



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Division of Advertising Practices

C. Lee Peeler
Associate Director

May 23, 1996

Terrance D. Micek
Attorney
Coors Brewing Company
Law Department
NOB Mail No. 554
Golden, Colorado 80401

Re: Adolph Coors Company
FTC File No. 952 3222

Dear Mr. Micek

The Commission staff has conducted an investigation into the advertising practices of Adolph Coors Company for Zima. Upon review of this matter, it appears that no further action is warranted by the Commission at this time.

The action the Commission staff has taken is not to be construed as a determination that a violation may not have occurred, just as the pendency of an investigation should not be construed as a determination that a violation occurred. The Commission reserves the right to take such further action as the public interest may require.

Sincerely,

A handwritten signature in cursive script, appearing to read "C. Lee Peeler".

C. Lee Peeler
Associate Director
Division of Advertising
Practices