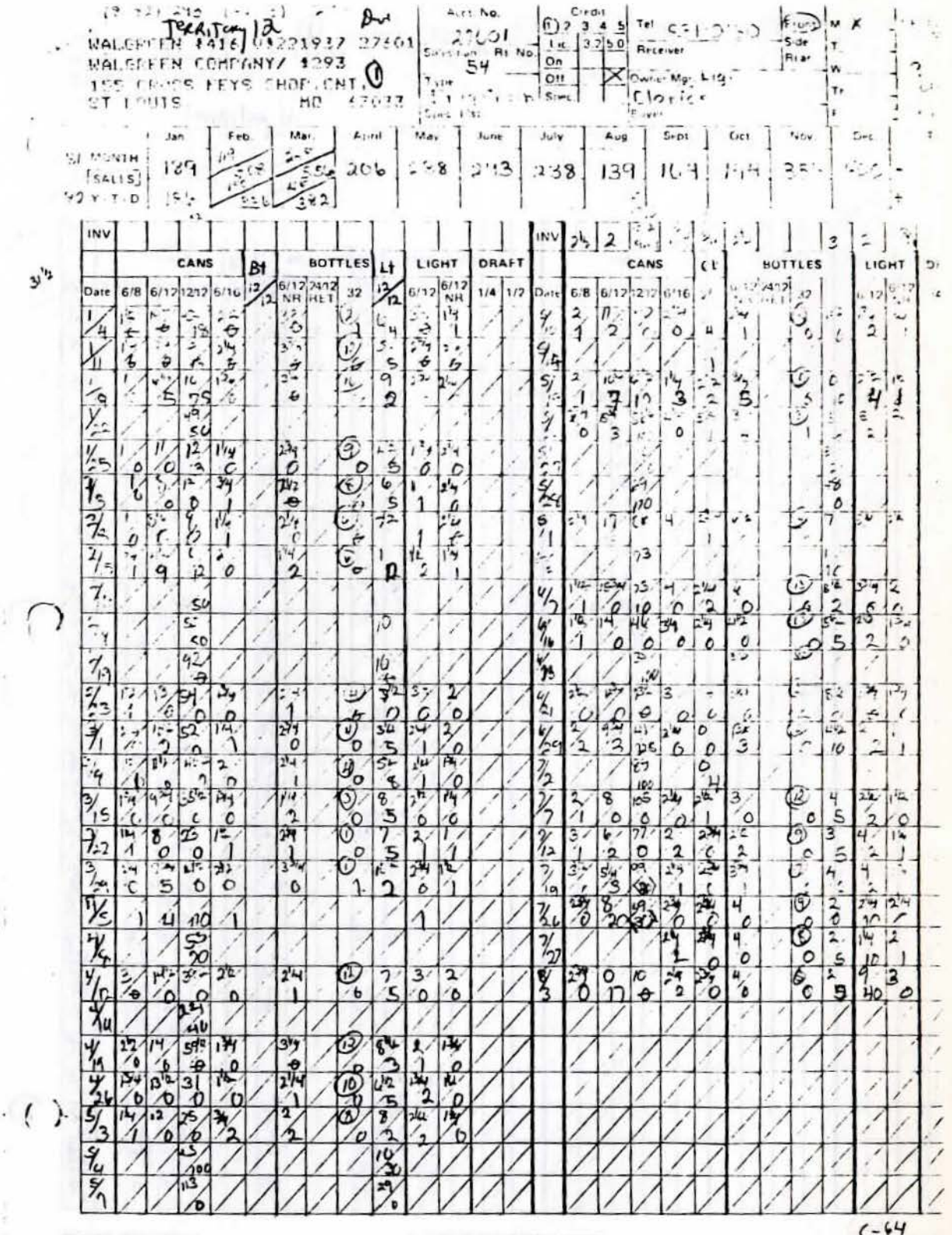

TERRITORY II
Riverview Quick Stop
3rd & Main
(1)
Acct. No.
Credit
1 2 3 4 5
Tel
Driver
Driver Mgr.
Buyer
Front
Side
Rear
M
T
W
Th
F
DELIVERY TIME
OPEN
Jan
Feb
Mar
April
May
June
July
Aug.
Sept.
Oct.
Nov
Dec.
Total
INV
CANS
BOTTLES
LIGHT
DRAFT
6/12 NR
24/12 RET
32
1/4
1/2
CARL MILTON SAID MIKE Double
COORS ROUTE CARD – 9/1/78


Territory 11
Acct. No.
Salesman – Rt. No.
Type
Credit
1 2 3 4 5
Lic.
On
Off
Receiver
Jan
Feb.
Mar.
April
May
June
July
MONTH
SALES
Y-T-D
INV
CANS
BOTTLES
LIGHT
DRAFT
Date
6/8
6/12
12/12
6/16
6/12 NR
24/12 RET
32
6/12
6/12 NR
1/4
1/2
CANS
BOTTLES
LIGHT


Territory 11
ABC MART
KT 2
Fairfield
CANS
BOTTLES
LIGHT
DRAFT
CANS
BOTTLES
LIGHT
DRAFT
No check
Due
COORS ROUTE CARD – 9/1/78
C-61


Texas Party 11
Acct. No.
Credit
1 2 3 4 5
Lic
On
Off
Tel
Salesman – Rt. No.
Jan.
Feb.
Mar
April
May
June
July
Aug
CANS
BOTTLES
LIGHT
DRAFT
CANS
BOTTLES
LIGHT
Date
6/8
6/12
6/16
32
1/4
1/2
32
White 5%, Blue 3.2%
COORS ROUTE CARD – 9/1/78
C-E2


CANS
BOTTLES
LIGHT
DRAFT
6/12 NR
6/12 NR
1/4
1/7
8/12
HAD SIX 4 6PKLT AT wrong Price
CHK AT 3.49 + .35 ¢ TALKED
TO ED ASSIST manager in change
price


Territory 12
WALGREEN #416 04221937 27601
WALGREEN COMPANY #293
155 CROSS KEYS SHOPPING CTR.
ST LOUIS MO 63033
Acct No. 27601
Station Rt No. 54
Credit
Tel
Receiver
Owner Mgr. Lic.
Clerk
Jan
Feb
Mar.
April
May
June
July
Aug
Sept
Oct
Nov
Dec
SI MONTH [SALES]
YTD
INV
CANS
BOTTLES
LIGHT
DRAFT
Date
6/8
6/12
12/12
6/16
6/12 NR
24/12 HET
32
1/4
1/2
White 5%, Blue 3.2%
COORS ROUTE CARD – 9/1/78
C-64

905 STORES #26 (2)
NINE O FIVE STORES/#1086
7445 W FLORISSANT
ST LOUIS MO

Territory 12

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
MONTH SALES	50	92	82	151		45	26	52	161	14		

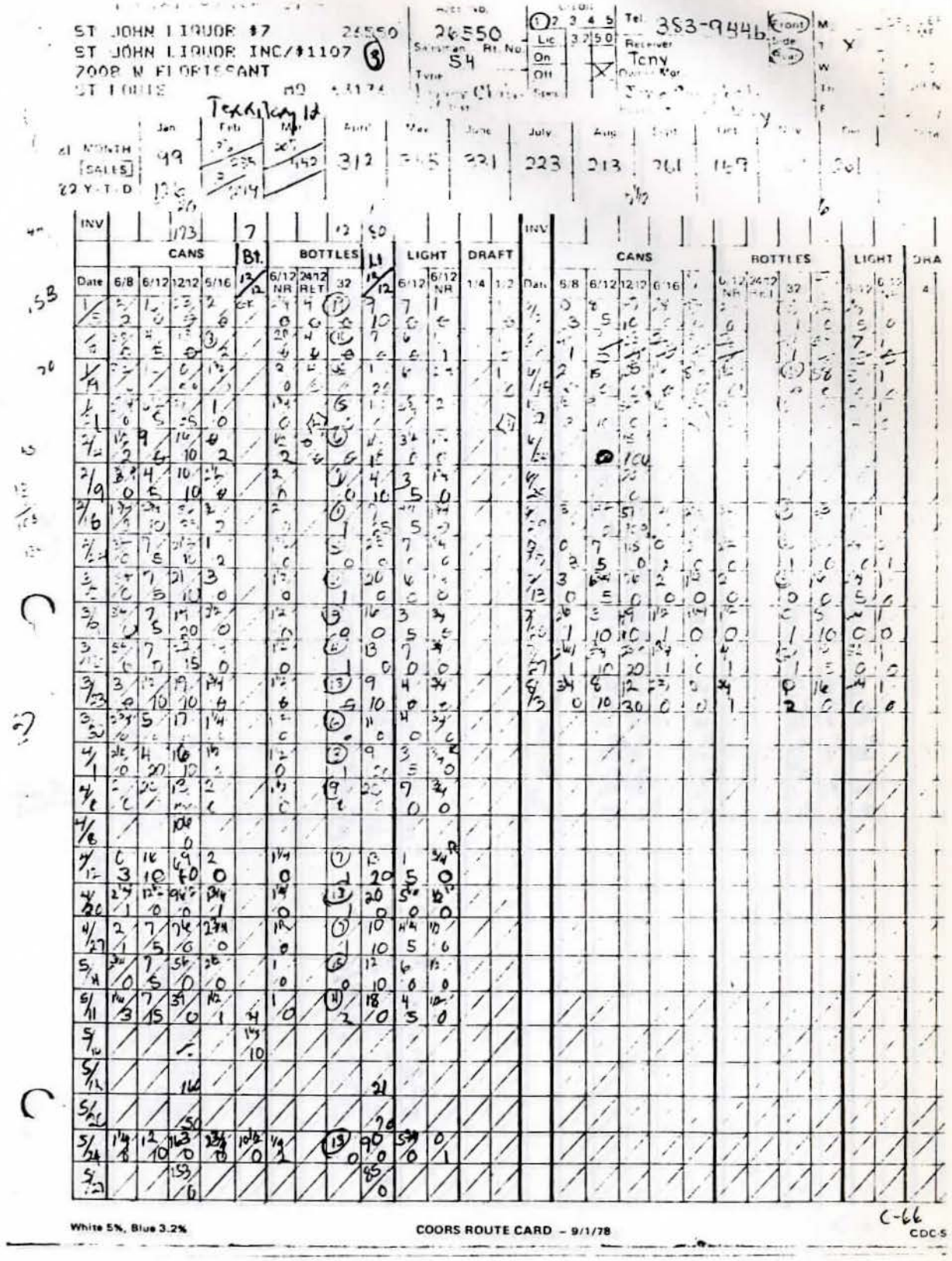
INV	CANS			BT	BOTTLES			LT	LIGHT		DRAFT		INV	CANS			BOTTLES		LIGHT	DRAFT
Date	6/8	6/12	12/12	6/16	6/12 NR	4/12 RET	32	6/12	6/17	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	32	6/12	6/12
1		5	11					16												
1/5								5												
1/12																				
1/19													5/11		3	17			3	1/2
1/26															10	0			5	
2/2															10					
2/9		3	33						3							20				
2/16		10	73		1			1												
2/23			0		0			0	5						10	0			2	
3/2			11					4												
3/9		10	64		1								7/11		11	22				
3/16			0												5	5				
3/23			25		1			4	5				7/18		0	10			0	0
3/30			20					5												
4/6			55		1			10					7/25		7					
			0		1			0	0	1										
4/13			21					1					8/1							
			0		0			0	0	0					0	0				
4/20			23		1/4			6					8/8							
			6		0			0	0	0					5	0			0	0
4/27			82		1/4			1/2	6	1/2			8/15							
			0		1			0	0	0										
5/4					1/2			12					8/22							
					0			5	0	1										
5/11					1/2			1					8/29							
					1			10	5	1										
5/18		5	52		2			10					9/5							
			10		0			0	0	0										
5/25		9	12		1/2			7	1/4	1/4			9/12							
		0	0		0			1	0	0										
6/1			10										9/19							
			20																	
6/8		2	24		1/2			4 1/2	4 1/4	1/4			9/26							
		5	7		1			0	0	0										
6/15		5	14		1/4			5	3	1			10/3							
		5	0		0			5	5	0										
6/22		7	10		3/4			5 1/2	6	1/2			10/10							
		5	10		1			0	0	1										
6/29			53										10/17							
			6																	
7/6		9 1/4	36		2			6	3/4	1/2			10/24							
		5	10		0			5	5	1										
7/13		12 3/4	29		2			4	1/2	1/2			10/31							
		6	10		0			10	5	1										
7/20		10 3/4	22		2			12 1/2	7 1/2	2			11/7							
		0	25		0			10	0	0										
7/27		8	63		1 3/4			19	6	2			11/14							
			0		2															

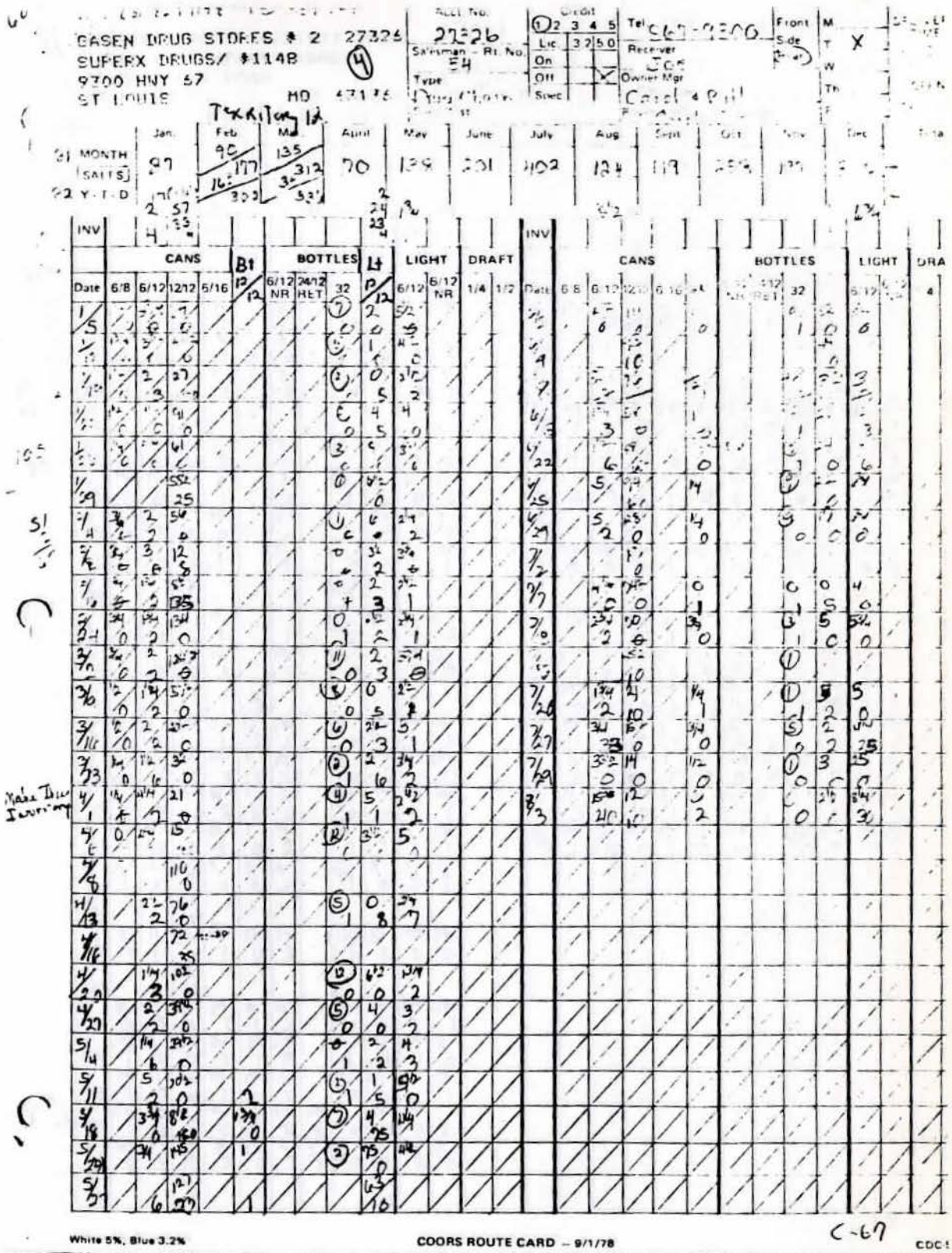
White 5%, Blue 3.2%

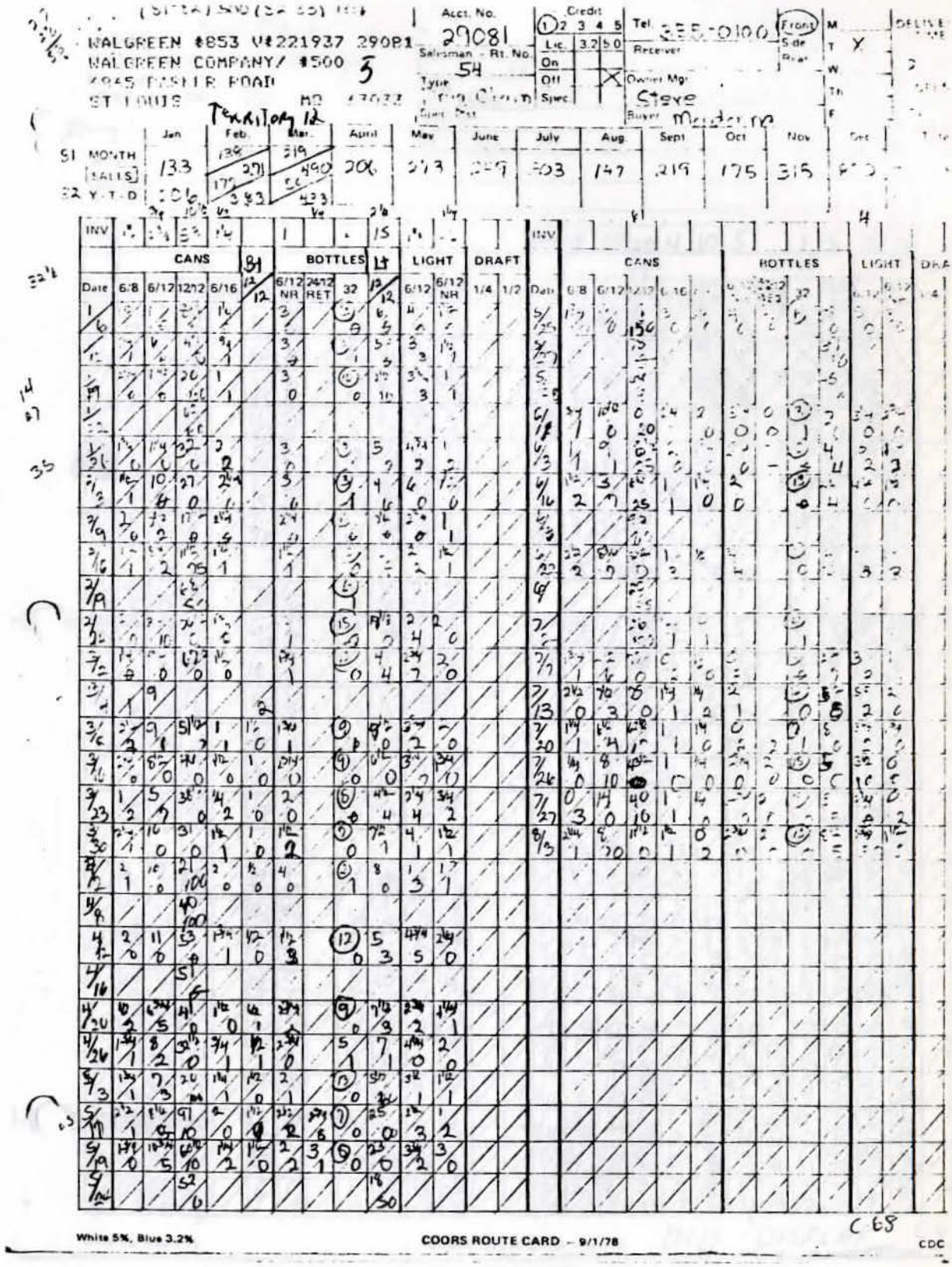
COORS ROUTE CARD – 9/1/78

C-65

CDCS


ST JOHN LIQUOR #7 24550
ST JOHN LIQUOR INC/#1107
7008 W FLORISSANT
ST LOUIS MO
24550
Rt. No. 54
Tel 383-9446
Receiver Tony
Texas Card
Jan Feb Mar April May June July Aug Sept Oct Nov Dec
MONTH SALES 99 312 321 223 213 261 167
Y-T-D
INV
CANS
BOTTLES
LIGHT
DRAFT
Date 6/8 6/12 12/12 5/16
6/12 NR 24/12 RET 32
6/12 6/12 NR 1/4 1/2
Bt.
White 5%, Blue 3.2%
COORS ROUTE CARD – 9/1/78
C-66
CDC-5


GASEN DRUG STORES # 2 27326
SUPERX DRUGS/ #1148
9700 HWY 67
ST LOUIS MO
Acct. No. 27326
Salesman - Rt. No. E4
Type
Credit 1 2 3 4 5
Lic 3 2 5 0
On
Off
Owner Mgr
Front
Side
M
T X
W
Th
MONTH (SALES)
Y-T-D
Jan Feb Mar April May June July Aug Sept Oct Nov Dec
97 90 135 70 128 201 202 124 119
177 312
383
CANS
BOTTLES
LIGHT
DRAFT
Date 6/8 6/12 12/12 5/16 6/12 NR 24/12 HET 32 6/12 6/12 NR 1/4 1/2
CANS
BOTTLES
LIGHT
DRA
Date 6/12 32 6/12
White 5%, Blue 3.2%
COORS ROUTE CARD – 9/1/78
C-67
COORS


WALGREEN #853 V#221937 290B1
WALGREEN COMPANY/ #500
4045 DUNCAN ROAD
ST LOUIS MO
Territory 12
Acct. No. 29081
Salesman - Rt. No. 54
Credit
Tel.
Receiver
Owner Mgr
Steve
Buyer
Jan
Feb.
Mar.
April
May
June
July
Aug.
Sept
Oct
Nov
Dec
51 MONTH SALES
52 Y-T-D
CANS
BOTTLES
LIGHT
DRAFT
Date
6/8
6/12
12/12
6/16
6/12 NR
24/12 RET
32
6/12
6/12 NR
1/4
1/2
C 68
White 5%, Blue 3.2%
COORS ROUTE CARD – 9/1/78
CDC

HUDSON TELL'S 13 RING 9179
KOCH MARKETING #13709/1224
HWY 67
WEST ALTON MO 63386

Acct. No.
Salesman – Rt. No. 52
Type GAS
Spec. Inst

Credit 0 2 3 4 5
Lic. 3.2 5.0
On ✓
Off ✓
Spec.

Tel. 753-2312
Receiver
Owner-Mgr. LARRY - CARLOS
Buyer

Front
Side
Rear

M
T
W
Th
F ✓

DELIVERY TIME 6 AM
OPEN

	Jan.	Feb.	Mar.	April	May	June	July	Aug	Sept.	Oct.	Nov.	Dec.	Total
MONTH													
SALES													
Y-T-D													

INV														INV	8	10	20	4	10	5		1	8	3	3	
	CANS					BOTTLES				LIGHT		DRAFT			CANS					BOTTLES				LIGHT		DRA
Date	6/8	6/12	12/12	6/16	12/12 LT	6/12 NR	24/12 RET	32	12/12 NR	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	12/12 NR	6/12 NR		32	12/12 LT	6/12	6/12 NR	1/4
4/7	6/3	3/10	42/32		2/10	0/10		2/0	1/20	1/2	5/0			2/16	2¼/0	4½/0	19/0		3/0	3½/0		1½/0	9/0	4/0	2/	
4/13	5½/5	4/10	39/20		0/15	1/15		½/2	5/9	½/3	3/0			3/5	1½/	X	4/		X	X		X	6/	2/	X	
4/21	8/2	4/10	55/10		3/15	4/10		2/0	8/2	2/3	3¼/0			3/5	9/4	1¼/10	9/10		0/3	0/8		1½/0	10/0	4½/0	3¼/2	
4/28	7/4	4/10	52/10		11/0	5/5		1/1	4/5	3½/0	2/2			4/19	0	0	4/		6/	0		0	1	0/0	0/	
5/5	9/0	2/10	72/10		5/5	6/		½/1	0/15	1/4	1/2			5/12	1/4	3/10	3/30	2	0/6	0/10		4/8	1/	1¾/2	0/	
5/11	2/5	2/10	52/20		1/5	2/5		1/0	3/5	1/3	2/1			5/19	0/6	3/5	4/50	½/2	3/10	7/0		8½/1	0/10	½/3	0/	
5/19	1½/5	2/10	44/0		2/10	3/10		1/0	4/5	2/3	3/0			5/26	3/4	5/5	34/17	4/	4/0	2/5		6½/1	7/0	½/1	1/0	
		1/0	16/3											6/2	3/5	2/14	21/0	1½/5	6/3	1/10		8½/1	3/11	1/5	½/3	
10/2	3/5	6/2	120/0		7/0	6/0		0/1	3/6	3/1	2/0															
10/10	4½/10	5½/5	100/77		6/0	2/5		4½/1	2/6	4½/0	1¼/4			6/19	1½/6	13/0	15½/0	4/0	4/0	5/3		2½/2	4/5	6/0	1½/2	
10/16	2/2	3/15	74/0		6/0	3/5		1/	7/1	2/2	2¾/0			6/23	6/	10/	10½/	3/	1/8	3/5		2/1	4/	5/	2/	
10/23	12/0	2/10	51/20		4/5	2/5		1/1	5/5	2½/0	0/1			6/30	4/4	10/5	45/0	2/0	4/5	5/0		1/1	4/10	4/0	2/0	
10/30	10/0	5½/0	50/		3/5	3/		1/0	5/		2/				6/2	8/4	11/0	3½/2	6/	3/		1/1	1/10	3½/2	1/	
11/6	9/0	2/7	93/26		2/5	1/3		2½/0	1/0	1½/3	1½/2			5/4	4/4	7/10	65/0	4½/3	5/5	4/4		1/1	3/0	1/3	1½/	
11/13	3½/3	7½/5	40/0		2/5	3/3		0/1	0/10	3/0	2½/0						50/						100/	3½/		
11/17			15/		60/									5/20	6/3	10/5	60/	2/3		3/10		1½/1		1½/3	1½/3	
11/24	½/2	2/2	45/0		48/0	4/0		0/2	3½/0	½/2	½/3			6/4	4/4	3/5	60/0	3/0		3/5	3	1½/1	8½/0	½/0	3/0	
12/4	0/5	5/5	5/60		38/0	1½/5		1/0	0/5	2/0	1½/3			6/11	4/4	2/5	51/0	3/0	5/0	5/5	2	1½/1	6½/0	2/3	2/0	
12/11	3¾/1	5/5	11/46		42/0	2/5		½/1	1/10	2/0	1¾/2			6/18	2½/6	3/7	14/0	2/0	3/3	2/7	1½/1	2/0	6½/0	4/0	1/2	
12/18	2½/3	4/5	1/100		14/0	5/0		1/0	10/0	0/2	1½/2			6/25	5/0	1/6	9/100	0/4	9/1	5/0	2	0/1	7/0	3/0	2½/1	
1/8	2½/2	4½/10	73/		7/10	4/0		9/1	3/5	2/0	2½/0			7/9	8/	17/	24/	5/	5/	11/		2/1	12/	6/	3/	
1/15	2½/3	4½/3	54/		20/0	3/0		½/1	3/8	1/0	1½/0			7/16	5/2	6/0	4/30	0/4	4/7	4/4	0	3/1	0/9	0/5	0/6	
1/22	5½/5	4½/3	54/		17/	1½/		1½/1	11/	½/2	½/4			7/23	3/2	0/10	0/20	3/3	3/3	0/0	0	2/0	0/1	5/0	3/0	
1/29	4½/5	4½/5	42/0		12/0	1½/0		1½/0	6/0	½/0	1½/1			7/30	0/5	3/7	4/0	1/2	0/10	3/4	0	2/2	0/10	3/2	3/0	
2/5	4½/3	4½/3	30/0		8½/0	1/5		1½/0	2½/3	0/2	½/2			8/6	3½/4	0/15	2/32	½/2	3/0	6/2	1½	1/1	9/0	5½/0	1½/0	
2/11	2½/2	4/10	41/0		6/0	1/5		1/1	4½/0	1½/3	2½/0			8/11	2/4	8/0	3/25	2/2	1½/10	4/4	2/3	2/0	3/0	5/0	½/2	

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78 DID DISPLAY C-6
CDC

..(81-82) 106 (82-83)

GLASER DRUG CO #12 — Territory 13 25344
GLASER DRUG COMPANY/
75 VILLAGE SQUARE
SHOPPING CENTER
ST. LOUIS — MO 63042

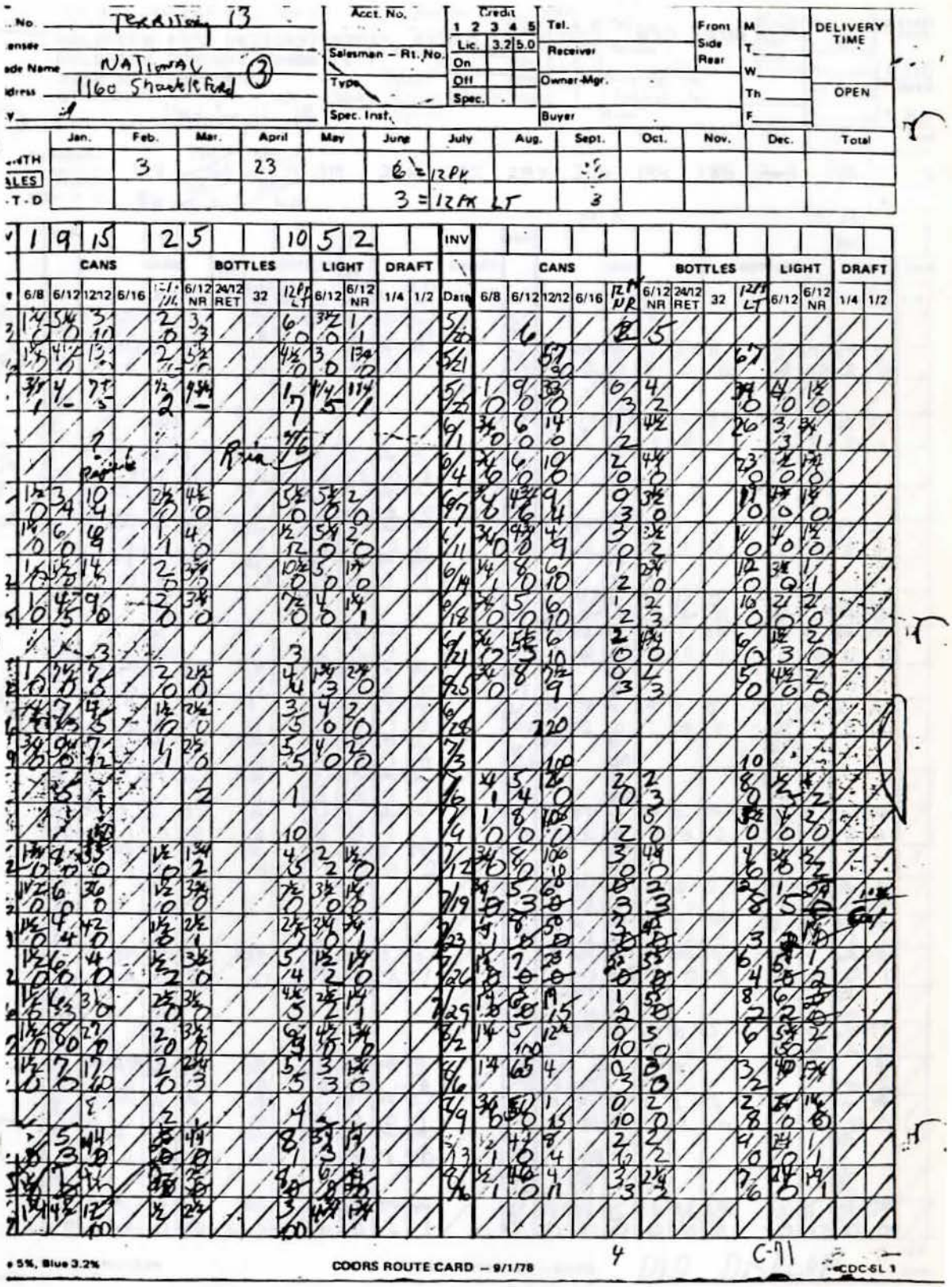
Acct. No. 25344 | Credit 1 2 3 4 5 | Lic. | On | Off | Spec. | Tel. 895-4433 (Front / Side / Rear) | Salesman – Rt. No. 54 | Type Drug Chain | Spec. Inst. | Receiver | Owner-Mgr. Don Vicky Swedersko | Buyer | M | T X | W | Th | F | DELIVERY TIME 9:00 OPEN 8:00

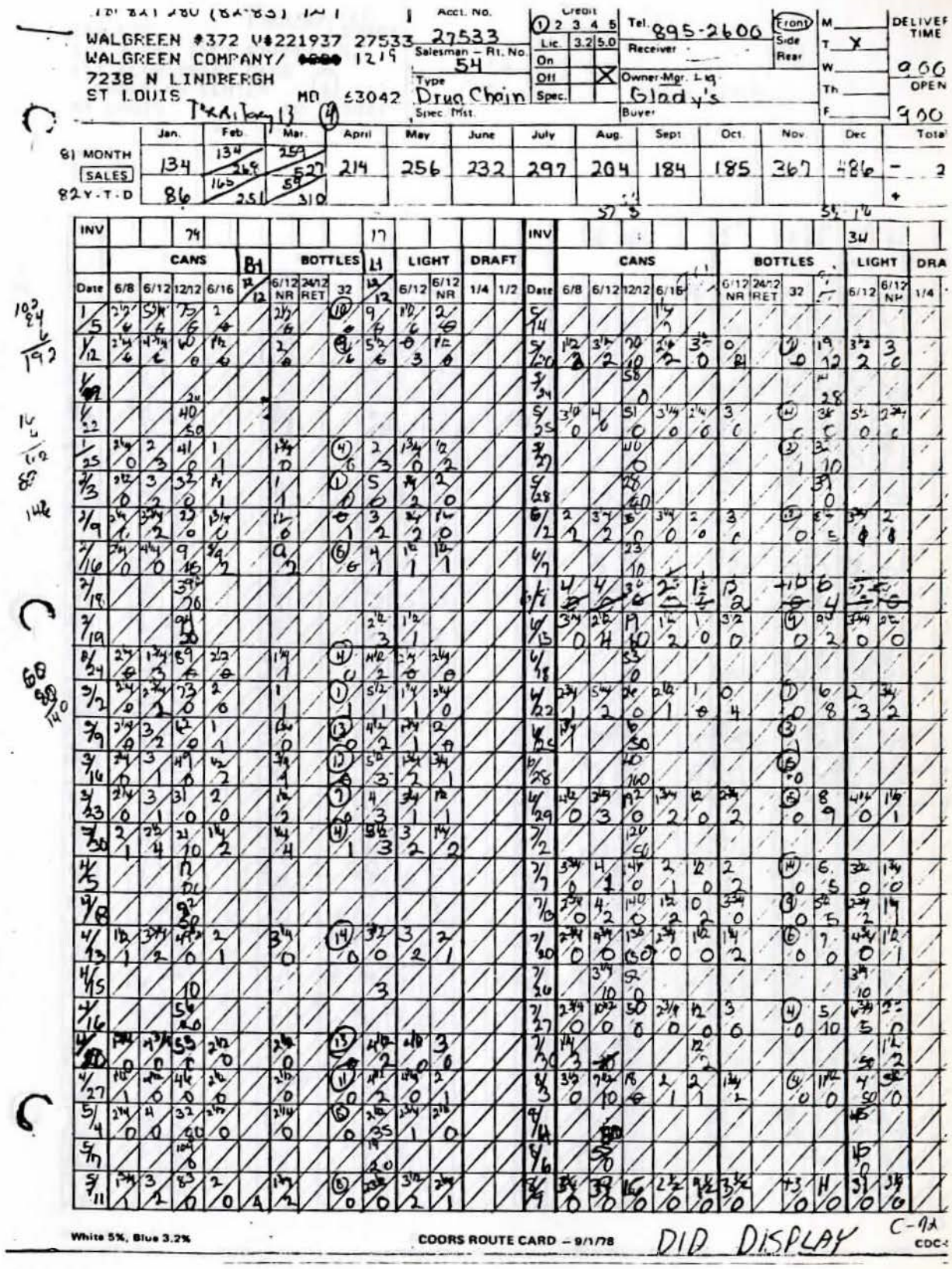
	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov	Dec.	Total
81 MONTH SALES	24	32 / 46	69 / 115	27 / 142	140 / 282	73 / 355	86 / 441	41 / 482	42 / 524	92 / 616	107 / 723	73 / 796	-
82 Y-T-D	26	23 / 48	51 / 99										+

INV		CANS				Bt 12	BOTTLES			Lt 12	LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16			6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2
1/5	3/4 / 0	6/4 / 6	13 / 0				1 / 0			5 / 0	3 / 0	1 / 0		
1/12	3/4 / 6	5/2 / 6	n/a / 6				1 / 0			4 / 0	2/4 / 4	1 / 0		
1/19	3/4 / 0	3/4 / 3	7 / 20				1 / 0			4 / 0	1/4 / 3	0 / 0		
1/26			17/2 / 0							4 / 0				
2/2	3/4 / 0	3/2 / 3	1/2 / 0				1 / 0			4 / 0	3 / 0	0 / 0		
2/9	4 / 0	5/4 / 0	3 / 0				1 / 0			4 / 0	2/4 / 0	0 / 0		
2/16	4/4 / 0	3 / 3	0 / 4				4 / 0			3/2 / 0	1/4 / 2	0 / 0		
2/24	1/4 / 0	1/2 / 1/0	0 / 5				0 / 0			3/2 / 0	2/4 / 3	0 / 0		
3/2	4/4 / 0	3/2 / 4	1/2 / 5				6 / 0			3/2 / 0	1/4 / 0	0 / 0		
3/9	1/4 / 0	3 / 4	2 / 5				0 / 0			2/2 / 0	2/4 / 3	0/6 / 0		
3/16	4/4 / 0	3/4 / 3	3 / 2				8 / 0			3 1/2 / 0	4 / 0	0 / 0		
3/23	0 / 0	1 / 1/0	0 / 5				6 / 0			2 1/2 / 0	3 / 0	0 / 0		
3/30		2/4 / 2	0 / 10							1 / 0	4/2 / 0			
4/1		3 / 5	9 / 0							0 / 0	1/4 / 1			
4/6		4/4 / 6	5 / 5/0							5/2 / 0	1/4 / 0			
4/8			10 / 0											
4/13		4/4 / 0	3/4 / 0							6 / 0	3/2 / 0			
4/16			18 / 0											
4/20		1 3/4 / 5	12/2 / 0							5 / 0	2 / 3			
4/27		3/4 / 8	6 / 0							5 / 0	1/2 / 1			
5/4		5 / 0	3 / 0							4 / 0	4 / 0			
5/11		1/4 / 7	2 / 5		3					3 / 0	3 / 1			
5/20		3/4 / 10	6 / 0		2 3/4 / 0					2 3/4 / 0	3/4 / 3			
5/24		10 / 0	0 / 7							0 / 5	2/4 / 3			
5/25		8 / 0	0 / 30		2 3/4					20 / 0	4 1/2 / 0			
5/27			35 / 0							14 / 30				

INV		CANS				BOTTLES			LIGHT		DRA
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4
6/26			8 / 50					8 / 0			
6/2		2 3/4 / 0	25 / 0	2 3/4 / 0				6 / 1	4 / 6		
6/9			10 / 0					0 / -			
6/16		5	9 / 2	2 / 3				-	3 / 7		
6/15		3	2 / 0	2 / 0				0 / 5	4 / 0		
6/22		2 3/4 / 5	4 / 0	3 / (2)				2 2/2 / 10	1/2 / 3		
6/25			13 / 90								
6/29		4 / 5	4 5 / 0	0 / 0				13 / 0	1 1/4 / 1		
7/3			0 / 5								
7/7		7 1/2	12 3 / 0					1 1/2	3 1/2		
7/13		3 3/4 / 6	2 1/2 / 0					1 1/2 / 1	1 1/4 / 0		
7/20		5 1/2 / 5	8 9 / 0					8 1/2 / 0	3 1/2 / 3		
7/27		6 1/4 / 0	8 / 0					5 1/2 / H	3 1/2 / 3		
8/3		5 / 5	4 3 1/2 / 1					2 1/2 / 0	6 / 2 6		
8/10		5 1/2 / 10	4 1/2 / 0					8 / 0	1 3/4 / 0		
8/14		1 0 1/4 / 0	3 3/2 / 0					5 / 0	4 1/2 / 0		
8/16		6 1/2 / 0	3 3/2 / 0					5 1/2 / 0	4 / 0		

White 5%, Blue 3.2% — COORS ROUTE CARD – 9/1/78 — DID DISPLAY C-90 CDC





ID 821 280 (82-83) 141

Acct. No. 27533

WALGREEN #372 V#221937 27533
WALGREEN COMPANY/ ~~4000~~ 1219
7238 N LINDBERGH
ST LOUIS MO 63042

Salesman – Rt. No. 54

Type Drug Chain

Spec. Mst.

Credit: 1 2 3 4 5 | Lic. | 3.2 | 5.0 | On | | | Off | | X | Spec. |

Tel. 895-2600

Receiver

Owner-Mgr. Leg. Glady's

Buyer

Front / Side / Rear

M | T X | W | Th | F

DELIVERY TIME: 900 OPEN 900

Texas Day 13

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept	Oct.	Nov.	Dec	Total
81 MONTH SALES	134	134 / 265	259 / 527	214	256	232	297	204	184	185	367	486	- 2
82 Y-T-D	86	165 / 251	59 / 310										+

INV			74						17					INV									34		
	CANS				B1	BOTTLES			L1	LIGHT		DRAFT			CANS				BOTTLES			LIGHT		DRA
Date	6/8	6/12	12/12	6/16	12 / 12	6/12 NR	24/12 RET	32	12 / 12	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4
1/5	2½ 6	5¾ 4	72 6	2 0		2½ 6		10 9	9 / 11	10 6	2 / 6			5/14				1¼ 0						
1/12	2¼ 6	4¾ 6	60 0	1½ 0		2 0		8 6	5½ 6	0 3	1½ 0			5/20	1½ 3	3½ 2	70 10	2½ 2	3½ 0	0	1 0	19 12	3½ 2	3 0
1/19			24											5/24			58 0					28		
1/22			40 50											5/25	3½ 0	4 0	51 0	3¼ 0	2¼ 0	3 0	4 0	35 5	5½ 0	2¾ 0
1/25	2¼ 0	2 3	41 0	1 1		1¾ 0	4 6	2 3	1¾ 0	½ 2				5/27			40 0				2 1	3 10		
2/3	2½ 0	3 2	32 0	1½ 1		1 1	1 0	5 0	½ 2	2 0				5/28			28 60					31 0		
2/9	2¼ 1	3¾ 2	23 0	1¾ 0		1½ 0	1 1	3 2	2¼ 2	1½ 0				6/2	2 2	3½ 2	35 0	3¼ 0	2 0	3 0	5 0	5 0	3¾ 0	2 0
2/16	2¼ 0	4¼ 0	9 15	3½ 2		0 0	6 6	4 1	1½ 1	1½ 1				6/7			23 10							
2/19			39½ 20											6/8	4 5	4 5	30 0	2½ 0	1½ 0	12 0	10 0	6 4	3½ 0	2½ 0
2/19			94 50					2½ 3	1½ 1					6/15	3¾ 0	2½ 1	49 0	1½ 2	1 0	32 0	9 0	0 2	3¾ 0	2½ 0
2/24	2¼ 0	1¾ 3	89 6	2½ 0		1¼ 1	4 0	4½ 2	2¼ 0	2¼ 0				6/18			53 0							
3/2	2¼ 0	2¾ 2	73 0	2 0		1 1	1 1	5½ 1	1¼ 1	2¼ 0				6/22	2¾ 1	5¼ 2	26 0	2½ 1	1 0	0 4	1 0	6 8	2 3	3¼ 2
3/9	2¼ 0	3 2	42 0	1 1		1½ 0	13 0	4½ 2	1¾ 1	2 0				6/25	1¾ 1		50				3			
3/16	2¼ 0	3 1	49 0	4½ 2		3¼ 1	12 6	5½ 3	1¾ 2	3¼ 1				6/28			40 160				15 0			
3/23	2¼ 0	3 1	31 0	2 0		1½ 2	7 6	4 3	3¼ 1	1½ 1				6/29	4½ 0	3½ 3	19 0	3¼ 2	1½ 0	2½ 2	5 0	8 9	4¼ 0	1½ 1
3/30	2 1	2½ 4	21 10	1¼ 2		1¼ 4	4 1	5½ 3	3 2	1¼ 2				7/2			120 50							
4/5			11 DC											7/7	3¾ 0	4 1	49 0	2 1	1½ 0	2 2	4 0	6 5	3½ 0	1¾ 0
4/8			92 50											7/10	2¾ 0	4 2	40 0	1½ 2	0 2	3¾ 0	3 0	5½ 5	2¾ 2	1¼
4/13	1½ 1	3¾ 2	45 0	2 1		3¼ 0	14 0	3½ 0	3 2	2 1				7/20	2¾ 0	4¾ 0	136 (50)	2¾ 0	1½ 0	1¼ 2	6 0	7 0	4¾ 0	1½ 1
4/15			10					3						7/26		3¾ 10	52 0						3¾ 10	
4/16			56 20											7/27	2¾ 0	10½ 0	50 0	2¾ 0	1½ 0	3 0	4 0	5 10	4¾ 5	2 0
4/20	1¾ 0	4¾ 0	55 5	2½ 0		2¾ 0	13 0	4½ 2	4½ 0	3 0				7/30	1¼ 3				1½ 2				5¾ 2	1½ 2
4/27	1½ 1	2¾ 0	46 0	2½ 0		2½ 0	11 0	4½ 2	4¾ 0	2 1				8/3	3½ 0	7¾ 10	18 6	2 1	2 1	1¾ 2	6 0	11½ 0	4 5	3¾ 0
5/4	2¼ 0	4 0	32 20	2¾ 0		2¼ 0	6 0	2½ 35	2¾ 1	2½ 0				8/11			80						4½	
5/7			10¾ 0					19 20						8/16			55 0						4½ 0	
5/11	1¾ 1	3 2	83 0	2 0	A	1¾ 2	6 0	2½ 0	3½ 2	2¾ 1				8/19	3¾ 0	3¾ 0	46 0	2½ 0	1½ 0	3½ 0	3 0	11 0	3½ 0	3¼ 0

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

DID DISPLAY

C-12

CDC-

Z&Z LIQ — Territory 13 — 27708
Z & Z ENT INC/ #1458/236
111 FLORISSANT OAKS SHOPPING CENTER (5)
ST LOUIS MO 63031

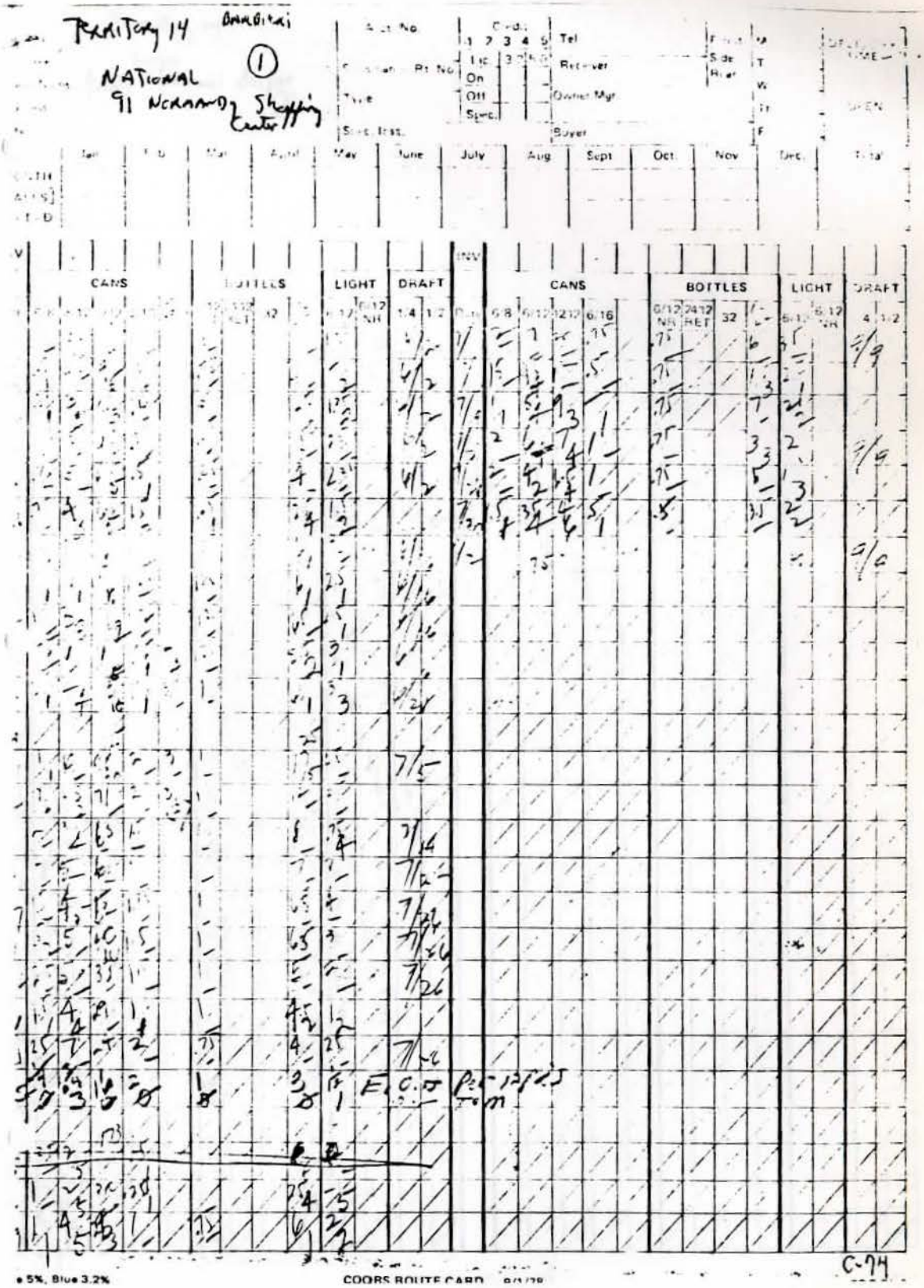
Acct. No.
Salesman – Rt. No. 52
Type PKG
Spec. Inst.
Credit (1) 2 3 4 5
Lic. 3.2 5.0
On
Off ✓
Spec.
Tel. 831 2424
Receiver
Owner-Mgr. VIC - KIMM
Buyer
Front / Side / (Rear)
M / T / W / Th ✓ / F
DELIVERY TIME 10 AM
OPEN

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
MONTH													
SALES													
Y-T-D													

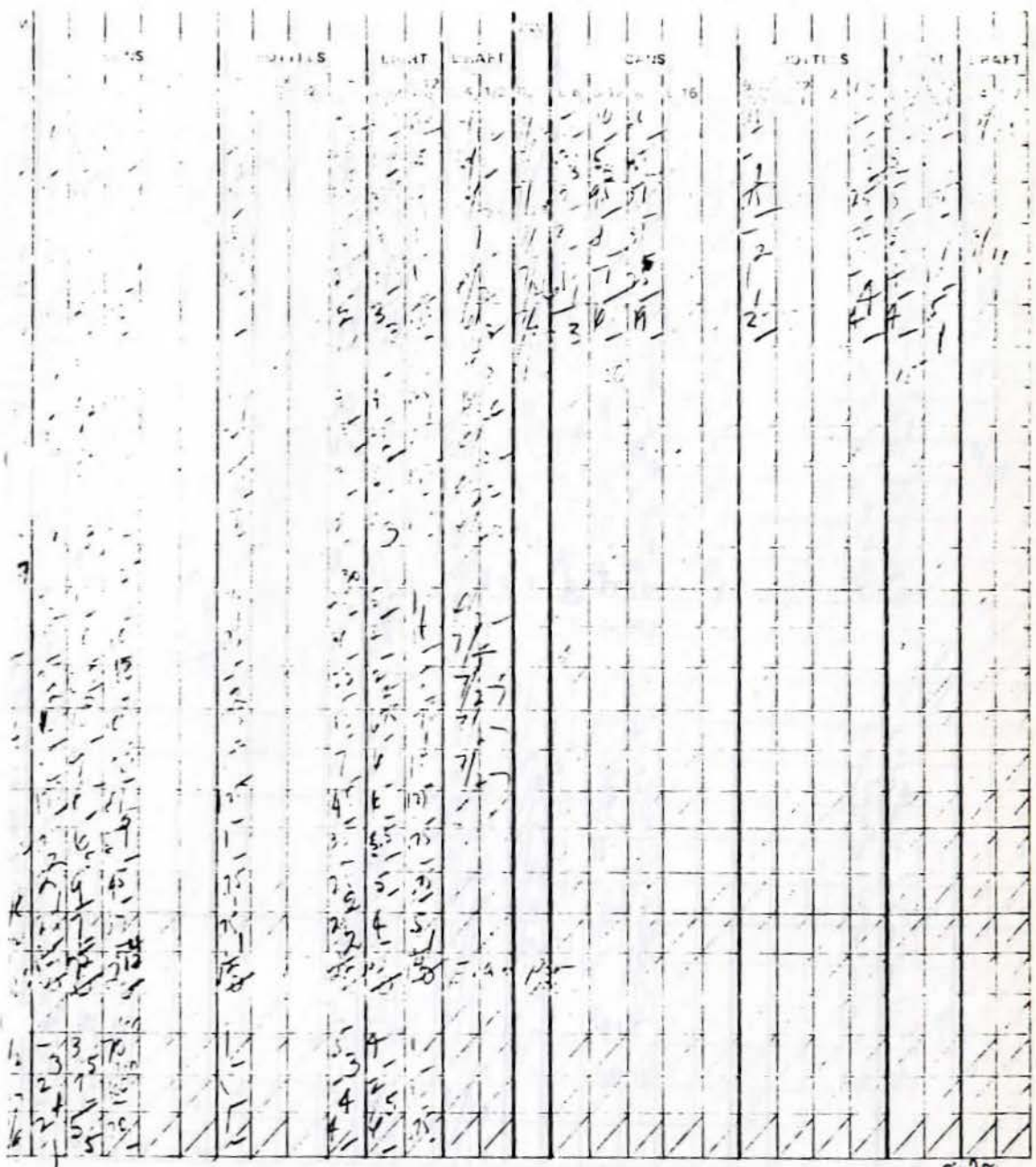
INV															INV		10	10			5		1	5	5	2		
	CANS					BOTTLES				LIGHT		DRAFT				CANS					BOTTLES				LIGHT		DRAF	
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32	12/16 LT	6/12	6/12 NR	1/4	1/2		Date	6/8	6/12	12/12	6/16	GK	6/12 NR	24/12 RET	32	12/16 LT	6/12	6/12 NR	1/4	1/
8/6		4/6	31/0			3/5			11/0	3/3	1/5				7/14		2/7	12/5			2/10		1/1	2/10	2/4	2/2		
8/13		4/6	24/0			2/10			9/8	4/0	2/3				7/25		3/5	12/0			2/10		1/0	6/0	5/5	1/2		
8/20		8/5	11/0			7/5			12/6	1/6	2/8				8/4		4/7	7/0					1/0	4/5	4/5	2/2		
8/27		8/0	5/0/0			7/0			6/0	1/5	1/3				8/11		10/0	2/10			3/10		3/1	2/3	4/0	2/2		
9/3		7/	12/			4/			2/	2/	4/				8/18		7/2	6/10			2/10		1/0	4/0	3/0	1/2		
9/10		5/5	23/0			2/8			1/10	4/10	4/2				8/25		6/0	2/5			3/		1/0	3/	2/	2/0		
9/17		7/5	12/0			6/			5/5	4/0	3/0				9/1		2/5	7/6			2/10		1/0	1/5	1/5	1/0		
9/24		5/5	6/0			4/4			8/0	3/0	2/3				9/7		7/8	6/0			3/7		1/0	3/0	3/3	2/6		
10/1		9/5	5/			2/8			6/2	1/5	3/3				9/16		3/8	9/0/20			1/2		0/	1/5	3/0	3/0		
10/8		6/2	22/0			3/8			1/10	5/0	2/2				9/23		5/	19/15			2/		1/	2/	1/	1/		
10/15		2/8	14/0			6/5			3/5	5/0	0/5				9/30		8/0	22/10			1/10		1/0	2/5	1/8	1/2		
10/22		3/8	9/0			6/5			3/3	4/	3/2				10/6		2/8	13/0			1/12		1/0	3/5	2/3	2/0		
10/29		7/	28/10			3/8			11/0	3/0	2/2				10/13		11/0	13/		5	9/5		1/	2/	5/3	2/0		
11/5		5/5	33/0			7/5			6/5	3/0	1/2				10/20		6/5	18/0		4	8/5		1/1	5/0	4/0	0/3		
11/12		3/5	4/5			6/			5/5	1/3	4/				10/27		10/5	20/10		3	6/7		1/0	2/3/5	3/3	2/0		
11/19		9/5	7/10			2/10			11/20	0/6	2/0				11/1		3/0	20/0		1/2	5/7		1/0	1/4	2/3	3/		
11/25		4/10	33/10			5/0			2/0/0	1/6	2/2				11/6		8/0	11/10		2	4/5		1/1	1/4/0	5/0	2/4/2		
12/3		7/5	24/0			4/2		1	12/0	4/2	2/2				11/17		6/	19/0		2	5/10		9/0	1/4	3/	1/2		
12/10		5/5	20/0			4/6		1/0/0	1/6/0	4/0	3/1				11/24		4/5	6/10/0		/	2/6		4/5	1/1/0	2/4/0	2/0		
12/17		5/6	22/			2/8		1/0/1	1/6/0	5/0	3/0				12/1		5/4	8/9/0			4/3		3/4/0	1/2	1/5/8	1/2/1		
		6/5	11/0			2/8		1	9/0	4/0	3/0				12/8		7/	3/4			5/		3/4	2/0				
1/7		4/7	8/0			3/8		1	8/0	3/0	3/0				12/15		6/2	8/10			2/13		1/1	2/20	5/1	2/0		
1/14		8/4	7/0			5/5	2/12	1/1	2/10	3/0	3/0				12/22		4/4	8/0			3/2			2/5	3/2	1/1		
1/21		2/8	7/5			4/2			1/5	1/2/0	3/0				12/29		5/4	10/0			9/0		1/8	3/2	4/0	2/0		
1/28		5/	18/0			3/7			2/10	1/6/0	1/2				1/5		6/2	8/10			2/2			3/5	4/0	2/0		
2/4		7/	20/0			2/			2/		2/				1/12		4/2	10/		2	3/0			3/5	3/	1/2/0		

C-13

White 5%, Blue 3.2% — COORS ROUTE CARD – 9/1/78 — CDC-6L

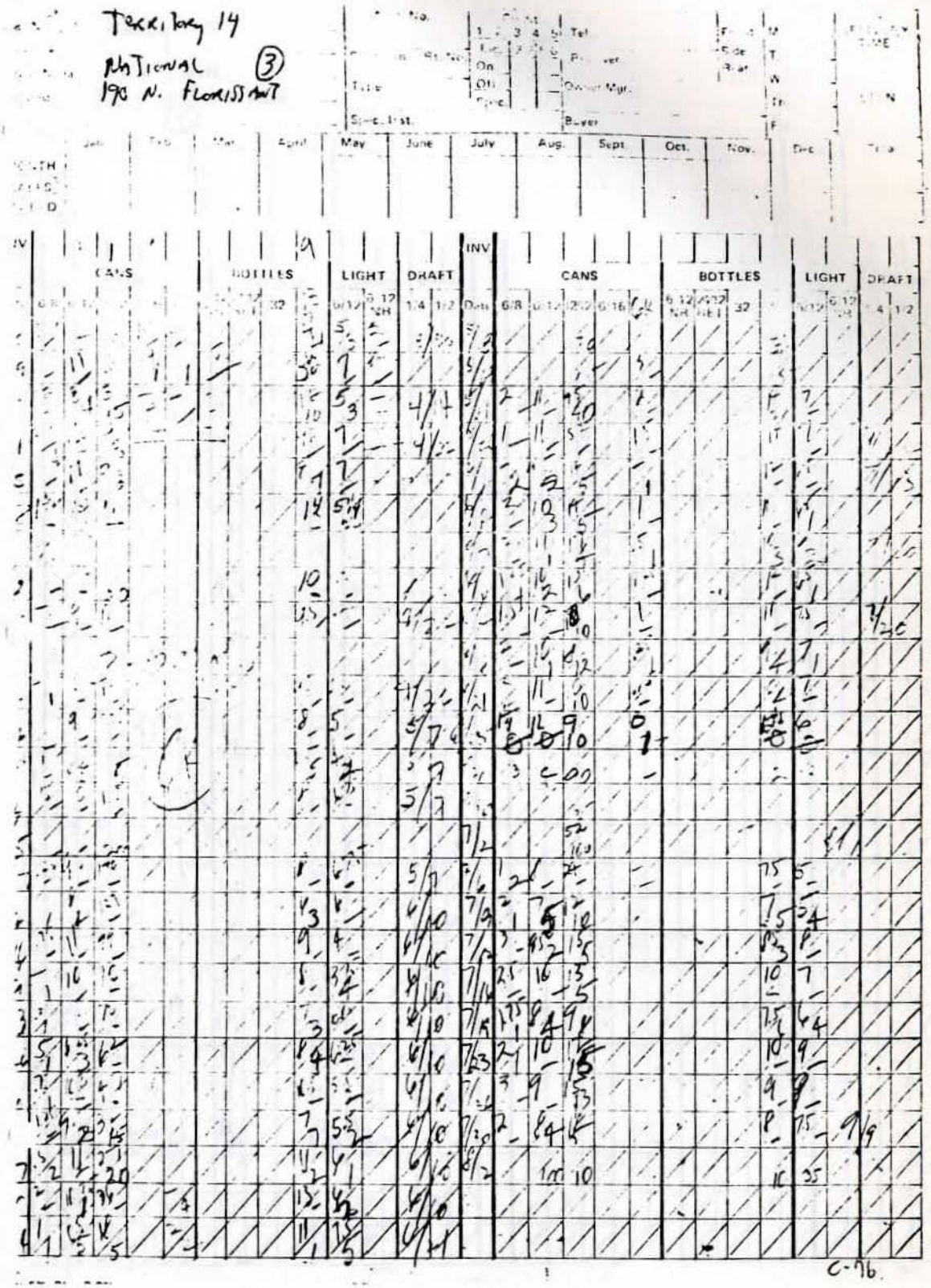

TERRITORY 14
NATIONAL
91 Normandy Shopping Center
Cust. No.
Cust. Pt. No.
Type
Sold Inst.
Tel
Receiver
Owner Mgr
Buyer
Jan
Feb
Mar
April
May
June
July
Aug
Sept
Oct
Nov
Dec
Total
CANS
BOTTLES
LIGHT
DRAFT
CANS
BOTTLES
LIGHT
DRAFT
5% Blue 3.2%
COORS ROUTE CARD
C-74

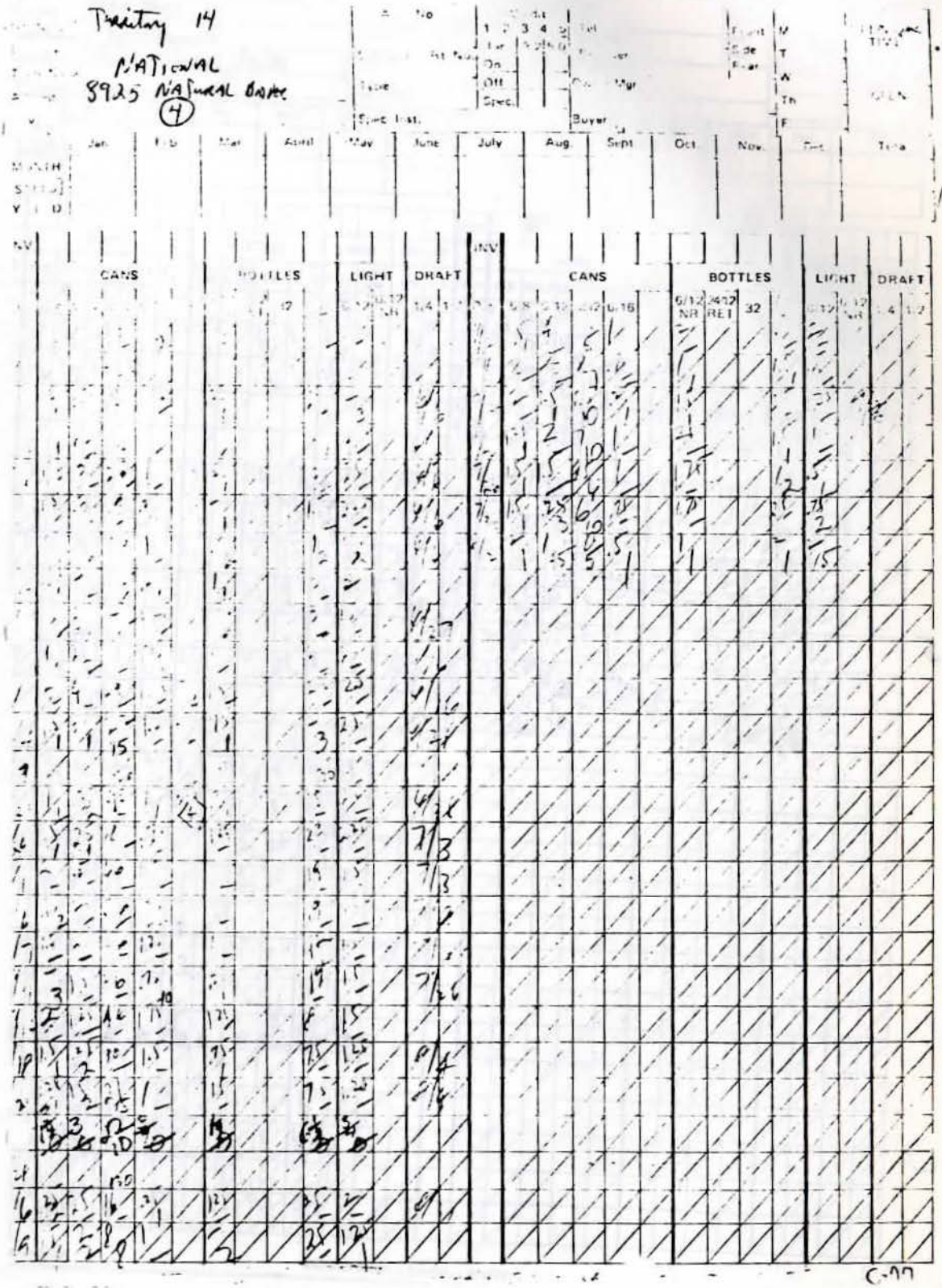
Tributary 14
Kroger
7AH1 National Bridge (2)

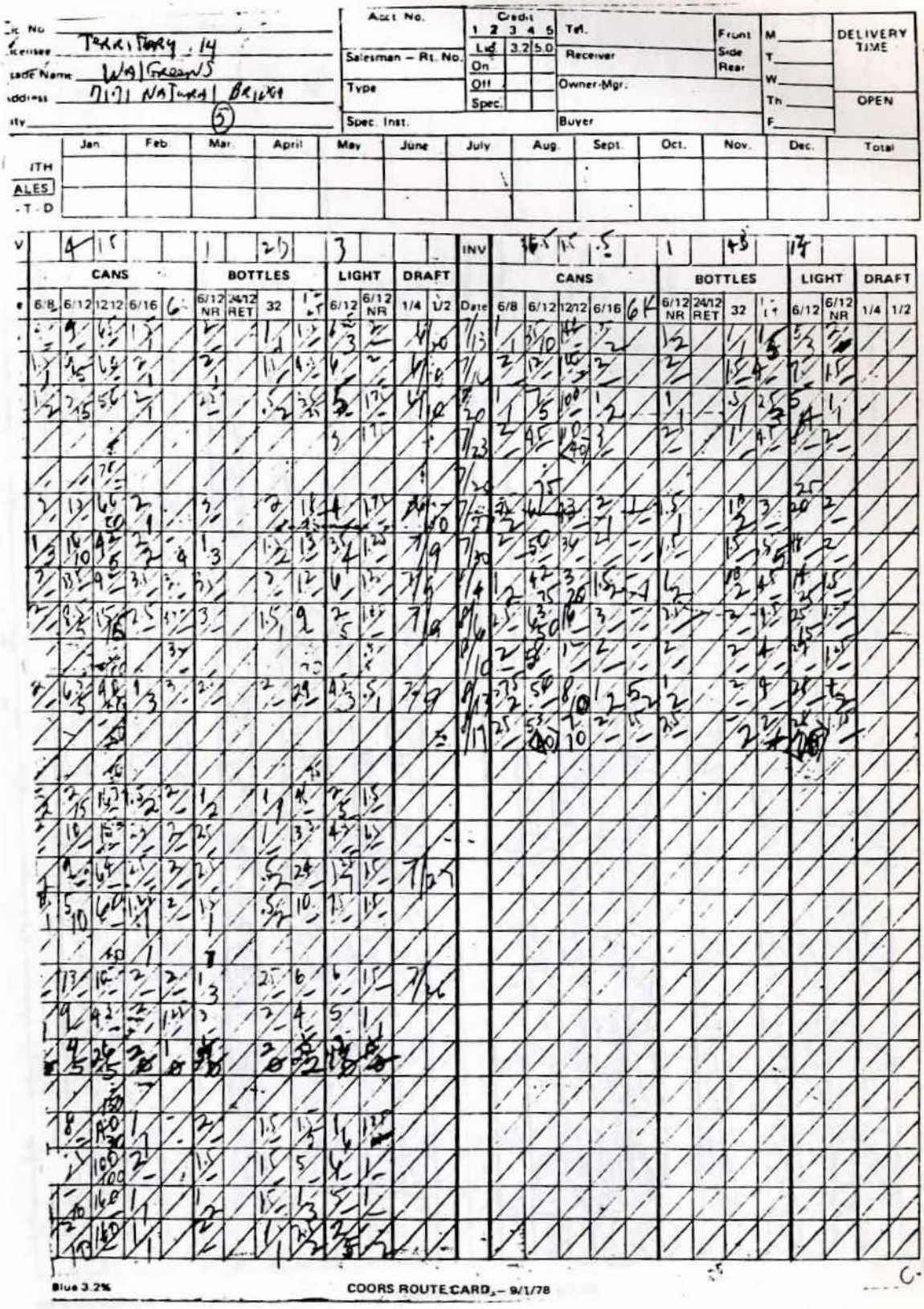


C-15

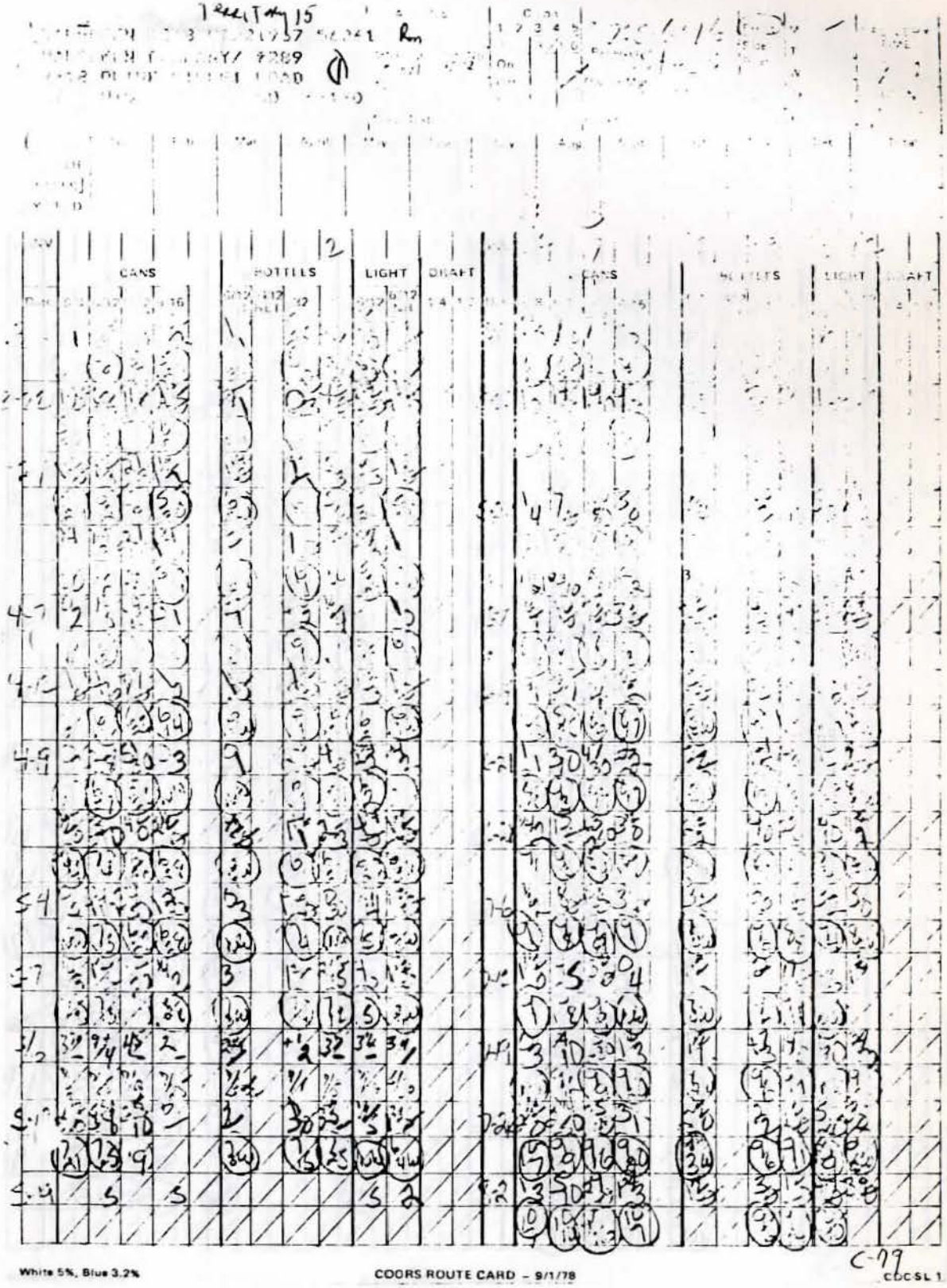
CODES ROUTE CARD


Territory 14
National (3)
190 N. Florissant
Jan
Feb
Mar
April
May
June
July
Aug.
Sept.
Oct.
Nov.
Dec
CANS
BOTTLES
LIGHT
DRAFT
INV
CANS
BOTTLES
LIGHT
DRAFT
C-76.


Territory 14
NATIONAL
8925 NATIONAL BOHEMIAN
(4)
Jan.
Feb.
Mar.
April
May
June
July
Aug.
Sept.
Oct.
Nov.
Dec.
Total
CANS
BOTTLES
LIGHT
DRAFT
CANS
BOTTLES
6/12 NR
32
LIGHT
DRAFT
C-77


Acct. No.
Credit
1 2 3 4 5
Lic 3.2 5.0
On
Off
Spec.
Tel.
Receiver
Owner-Mgr.
Buyer
Front
Side
Rear
M
T
W
Th
F
DELIVERY TIME
OPEN
Salesman — Rt. No.
Type
Spec. Inst.
Jan.
Feb.
Mar.
April
May
June
July
Aug.
Sept.
Oct.
Nov.
Dec.
Total
CANS
BOTTLES
LIGHT
DRAFT
6/8
6/12
12/12
6/16
6/12 NR
24/12 RET
32
1/4
1/2
Date
INV
Blue 3.2%
COORS ROUTE CARD — 9/1/78

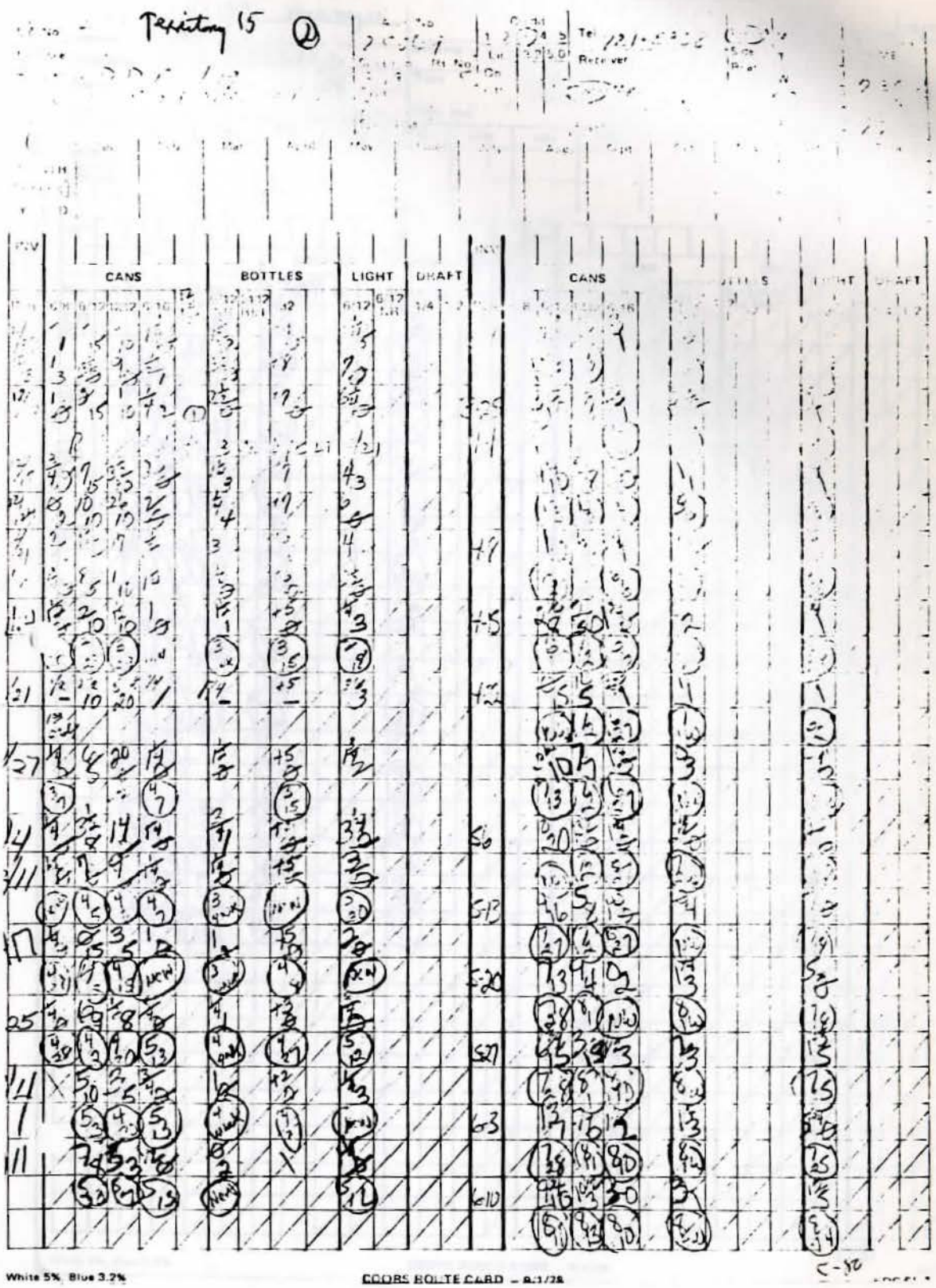
C-78

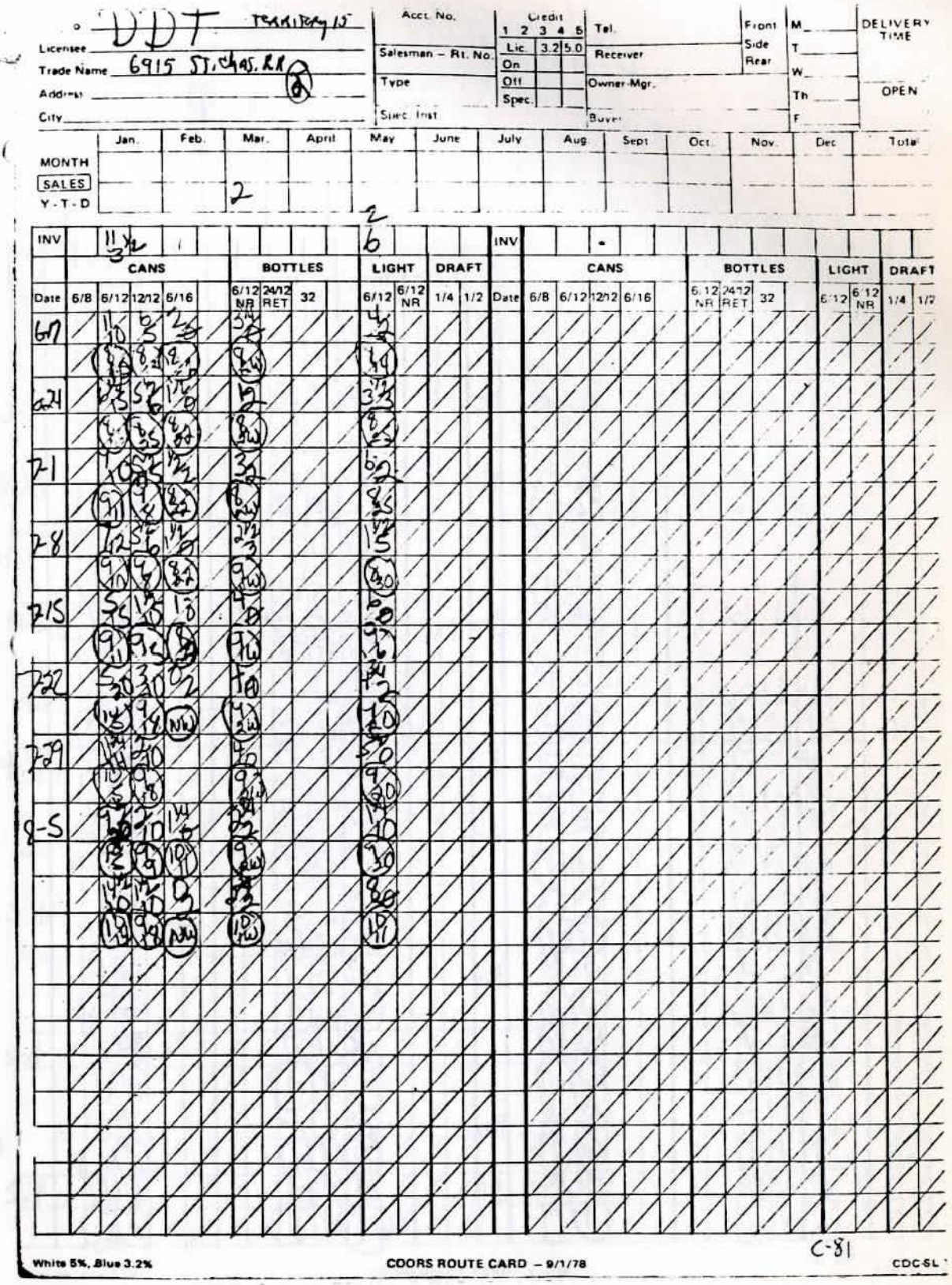


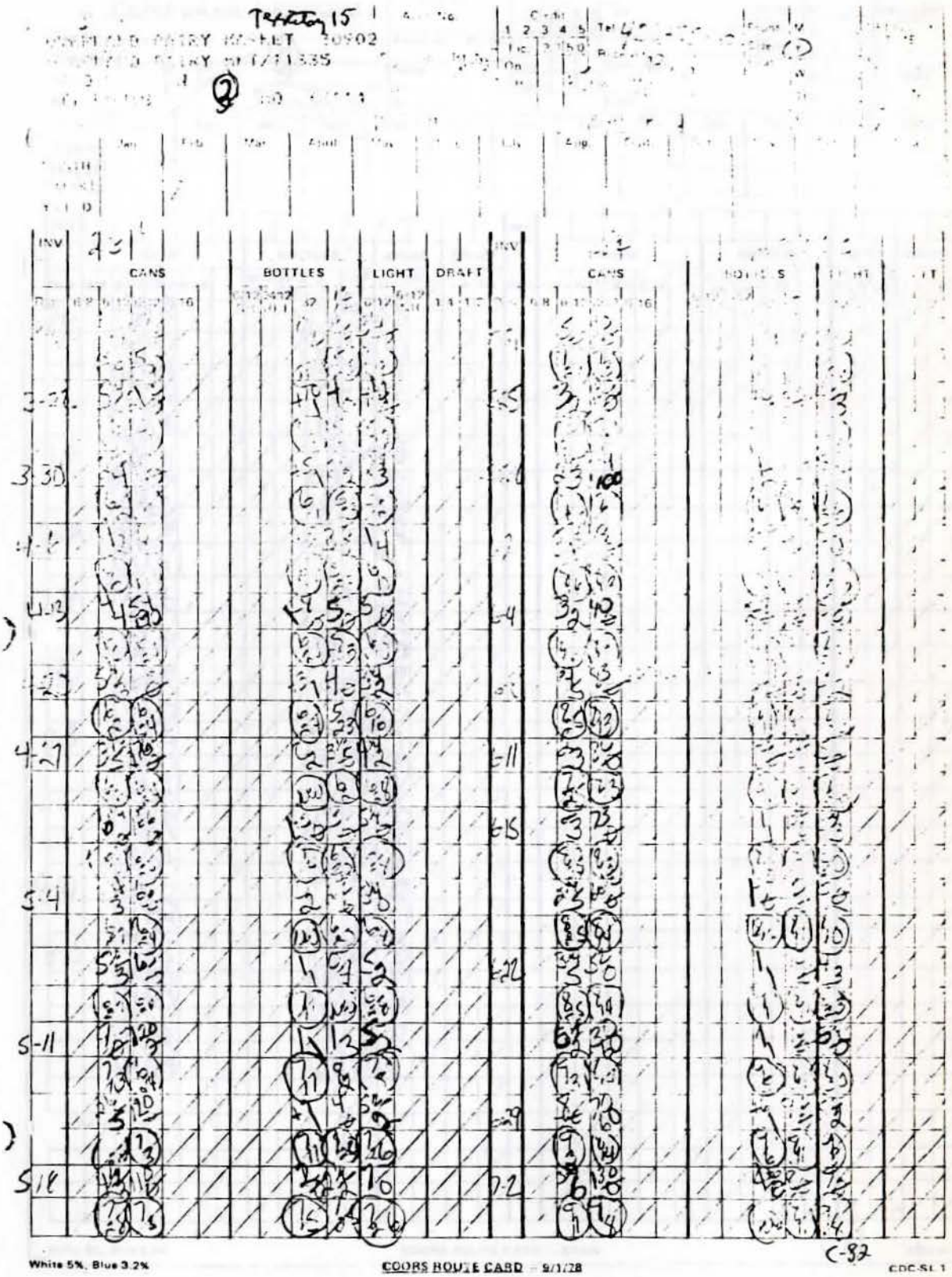
White 5%, Blue 3.2%

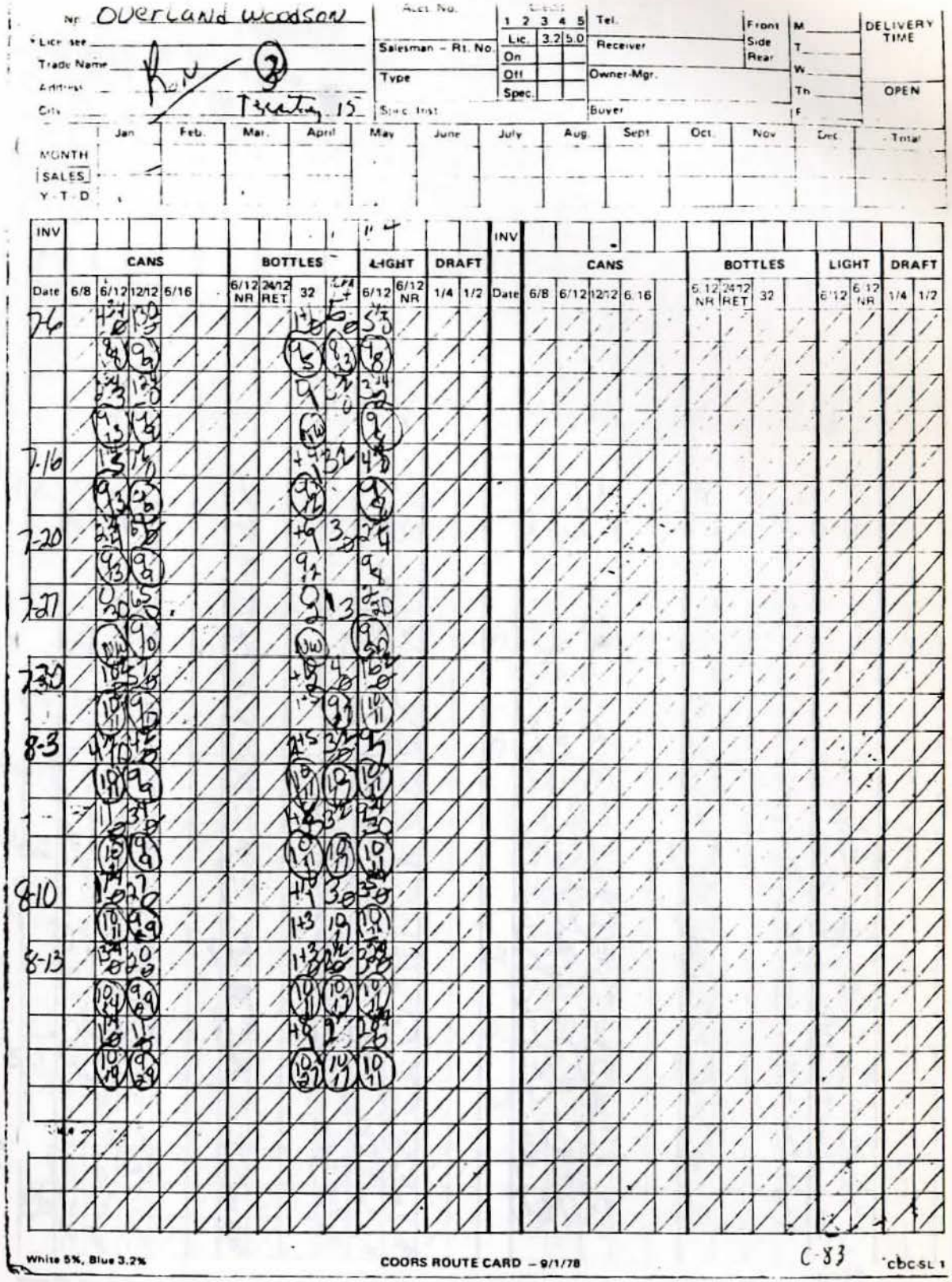
COORS ROUTE CARD – 9/1/78

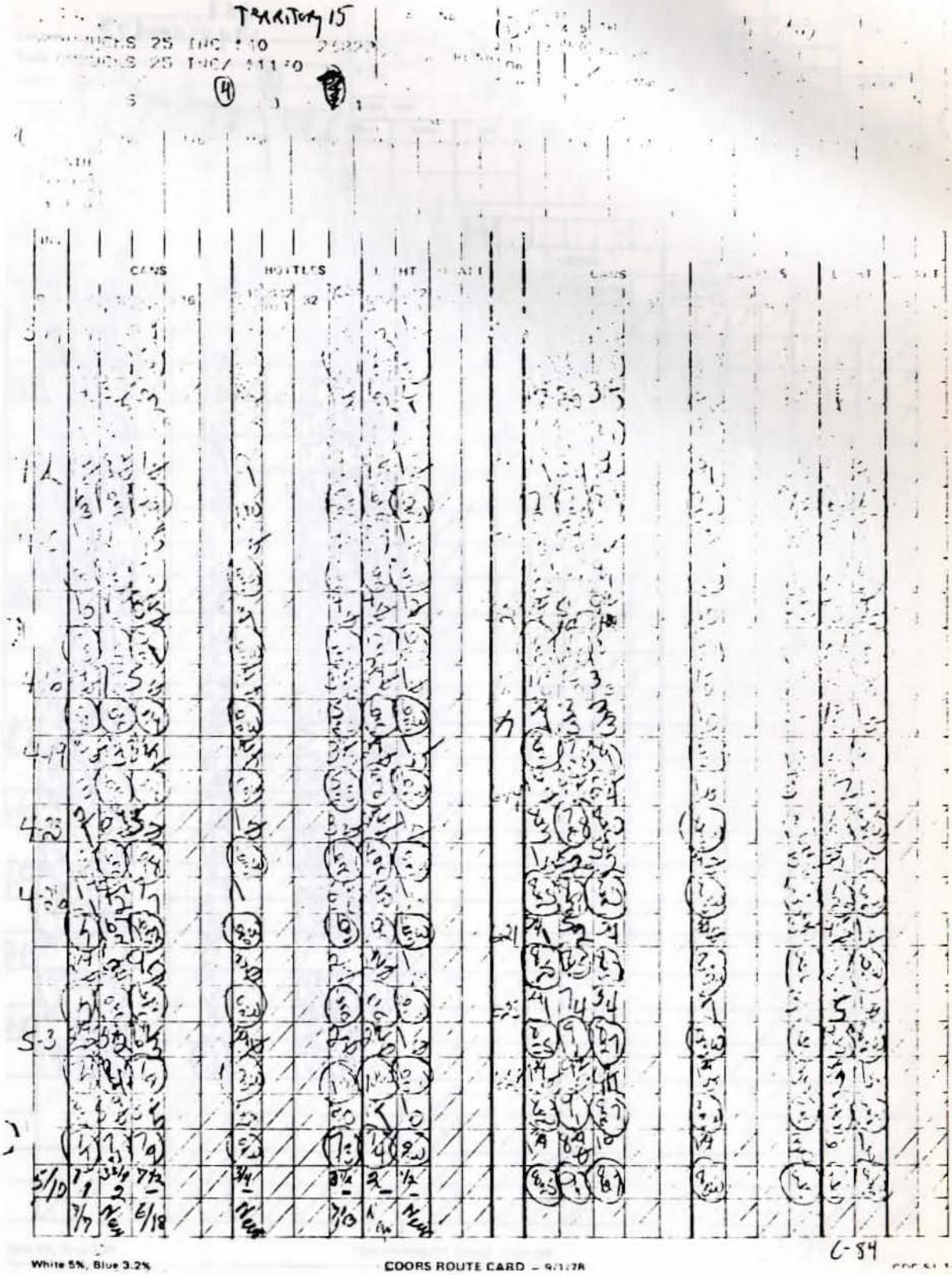
C-79
CDCSL 1


CANS
BOTTLES
LIGHT
DRAFT
CANS
White 5% Blue 3.2%
COORS BOTTLE CARD – 8/1/28


DDT
Licensee
Trade Name 6915 St. Chas. Rd
Address
City
Acct. No.
Salesman – Rt. No.
Type
Stmt. Inst.
Credit
1 2 3 4 5
Lic. 3.2 5.0
On
Off
Spec.
Tel.
Receiver
Owner-Mgr.
Buyer
Front
Side
Rear
M
T
W
Th
F
DELIVERY TIME
OPEN
Jan. Feb. Mar. April May June July Aug. Sept Oct. Nov. Dec Total
MONTH
SALES
Y-T-D
INV
CANS
BOTTLES
LIGHT
DRAFT
Date 6/8 6/12 12/12 6/16
6/12 NR 24/12 RET 32
6/12 6/12 NR
1/4 1/2
6/7
6/14
6/21
6/28
7/5
7/12
7/19
7/26
8-5
White 5%, Blue 3.2%
COORS ROUTE CARD – 9/1/78
C-81
CDC-SL


CANS
BOTTLES
LIGHT
DRAFT
CANS
White 5%, Blue 3.2%
COORS ROUTE CARD - 9/1/78
C-82


Nr. OVERLAND WOODSON
Licensee
Trade Name
Address
City
Acct. No.
Salesman – Rt. No.
Type
Spec. Inst.
1 2 3 4 5
Lic. 3.2 5.0
On
Off
Spec.
Tel.
Receiver
Owner-Mgr.
Buyer
Front
Side
Rear
M
T
W
Th
F
DELIVERY TIME
OPEN
Jan
Feb.
Mar.
April
May
June
July
Aug.
Sept
Oct.
Nov
Dec
Total
MONTH
SALES
Y-T-D
INV
CANS
BOTTLES
LIGHT
DRAFT
Date
6/8
6/12
12/12
6/16
6/12 NR
24/12 RET
32
6/12
6/12 NR
1/4
1/2
7-6
7-16
7-20
7-27
7-30
8-3
8-10
8-13
White 5%, Blue 3.2%
COORS ROUTE CARD – 9/1/78
C-83
cbcSL1


TERRITORY 15
CANS
BOTTLES
C-54
White 5%, Blue 3.2%
COORS ROUTE CARD

8701

Licensee: Schmidt Page

Trade Name:

Address: 234 (9)

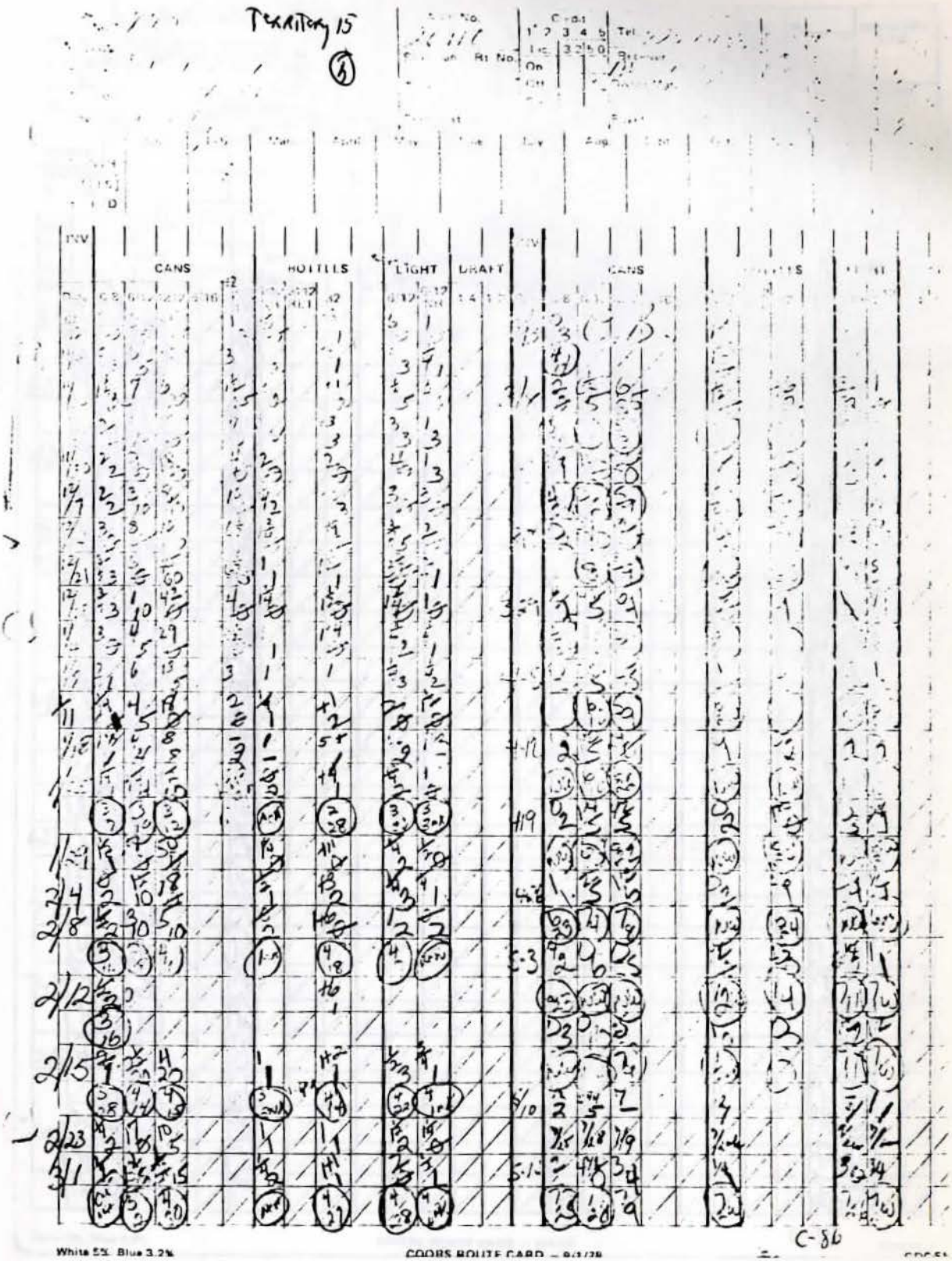
City: Terrillon 15

Acct. No.	Credit 1 2 3 4 5	Tel.	Front	M	DELIVERY TIME
Salesman – Rt. No.	Lic. 3.2 5.0	Receiver	Side	T	
Type	On	Owner-Mgr.	Rear	W	
	Off			Th	OPEN
Spec. Inst.	Spec.	Buyer		F	

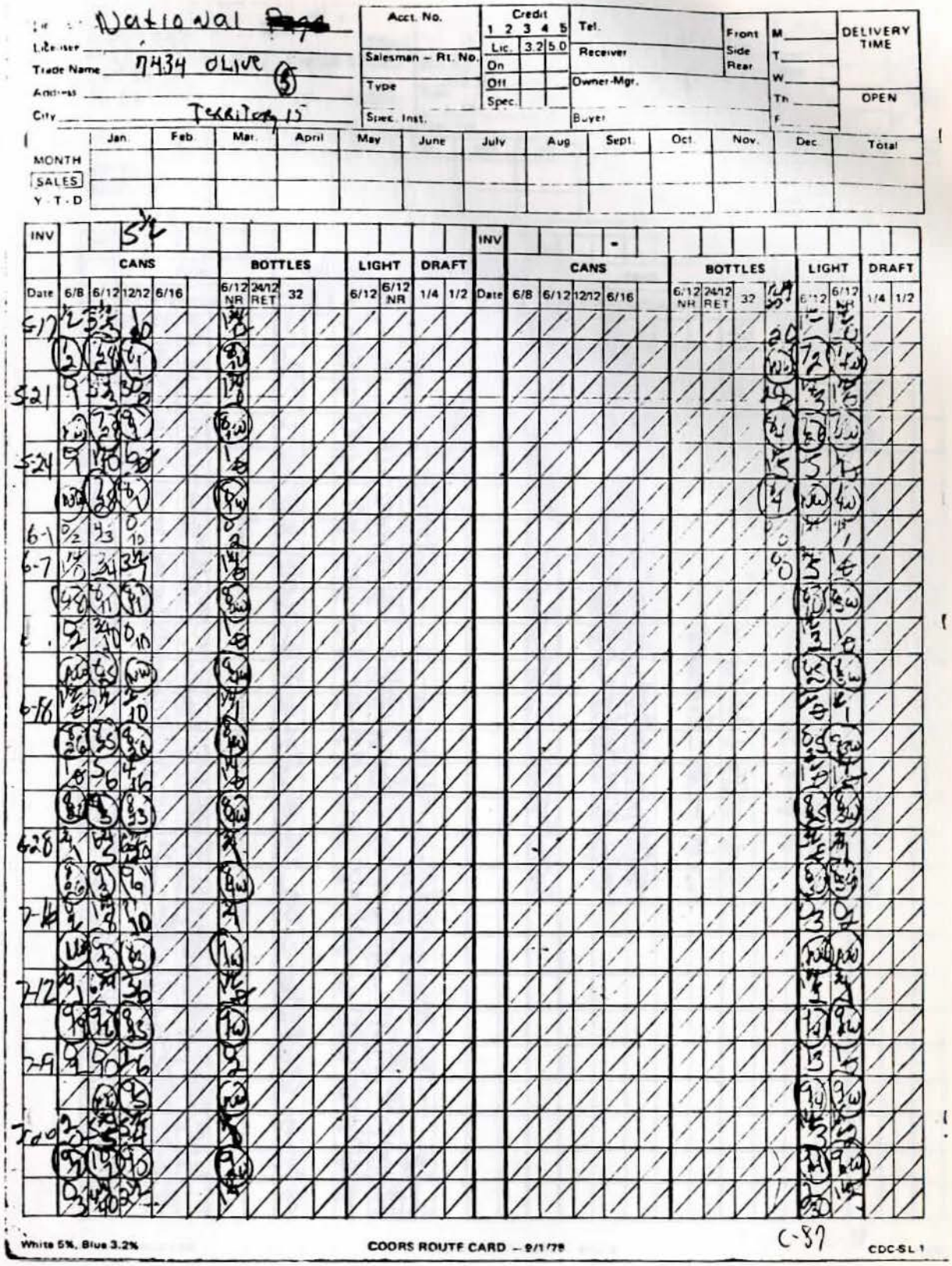
	Jan.	Feb.	Mar.	April	May	June	July	Aug	Sept.	Oct.	Nov.	Dec.	Total
MONTH	1 4				3								
SALES Y-T-D	14 14				3								

INV	CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2
6	1	7 14	1 10			1			2	1 4	1		
	5	4	10			6 SW			9 2	10	1 NW		
7-13	1 0	5 2	7 6			1			2	5 4	1 4		
	8 1	7 1	3			12 SW			9 2	9 2	9 SW		
7-19	5	5 4	6			1 R			1 3	2	1 4		
	9 1	9	9 2			9 SW			9 14	9 2	2 W		
7-52	1	5	5 4			1 2			3 2	5	1 4		
	4 1	9 1	1 2			9 SW			9 14	4 2	1 W		
7-26	2 2	5 3	3 6			1 R			1 2	5 2	2 6		
	3 W	1	6 7			9 SW			10 10	9 2	9 3 W		
	1 4	5 3	10 3			1 R			3	10	2		
	9	9 3	9 W			9 SW			10 10	9 3	9 3 W		
8-2	2 6	7	1			1 R			3	5	2		
	10 3	8	9 10			9 SW			10 10	9 1	9 3 W		
8-6	3 4	8 10	6 8			1			2 1/2	10	6		
	14	14	9 10			9 SW			10 10	11	9 W		
8-9	8	8	5			3			2 1/2	3	1		
	19	19	19			9 SW			10 10	19	3 W		
8-13	3 4	10	7 6			2 9			2	5	1		
	13	13	12 W			9 SW			10 10	13	3 W		
8-16	3 4	4 4	3 4			1 R			2	5	0		
	19	18	15 W			9 SW			19	19			

INV	CANS					BOTTLES				LIGHT		DRAFT	
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2


Territory 15
CANS
BOTTLES
LIGHT
DRAFT
CANS
White 5% Blue 3.2%
COORS ROUTE CARD

C-86


National
Licensee
Trade Name 7434 OLIVE
Address
City Territory 15
Acct. No.
Credit 1 2 3 4 5
Lic. 3.2 5.0
On
Off
Spec.
Salesman – Rt. No.
Type
Spec. Inst.
Tel.
Receiver
Owner-Mgr.
Buyer
Front
Side
Rear
M
T
W
Th
F
DELIVERY TIME
OPEN
Jan. Feb. Mar. April May June July Aug. Sept. Oct. Nov. Dec. Total
MONTH
SALES
Y-T-D
INV
CANS
BOTTLES
LIGHT
DRAFT
Date
6/8 6/12 12/12 6/16
6/12 NR 24/12 RET 32
6/12 6/12 NR
1/4 1/2
White 5%, Blue 3.2%
COORS ROUTE CARD – 9/1/78
C-87
CDC-SL-1

PATTI MCS 2561
EVERETT MCCLURE/ [redacted] 212
109 HENRY
ST PETERS MO 63376

Acct. No.	Credit 1 2 3 4 5	Tel. 278-1133	Front / Side / Rear	M / T / W / Th / F	DELIVE TIME
Salesman — Rt. No. A	Lic. 3.2 5.0	Receiver			
Type 6-16	On / Off / Spec.	Owner-Mgr.			
Spec. Inst.		Buyer			

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept	Oct.	Nov	Dec	Tot
MONTH													
SALES													
Y-T-D													

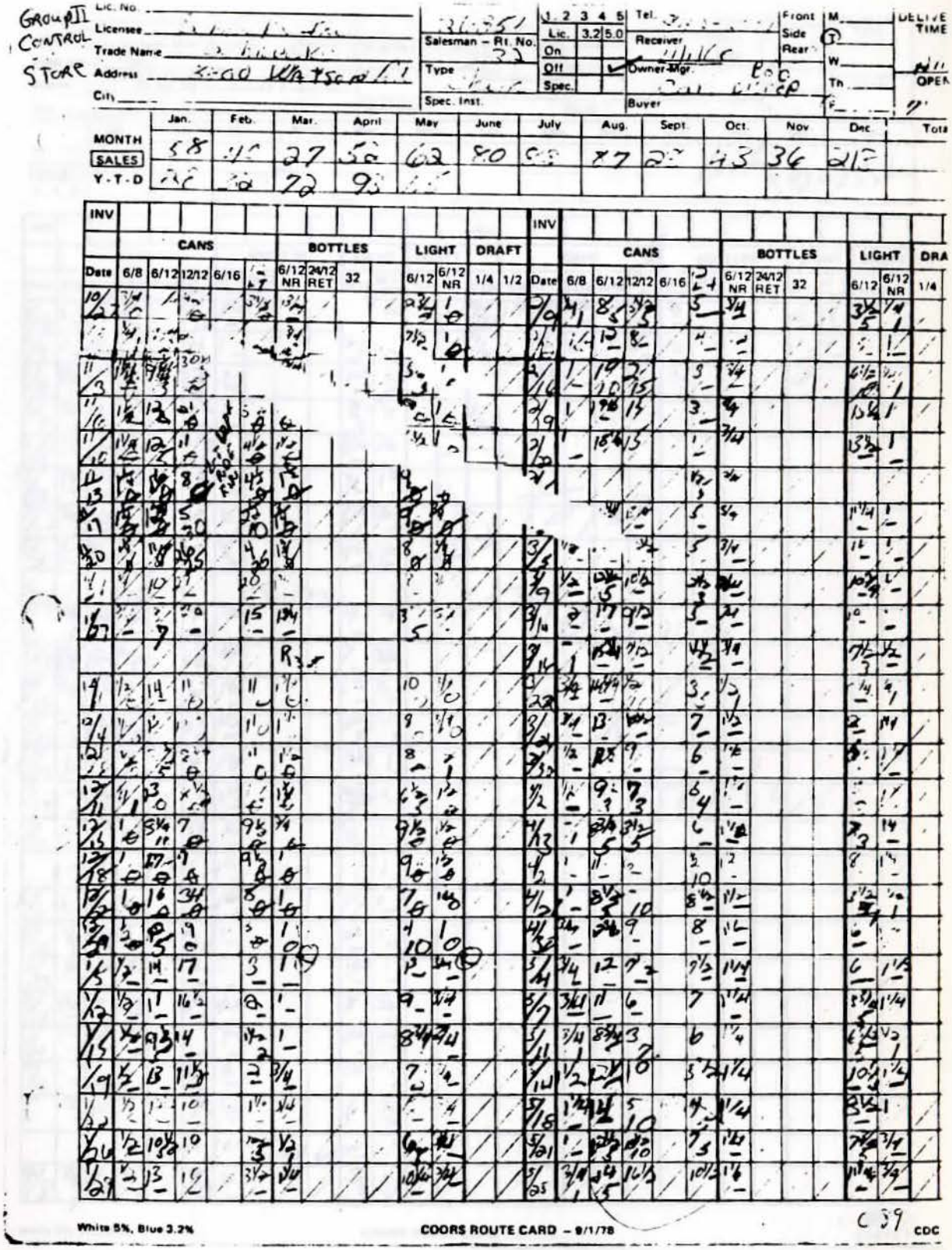
INV	CANS					BOTTLES				LIGHT		DRAFT		INV	CANS					BOTTLES				LIGHT		DR
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32		6/12	6/12 NR	1/4
1/4														7/2												
1/11														7/5												
1/18														7/9												
1/23														7/21												
2/7														7/31												
2/15														8/2												
2/23														8/11												
3/1														8/16												
3/10														8/23												
3/15														8/30												
3/16														9/7												
3/22														9/13												
4/1														9/22												
4/8														9/27												
4/11														10/4												
4/18														10/12												
4/23														10/18												
5/3																										
5/10																										
5/15																										
5/23																										
6/1																										
6/7																										
6/14																										
6/21																										
6/29																										
7/6																										

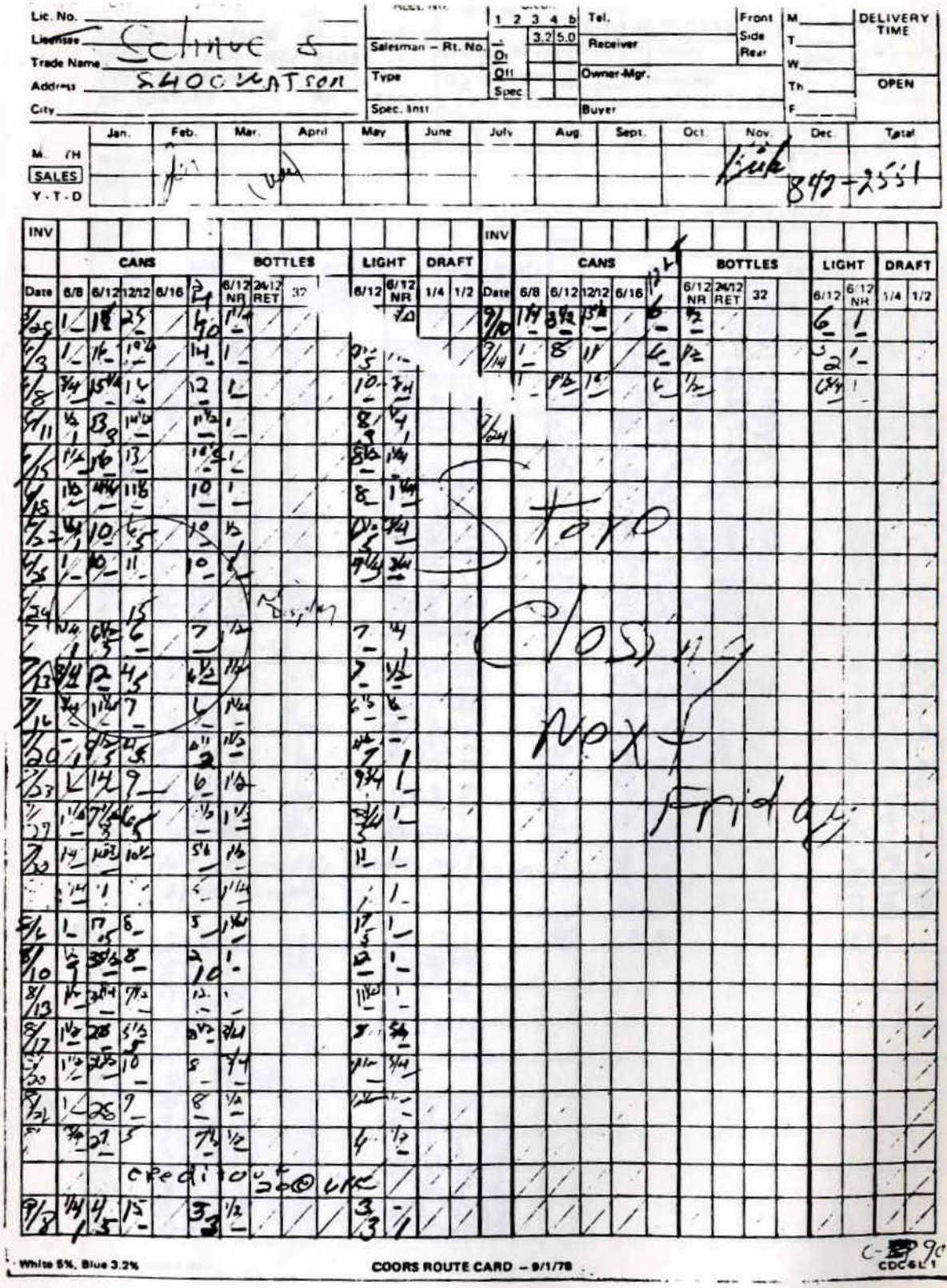
White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

C-88

CDC


GROUP II
CONTROL
STORE
Lic. No.
Licensee
Trade Name
Address
City
Salesman – Rt. No.
Type
Spec. Inst.
1 2 3 4 5
Lic. 3.2 5.0
On
Off
Spec.
Tel.
Receiver
Owner-Mgr.
Buyer
Front
Side
Rear
M
T
W
Th
DELIVE
TIME
OPEN
MONTH
SALES
Y-T-D
Jan.
Feb.
Mar.
April
May
June
July
Aug.
Sept.
Oct.
Nov
Dec
Tota
INV
CANS
BOTTLES
LIGHT
DRAFT
Date
6/8
6/12
12/12
6/16
6/12 NR
24/12 RET
32
6/12
6/12 NR
1/4
1/2
White 5%, Blue 3.2%
COORS ROUTE CARD – 9/1/78
C 59
CDC



Lic. No.
Licensee Schmoe &
Trade Name
Address 5402 Watson
City

Salesman – Rt. No.
Type
Spec. Inst

1 2 3 4 b
3.2 5.0
Tel.
Receiver
Owner-Mgr.
Buyer

Front
Side
Rear

M
T
W
Th
F

DELIVERY TIME
OPEN

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
M. TH													
SALES													
Y-T-D													

INV																																		
	CANS					BOTTLES			LIGHT		DRAFT		INV	CANS					BOTTLES			LIGHT		DRAFT												
Date	6/8	6/12	12/12	6/16	24	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16	24	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4	1/2										
8/25	1	18	25		40	11/4				1/4			9/10	1 1/4	8 1/2	13 1/2		6	1/2			6	1												
8/3	1	16	10 1/2		14	1			9 1/2	1			9/14	1	8	11		4	1/2			3 1/2	1												
8/8	3/4	15 1/4	14		12	1			10	3/4				1	8 1/2	10		4	1/2			6 3/4	1												
8/11	1/2	13	14 1/2		11 1/2	1			8	1/4			9/24																						
8/15	1 1/2	16	13		10	1			5 1/2	1 1/4																									
8/18	1	14 1/4	11		10	1			8	1 1/4																									
8/22	1 1/4	10	6		10	1/2			10	3/4																									
8/25	1	10	11		10	1			9 1/4	3/4																									
8/29			15																																
9	1/4	6 1/2	6		7	1/2			7	1/4																									
9/13	3/4	12	4 5		6 1/2	1 1/4			7	1 1/2																									
9/16	3/4	11 1/4	7		6	1 1/2			6 1/2	1																									
9/20	1	9 1/2	14 5		11	1 1/2			7	1																									
9/23	1	14	9		6	1 1/2			9 3/4	1																									
9/27	1 1/4	7 1/2	6 5		11	1 1/2			5 1/4	1																									
9/30	1/4	10 3/4	10 1/2		5 6	1/2			11	1																									
	1/4	1			6	1 1/4			1	1																									
10/4	1	17	8		5	1 1/2			17	1																									
10/10	1/2	3 1/2	8		2 10	1			2	1																									
10/13	1/4	3 1/4	7 1/2		12	1			11 1/2	1																									
10/17	1 1/2	2 8	5 1/2		8 1/2	3/4			5	3/4																									
10/20	1 1/2	2 5	10		8	3/4			3/4																										
10/24	1	2 8	9		8	1/2			1																										
10/27	3/4	2 1	5		7 1/2	1/2			4	1/2																									
			Credit		20	@	UPC																													
11/3	1/4	4 1/2	15		3 3	1/2			3 3	1																									

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

C-[illegible]9C
CDC&L 1

CARDINAL LIQUOR 8219
CARDINAL LIQ INC/ #1034
1193 DUCHESNE
ST CHARLES MO 63301

FLEET NO. | Salesman & Rt. No. 41 | Type REG LIC. | Spec. Inst.
LIC: 1 2 3 4 5 — Lic. 3.2 5.0 — On — Off — Spec.
Tel. 724-1160 | Receiver | Owner-Mgr. [illegible] | Buyer
Front / Side / Rear
M T W Th F — DELIVERY TIME — OPEN

	Jan.	Feb	Mar	April	May	June	July	Aug.	Sept	Oct.	Nov.	Dec	Total
MONTH													
SALES													
Y-T-D													

INV	CANS				BOTTLES			LIGHT		DRAFT		INV	CANS				BOTTLES			LIGHT		DRA
Date	6/8	6/12	12/12	5/16	6/12 NR	24/12 RET	32	8/12	6/12 NR	1/2		Date	6/8	6/12	12/12	6/16	6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4
1/5												1/5										
1/12												1/15										
1/19												1/22										
1/26												1/29										
												2/5										
												2/12										
												2/19										
												2/26										
												3/4										
												3/11										
												3/18										
												3/25										
												4/1										
4/8												4/8										
												4/15										
4/15		2	30	1	1			15	2	1		4/22		35						10		
												4/29										
												5/6										
												5/13										
												5/20										
												5/27										
												6/3										
												6/10										
												6/17										
												6/24										
												7/1										
												7/8										
												7/15										
												7/22										
												7/29										
												8/5										
												8/12										
												8/19										
												8/26										
												9/2										
												9/9										
												9/16										
												9/23										
												9/30										
												10/7										
												10/14										
												10/21										
												10/28										
												11/4										
												11/11										
												11/18										
												11/25										
												12/2										

4/8 — NO MONEY, WANTS ME TO SAME BACK THURSDAY.
4/15 — NO MONEY, WILL PAY 1/4

C-91

White 5%, Blue 3.2%

COORS ROUTE CARD – 9/1/78

CDC-S

O'FALLON PACKAGE LIQUO 8468
O'FALLON PKG INC/ #1041
220 S MAIN STREET
O'FALLON MO 63366

Acct. No.	Credit 1 2 3 4 5	Tel.	Front
Salesman – Rt. No.	Lic. 3.2 5.0	Receiver	Side
Type	On	Owner Mgr.	Rear
Spec. Inst.	Off	Buyer	
	Spec.		

M T W Th F — DELIVE TIME — OPEN

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Tota
MONTH													
SALES													
Y-T-D													

INV	CANS					BOTTLES			LIGHT	DRAFT		INV	CANS					BOTTLES			LIGHT	DRA
Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4	1/2	Date	6/8	6/12	12/12	6/16		6/12 NR	24/12 RET	32	6/12	6/12 NR	1/4
1/2													1/1											
1/5													1/5											
1/9													1/9											
1/12													1/16											
1/12													1/23											
1/19													1/30											
1/26													2/6											
2/2													2/13											
2/9													2/20											
2/16													2/27											
2/23													3/5											
3/1													3/12											
3/8													3/19											
3/15													3/26											
3/22													4/2											
3/29													4/9											
4/5													4/16											
4/12													4/23											
4/19													4/30											
4/26													5/7											
5/3													5/14											
5/10													5/21											
5/17													5/28											
5/24													6/4											
5/31													6/11											
6/7													6/18											
6/14													6/25											
6/21													7/2											
6/28													7/9											
7/5													7/16											
7/12													7/23											
7/19													7/30											
7/26													8/6											
8/2													8/13											
8/9													8/20											
8/16													8/27											
8/23													9/3											
8/30													9/10											
9/6													9/16											
9/13													9/23											
9/20													9/30											
9/27													10/7											
10/4													10/14											
10/11													10/21											
10/18													10/28											
10/25													11/4											
11/1													11/11											
11/8													11/18											
11/15													11/25											
11/22													12/2											
11/29													12/9											
12/6													12/16											
12/13													12/23											
12/20													12/30											

CLOSED WK 6-17

White 55 Blue 3.2%

GOOD ROUTE CARD

C-92

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