

April 29, 1959

Mr. George J. Eltife
859 Fairview Street
Shreveport, Louisiana

Dear Mr. Eltife:

Thank you for your continued interest in KOOL
cigarettes.

Let me tell you how deeply I regret that you have
again discovered a package of KOOLS which should
never have left our factories. I am referring your
letter to our vice president manufacturing im-
mediately. I can assure you that he will take
prompt remedial action.

With all good wishes, I am

Very sincerely yours,

W. S. Cutchins

WSC/ts

620082520