

*Bates*

March 6, 1975

MR. STEPHEN G. KATES  
TED BATES AND COMPANY

Dear Steve:

Thank you very much for your note on Smoke Dream. While I agree with your basic premise that a good test score is a good test score, I do not plan on running this ad at least at this time. Hopefully, we will be able to develop some 3/5 page one-shots that will do significantly better and, therefore, the current campaign will not be weakened by using bits and pieces of high-scoring materials which do not fit in with our general overall pattern.

Sincerely,

M. O. Willson

/jco

cc: Mrs. B. T. Henderson  
Mr. L. M. Marshall, Jr.

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