



Inter-office Memorandum

Subject: MAPES AND ROSS TOPLINE - SALEM "BOYD"

Date: April 26, 1977

To: Mr. J. G. Palmer

From: Susan McReynolds

Following is the topline results of the recall performance for the Salem ad "Boyd" which appeared ROP in the March 28, 1977 issue of Newsweek.

Overall performance is comparable to a previous reading of "Boyd" (22%) in August, 1976, as well as the 1P4C norm.

	<u>Total</u> %
"Boyd" (3/28/77)	19
"Boyd" (8/9/76)	22
1P4C Norm	22
Salem "Enjoyment" Campaign Norm	31

If you have any questions, please call.

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SHMcR/me

Attachment

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