

TJK

August 8, 1977

Mr. C. W. Perry, Jr.

Re: ANSER CARD -- FAMILY SPREAD

In the proposal sent to you by DFS regarding the above, three alternative test markets were proposed:

Louisville  
Des Moines  
Columbus, Ohio

Please be advised that these markets are currently being used for other tests and should not be used for testing a family spread anser card on Winston.

Louisville - Vantage Filter Test  
Des Moines - Winston Style Spending Mix Control  
Columbus - Salem Corporate Spending Test

If after reviewing DFS's proposal you feel this promotional idea is something you would still want to consider, please advise and we will locate an alternative market for testing.

Please call if you have any questions.



T. J. Key

TJK/bls

cc: Ms. E. N. Monahan

50176 3093