

THE AMERICAN TOBACCO COMPANY

A DIVISION OF AMERICAN BRANDS, INC.

245 PARK AVENUE, NEW YORK, NEW YORK 10017

OFFICE OF THE
CHAIRMAN AND
CHIEF EXECUTIVE OFFICER

September 24, 1969

Dear Mr. Snyder:

Under separate cover, I am sending you a gift box of two packages of CARLTON 70 mm. Filter Tipped Cigarettes. This new version of CARLTON is presently being distributed in the Washington, D.C. area.

CARLTON 70's fill a desire for an extremely low-tar cigarette sought by some smokers today. This product is so new that it has not yet been tested by the Federal Trade Commission's Laboratory. Our tests just completed show CARLTON 70's to average less than 3 mgs. "tar." No cigarette tested by the Federal Trade Commission is lower in "tar" than CARLTON 70's.

If you smoke cigarettes, we hope you will enjoy the taste of these new CARLTON Cigarettes. You might also take pleasure in bringing them to the attention of your cigarette smoking friends.

Sincerely,

Robert B. Walker

Robert B. Walker
Chairman and
Chief Executive Officer

Mr. J. W. Snyder
8109 Kerry Lane
Chevy Chase, Maryland

Dear Mr. Walker:

The reason you have not heard from Mr. Snyder concerning the above is that he has not received the box.

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(Miss) Reathel Odum, Secretary