

File 78-30

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October 6, 1978

Mr. George E. Edwards
Brown & Williams Tobacco Corp.
1600 West Hill Street
Louisville, Kentucky 40201

Dear Sir,

This is in response to your letter of October 2 regarding the Good
Beer Festival study (your project #6-50).

As you know, our proposal letter for that project (date May 14)
specified computer tolines for the total study (mainland and
island studies) on October 26. For telephonic conversations with
you, we agreed to try to provide you with early tolines for the
mainland portion of the study at no extra charge. These tolines
were to be sent to you some time in September, with no specific
date commitment.

In checking the data before it was sent to you, we discovered a
racial imbalance in our mainland sample. After talking to you
about this problem, we took some extra time to compare this year's
study with data from previous years and to make the appropriate
adjustments. The mainland tolines were sent to you on October 2.

While we did communicate with you by phone regarding the delay of
the early tolines, I apologize for not being more diligent in
keeping you informed of our progress during the final week of ad-
justments. Hopefully, the extra time was justified to provide you
with more accurate data.

Sincerely,

Anthony
Anthony
Associate Study Director

cc: Mr. Edwards
Mr. J. J. Williams

cc: LHM

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