

VII-D

WILLIAM ESTY COMPANY

INDEPENDENT
ADVERTISING

JOHN D. ROTHENBERGER, JR.
VICE PRESIDENT

100 EAST 42ND STREET
NEW YORK, N. Y. 10017
697-1800

October 29, 1975

Mr. J. T. Winnebrenner
Marketing Department
R. J. Reynolds Tobacco Company
Winston-Salem, North Carolina 27102

Dear John:

Attached is a copy of the African-American Day Parade Journal in which the Salem "Garner" ad appears on Page indicated.

You will note that the ad contains two errors regarding the Warning Statement and the "T&N" numbers.

1. The warning statement is not printed on a white background.
2. The "T&N" numbers are not printed against an even burnished (dark) tone.

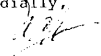
In checking into this matter, we have the following to report:

1. Adequate instructions and materials were provided to the publisher in the form of a mechanical (attached) and a proof of the finished ad (also attached).
2. It appears that the printer erred in reproducing these materials.
3. We have written to the African-American Day Parade Co-Chairman advising him of these mistakes and requesting acknowledgement of our letter of protest. We will forward a copy of his reply.

In sum, John, it appears that the fault lay with a printer who was inexperienced in producing cigarette advertising.

As discussed, all these materials are being forwarded for your files in anticipation of any future repercussions.

Cordially,


John D. Rothenberger, Jr.

JDR:cp
cc: Mr. P. R. Ray, Jr.
Mr. E. M. Blackmer✓

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