

Trip Report

April 8, 1970

Mr. J. H. Saylor, Jr.


Re: TRIP REPORT - BIRMINGHAM, ALABAMA
(MRD #04-021)

The purpose of my trip to Birmingham was to observe the selection of a Negro Store Panel for the 1970 Negro Audit. In the past we have had trouble in obtaining a panel which met our requirements (e.g. at least a 75% Negro clientele and with a weekly volume of 75 cartons or more).

I spent Monday and Tuesday with Don Harkin of Erhart-Babic and Mrs. Jetty Courtney, the Birmingham field supervisor for Erhart-Babic. Basically, I accomplished two things; first I observed the selection of what I believe is an acceptable store panel, and second, I had an opportunity to observe the local field auditors.

Attached is a list of the stores comprising the Birmingham sample. I believe them to meet the specifications mentioned above. I feel this panel not only fills the requirements for our annual Negro audit but could also be used for test market purposes if the decision is made to test Mr. Menthol in this area.

I judged the field auditors to be acceptable after observing their performance in a retail audit.


T. L. Ogburn, Jr.

TLOjr:lm

Attachment

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