

December 16, 1976

Ms. Nancy Roeder  
P - K - O

Dear Nancy:

Thank you very much for the October reproduction ratings for BELAIR and FACT. Most ratings appear very satisfactory and the Brand Group wishes to extend its gratitude to your Production Department.

The BELAIR ratings overall have been steadily improving, however, particular ads, such as "Back Packer" are really not up to the standard which we the Brand Group like to hold for ourselves. We realize the delicate balance of colors in the BELAIR advertising and would like to know if there are nuances about that particular execution or other executions that your Production Department finds difficult to translate into magazine advertising. Our request for this information is solely forward looking as we prepare for production on the next generation of BELAIR ads.

Thank you once again and please keep us posted to the timing on this request.

Sincerely,

E. A. Kelly

/s/

cc: W. L. Schermhorn

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