



Consumer Relations  
Winston-Salem, N. C. 27102

May 29, 1997

Ms. Phyllis Anderson  
300 Ocean Ave Apt C-35  
Ocean City, NJ 08226

8/11/97  
cpr & add to  
mail list

Dear Ms. Anderson:

Thank you for letting us know about the problem you had with one of our products. Because we make every effort to provide our customers with the finest products possible, we share your disappointment.

Should you again have a problem with any of our products, please keep the product and call our Product Quality Line, using the toll-free number on your cigarette pack. Our representatives will be glad to assist you. Any product returned to us is forwarded to our Quality Assurance Department.

As our way of saying thank you for bringing this matter to our attention, a coupon is enclosed to use toward your next purchase. Your taking the time to tell us will help us improve our products. Best wishes from all of us at R. J. Reynolds.

Sincerely,

*T. Dawkins*

T. Dawkins  
Consumer Relations Representative

PID: #R-16085  
SEQ: 246539  
CON: 57856788-1-1

51595 7783

I just tried your new, only Tobacco "cigarettes" and I can not smoke them. They are horrible & burn my tongue. I've smoked Winston 100's for over 20 years, but no more. I only hope I can return this carton that I bought.

Sincerely,  
Phyllis Anderson

"We work for smokers."

Phyllis M. Andersen  
300 Ocean Ave. #C3  
Ocean City, NJ 08226-4157

51595 7784

SOUTH JERSEY  
PM  
5 AUG  
1997



USA 27

R. S. Reynolds Tobacco Co.  
Winston-Salem, N. C. 27102

Consumer Relations

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