



FORMER CHAIRMAN OF MCCANN ERICKSON WORLDWIDE PASSES AWAY AT 88

MCCANN-ERICKSON

Eugene H. Kummel, former chairman and chief executive with McCann Erickson Worldwide died at the age of 88. According to his wife, he suffered a stroke on Friday. The two ad campaigns that Mr. Kummel was most noted for were the Coca Cola ad which put the slogan "I'd like to teach the world to sing" on the psyches of all Americans; the second was the Miller Lite campaign with the slogan "everything you always wanted in a beer, and less." In addition to his wife Barbara, he is survived by three sons, Charles, Andrew and William.

Read the original article here:

[Eugene H. Kummel, Who Led Major Ad Agency in Expansion, Dies at 88](#)

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