

Ted Bates new york / advertising

1515 Broadway - New York, New York 10036, U.S.A.  
Phone 212 869-3131 - Cable: Batesword, New York

COPY DEPT.

CLIENT	BROWN AND WILLIAMSON	PUBLICATION	REVISED
PRODUCT	KOOL CIGARETTES-SWEEPSTAKES BLACK, STEREO	ISSUE	11/29/76 SF:g

HEADLINE: Win a Pioneer Stereo System in the KOOL Sounds Sweepstakes. *1005 prizes incl*

SUBHEAD: FIVE GRAND PRIZES: Pioneer Deluxe Stereo System *complete with 10 sensational components!*

1000 SECOND PRIZES: KOOL Jazz and Soul Record Albums *featuring Gladys Knight and the Pips...plus others!*

BODY COPY: The cigarette that cools your taste has a sound system to cool your ears. The Pioneer (model #) Stereo System. And KOOL is giving five of these beauties away in the KOOL Sounds Sweepstakes. Each system comes complete with AM-FM receiver, turntable, cassette deck, reel-to-reel tape player, pre-amplifier, power amplifier, graphic equalizer, two speakers and headphones. So read the rules and enter right now. You might be hearing the coolest sounds while tasting the coolest cigarette.

RULES AND REGULATIONS: (etc.)

ENTRY BLANK: Please enter me in the <sup>a</sup> KOOL Sounds Sweepstakes. I have enclosed ~~two~~ empty KOOL packs or the word "KOOL" printed on ~~two~~ 3 X 5 cards. I certify I am over 21 years of age.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

NO PURCHASE NECESSARY

F238-40M-11/72

NOTICE IF THE FILM IMAGE IS LESS CLEAR THAN THIS NOTICE. IT IS DUE TO THE QUALITY OF THE DOCUMENT BEING FILMED.

77500 8 7 7 0