

Ted Bates & Company  
Advertising  
666 Fifth Avenue, New York, N.Y. 10019

July 17, 1970

*To Warren  
do you  
send copies?  
Cully*

MR. CHARLES I. McCARTY

Re: 1st Quarter Competitive  
Cigarette Advertising Report

Dear Charlie:

Attached are 12 copies of the 1st Quarter Competitive  
Cigarette Advertising Report.

The figures for Viceroy and Kool are from published  
sources to keep them comparable with the other brands  
and are somewhat different than our actual expenditures.

Please call if there are any questions.

Sincerely,

*Bob*  
Robert N. Long

RNL/adw  
attachments (12)

AGELA DE AMSTERDAM BANGKOK BEVERLY HILLS BRISBANE BRUSSELS COPENHAGEN FRANKFURT GOTTESBORG HAMBURG HONG KONG  
KUALA LUMPUR LONDON MADRID MELBOURNE MILAN MONTREAL NAMA OSLO PARIS SINGAPORE STOCKHOLM SWITZERLAND TOKYO TORONTO

NOTICE TO FILM IN...  
ALL INFORMATION CONTAINED  
HEREIN IS UNCLASSIFIED  
DATE 08-11-2000 BY 68606 9708

68606 9708