

*Ralph last item p. 4. { NRB info
EAT. "*

JSD

August 30, 1978

TO: ~~J. Dowdell~~
E. Pepples
A. Stevens
E. Greif
J. Kelly
D. Woodward

FROM: D. Loper

RE: Chain Account Responses

To date, are the responses of chain accounts and what they are willing to do regarding Proposition 5.

SAV-ON DRUGS

They have a total of 123 stores in the state of California and I had an opportunity to discuss with C. Lyle Call, Vice President, Store Operations, the impact that Proposition 5 would have on their operations.

While Lyle had heard a number of our commercials and was somewhat aware of the proposition, he wanted some time to review the material I left him and said he would get back to me.

It appears unlikely, however, that they would do much storewide in publicizing "NO on PROP 5" since he felt they "would be damned if they did and damned if they didn't".

CIRCLE K, PHOENIX, ARIZONA

Called on Bob Hutchinson, Vice President, Policy Committee, and discussed Proposition 5 and he was in total agreement. He met with their California District Managers and advised them that one of the cigarette manufacturers' representatives would be calling on the California stores and attempt to place the window banner and counter display with cards enclosed. Bob indicated to me that all of the stores would be notified that they should cooperate although it would be a voluntary decision.

CERTIFIED GROCERS, LOS ANGELES

Called on Jim Nichols, Government Relations, and discussed Proposition 5. He and Bill Christy, the President, were in total agreement. They will notify their members through a bulletin indicating that they concur with our position and that they would urge their members' participation in supporting our effort. It would be the responsibility

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CERTIFIED GROCERS, LOS ANGELES (CONTINUED)

of cigarette manufacturers' representatives to contact the store managers to place our available material. He also indicated that they would advise their employees of their position on Proposition 5.

MAYFAIR MARKETS, LOS ANGELES

Discussed Proposition 5 with Marvin Ford, President, who is in total agreement with our position but reluctant to place window posters or other material for fear that he would alienate their customers. He did say, however, that if all of the other major chains supported our position he would do so, also.

A.M. LEWIS, INC., RIVERSIDE

Ralph Hill, President, indicated that he would advise their customers of Proposition 5 and he agreed with our position.

THRIFTIMART MARKETS

Contacted the management people and they advised me that they could not and would not put any information out at store level. They did not want to get involved with their customers. They did agree to place a counter display with information cards and poster at time-clock area where all employees of each store will be able to get our information.

SMART & FINAL

They would not agree to have any advertising material placed at any of their cash-and-carries. They are sending an information sheet to all their employees through the mail. They feel this is the only thing they can do at this time.

THRIFTY DRUG

Their management stated they could not get involved at store level in regard to any advertising material being placed. They are giving consideration to allowing our information to be placed at employees' areas of each store.

SAFEWAY STORES

This organization emphatically stated that they could not or would not get involved in any political activities, either at store level or with employees. Although they personally felt this Proposition is ridiculous, they were sorry they could not do any more.

P & X MARKETS

Their management stated they could not or would not get involved at store level with any political campaign. They would authorize a counter display with information cards, as well as a poster to be placed at time-clock area where all employees will get the information we want them to have.

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FLEMING FOODS

Jack Hafner, V.P., Division Manager, had no knowledge of Proposition 5. He had just returned from vacation and will not be able to see me until the latter part of August. However, he did request that I leave the material and promised that he would read same prior to our appointment.

Since the stores that are serviced by Fleming are not company owned, we will be able to place P.O.P. material in their accounts.

QUIK STOP

Gus Xepoleus, V.P., General Manager, is on vacation. We discussed Proposition 5 with other personnel, including the grocery buyer, and again, will be able to place P.O.P. materials in their stores. We left the CCS materials for Mr. Xepoleus and requested that he contact John Lambert in the event of any questions concerning the issue.

SHORT STOP

Had a very interesting telephone conversation with the President, John Rascoe. He is well aware of Proposition 5, however, he does not believe in voting or influencing others in their voting.

He did state that being very liberal, he did not feel that he could influence people in their voting on this issue. He was quick to agree that it was my right to present the CCS information to him and he is interested in our side of the coin.

HUGH'S MARKETS

Discussed Proposition 5 with Fred McLaren and he was not only in total agreement with our position but eager to assist in any way he could. To date, P.O.P. materials have been sent to him at his Los Angeles address and he will distribute counter display units, insert cards, and posters to his stores.

The CCS office in Sacramento has also received his complete store listing and inventory list of employees. These names will be added to the CCS mailing list and receive campaign newsletters and information directly from the campaign headquarters.

GULF OIL, ECONOMY GO-LO

Discussed Proposition 5 with Jim Cochrane, Co-Ordinator of Division Marketing in Los Angeles. He indicated a willingness to discuss the Proposition on August 24 during his sales meeting with his 11 area managers.

An offer was extended to have a staff member from CCS attend the above meeting to answer any questions but this offer was refused by Jim since he felt that he could present the information himself.

He has requested bumper stickers be made available to his area managers and they will in turn distribute them to the stations in their respective areas. This will amount to a total of 300 stations.

A daily call is made by the area manager to each of his stations and he will advise us of additional materials needed.

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ALPHA BETA

Discussed Proposition 5 with Tom fields, Executive Vice President, and he rejected the use of posters in any store windows. He did agree to use posters in the backrooms and tell employees what Propostion 5 would mean to them. Will also include Proposition 5 information in his company newsletter.

He will not solicit funds or use payroll envelopes.

RALEYS MARKET

Discussed Proposition 5 with Jim Till and he also rejected the use of any posters or P.O.P. materials. He will not solicit funds or use payroll envelopes. He will post a poster in his back rooms and include campaign information in his company newsletter.

LUCKYS

Discussed Proposition 5 with Jim Stell and he rejected window posters and any P.O.P. materials in the stores. He will not solicit funds or use payroll information for Proposition 5. He will include information regarding the campaign in his company newsletter and post a poster in the break rooms.

ALBERTSONS'S (IDAHO)

Discussed Proposition 5 with Warren McGane and he rejected window posters and any other P.O.P. materials in the stores. He will not solicit funds or use payroll envelopes. He will post a poster in break rooms and include Propostion 5 information in his company newsletter.

RALPHS

Discussed Propostion 5 with Pat Collins and he rejected window posters and any other P.O.P. materials in the stores. He will not solicit funds or use payroll envelopes. He will post a poster in break rooms and also include campaign information in his company newsletter.

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