

ROGERS & COWAN, INC.

PUBLIC RELATIONS

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Larry Wassong

[Handwritten scribble]

21 November 1981

Mr. Edward Horrigan
President
R.J. Reynolds Tobacco Company
Winston-Salem, North Carolina 27102

Ed

Dear Ed:

It was great fun dining with you and your family last night. This is the letter you asked me to write.

It is a reminder that in your 14/15 December meeting with William Esty in New York you will discuss with Larry Wassong the matter of his asking you for your approval to work with us on the development of new promotions and publicity programs to supplement the promotions. All this stems from an idea Warren Cowan, Dick Taylor and I had that we would like to supplement our present motion picture/television placement activities and our involvement with the Salem High Country Music Festival with some new creative thinking in some other areas. Dick submitted four ideas, three of which Larry rejected because they did not fit in with your future marketing plans. He did like one of our promotions and that will be discussed further in the future. Larry did like the idea of our continuing to give him new creative thinking tied to your future marketing plans but he wanted your approval before asking us to proceed.

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This, then, is just a reminder for you to discuss with Larry at your next meeting.

Best regards,

[Signature]

Henry C. Rogers

HCR:by

cc: Larry Wassong
Kathie Berlin
Dick Taylor

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