



J.R. BISHOP, JR.  
Area Manager - Planning/Promotion

VIA FAX

8101 East Prentice Ave., Suite 510  
Englewood, CO 80111  
303-773-3188  
Fax 303-773-0832

July 12, 1993

To PMSA RM's

Diane and Gentlemen:

Attached is the final report of spending against your discount budget for the first half of 1993. Spending is actual through 7/2; buydown commitments represent the accruals we established for promotions run during first half that will be paid in July. This money will be credited to your third quarter budget.

As we stated before, first half surpluses will not roll into third quarter budget. This should in no way hinder your ability to promote aggressively, as there is more than enough discount money available during third quarter and more on the way.

If you have any questions, please call.

Sincerely,

A handwritten signature in black ink, appearing to read "J.R. Bishop, Jr.", written over a horizontal line.

J.R. Bishop, Jr.

aa

JRB0712

Attachment

51712 7602

Discounting Budget										
	Q1	Q2	Reserve	Misc	Q1 Camell	Buy downs	W Summer	C Summer	Total	
North Seattle	159,020	144,673	-46,029		2,100	52,000	9,532	103,600	\$424,896	
South Seattle	23,351	102,412	-69,180		2,700	52,000	9,418	113,660	\$234,361	
Portland	230,557	214,261	-49,466		2,400	52,000	9,361	125,430	\$584,543	
Spokane	191,173	108,287	-67,951		2,700	43,000	7,641	106,920	\$391,770	
Alaska	62,761	39,958	-53,726		600	11,000	1,939	40,800	\$103,332	
Eugene	219,897	211,975	-119,005		3,000	47,000	7,451	143,190	\$513,508	
Billings	146,776	177,274	110,685		2,700	30,000	5,427	62,400	\$535,272	
Seattle Chain						282,000			\$282,000	
Portland Chain									\$0	
Region			354,573		123,100				\$477,673	
Region Total	1,033,535	998,840	59,911	0	139,300	569,000	50,769	696,000	\$3,547,355	
Spending vs Budget										
		\$4 UPCC								
	Old Select	Conversion	Vantage UL	Budget	Spending	Buy down	Balance			
North Seattle	13,098		7590	445,582	391,570	41,050	\$54,012			
South Seattle	12,940		7590	254,891	442,835	48,526	(\$228,994)			
Portland	12,861	27,840	13626	638,870	656,473		(\$66,129)			
Spokane	10,498	3,360	13108	418,736	554,102		(\$135,366)			
Alaska	2,864		3018	109,014	129,888		(\$20,874)			
Eugene	10,237	6,000	7590	537,335	621,181	10,000	(\$93,846)			
Billings	7,456		10608	553,336	751,579		(\$198,243)			
Seattle Chain				282,000			\$282,000			
Portland Chain				0		68,000	(\$68,000)			
Region				477,673			\$477,673			
Region Total	69,752	37,200	63,130	3,717,437	3,547,628	167,576	\$2,233			