

July 15, 1970

SFC S.J. Schweitzer  
153 26 3339  
529th M.I. Co.  
Fort Hood, Texas 76544

Dear Sergeant Schweitzer:

Thank you for your letter. We sincerely appreciate your interest in TAREYTON Cigarettes.

Our various advertising campaigns over the years have aroused a great deal of interest, and individuals all over the country have sent us, or have offered to send us, suggestions which they believe would be helpful. Much as we are gratified by the spirit prompting these submissions, we are prevented from giving them consideration by a long-standing policy of not considering ideas submitted to us without our solicitation. This policy was adopted to avoid misunderstandings that sometime occur about the originality of ideas submitted.

We are sure you will appreciate that we cannot make an exception in your case since it would be unfair to the many others whom we have been obliged to decline. We are, therefore, returning your letter attached hereto, without consideration on our part, but with our thanks for your interest and courtesy in writing.

Very truly yours,

T. B. Fealey  
Corporate Media Department

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