

Ted Bates new york/advertising

1515 Broadway - New York, New York 10036, U.S.A.
Phone 212 868-2131 • Cable: Batesword, New York

November 26, 1975

Mr. Wyatt Williams
Post-Keyes-Gardner
875 North Michigan Avenue
Chicago, Ill. 60611

Re: KOOL
Spanish Warning Notice

Dear Wyatt:

Enclosed are ten (10) type proofs of the revised Spanish warning notice. As you know, this new notice is to replace the current notice in our existing advertising and will be used for all future Spanish ads.

Frank McKeown and I have agreed that it would save time if you made the mechanical revisions on the eight (8) existing 175-line B&W ads. I am sending you two extra proofs for your files.

Please call if you have any questions.

Best regards,

Mike

L. M. Marshall, Jr.

LMM/css

ADELAIDE AMSTERDAM BANGKOK BEVERLY HILLS BRISBANE BRUSSELS COPENHAGEN FRANKFURT GÖTEBORG HÅLSINGBORG HONG KONG
KUALA LUMPUR LONDON MADRID MELBOURNE MILAN MONTREAL NAMA OSAKA OSLO PARIS SINGAPORE STOCKHOLM SYDNEY TOKYO TORONTO

KOOL

Spanish R.O.P.

KOOL
Legal

Current Warning Notice:

Advertencia: El Cirujano General ha indicado que fumar cigarrillos
Es Perjudicial Para la Salud.

New Warning Notice:

Advertencia: El Cirujano General ha Determinado que fumar cigarrillos
Es Peligroso Para Su Salud.