

April 2, 1957

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Mrs. Lawrence Ellingsen
6120 Linden Street
Ridgewood 27, New York

Dear Mrs. Ellingsen:

We are always delighted to hear from our friends who smoke VICEROY cigarettes and thank you very much for your interesting letter of March 26.

Our advertising agency - and members of our own organization - has suggested on more than one occasion that we advertise the fact that VICEROY pioneered the filter tip field and we have given the most mature consideration to doing so.

We are, however, so limited in the time which we have to deliver our advertising messages over television and radio that it has been necessary for us to reduce what we have to say to its very simplest terms. In the circumstances, we have not considered it advisable to follow the suggestion of our people that we feature the "pioneer" angle.

We are currently stressing the fact that VICEROY has "the smoothest taste of all"; a message which, we are glad to say, is producing excellent results because it is easily demonstrable with the first VICEROY one smokes.

In appreciation of your great interest in VICEROY, we are sending you with our compliments a carton of your favorite brand and, once again, we want to thank you for your most interesting letter.

Very sincerely yours,

W. S. Cutchins

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