

September 30, 1955

Miss Elaine Perry  
522 Fifth Avenue  
New York 36, New York

Dear Miss Perry:

We appreciate your interest in our client, Liggett & Myers Tobacco Company, in making the offer of a Chesterfield tie-in with ANASTASIA, as outlined in your letter of September 29th.

We regret, however, we will be unable to take advantage of this opportunity. Our policy, as it now stands, limits us to Broadway productions only -- and only those in which we can obtain a verbal or a visual plug (and more visual than use of the package as a property).

We certainly look forward to hearing from you in the future when you may find yourself able to make such arrangements.

Sincerely,

Albert M. Weiner

MW:dk

LG 0418750

# ANASTASIA



September 29, 1955

Mr. Albert Weiner  
Cunningham and Walsh  
260 Madison Avenue  
New York City

Dear Mr. Weiner:

As you may know, after a most successful run in New York, I have just sent out ANASTASIA for a national tour. We opened in Baltimore on Monday and feel confident of a successful season on the road.

There is a considerable amount of smoking done in the play, and I am wondering if you would be interested in a tie-in for credit for Chesterfields. Of course, there can be no verbal credit to the brand name, but just a program credit.

If you think you can arrange something, would you contact my production secretary, Charlotte Serber, at this address or telephone?

Many thanks for your attention.

Sincerely,

Elaine Perry

EP:cs

LG 0418751

ELAINE PERRY 522 FIFTH AVENUE, NEW YORK 36, N. Y. MURRAY HILL 2-6402