

PKG  
December 8, 1977

Mr. Bob Gustafson  
PKG

Dear Bob:

I got your note of November 21st; this is to reiterate for the record what I've said already on the phone.

On August 22 I met in Chicago with you, Jack and John. I asked for recommended copy to be on my desk in Louisville, a week from the following Wednesday, that would feature the line extensions on the Regular pouch box which was being necessarily revised. On August 31 I had received nothing, called the agency, found out you were away (on the Coast, I think), talked with Jack, and found out the assignment had been forgotten. I set a new date with him and you brought down the copy as you describe.

On November 11, the due date for Captain Black, we discussed other issues over the phone and I brought up the Captain Black assignment. You mentioned that the project was in the works and that it was not forgotten, just as you describe.

So the point here is that I don't dispute your facts! It's that (1) the assignments were not complete on the dates requested, (2) the client had to bring up the issue, and (3) no prior indication was given that the assignment could not be completed by the date requested.

I don't want to belabor this, Bob; I just for futures don't want to have to call up on the day something's due and find out "we're working on it" or "we'll try." I'm hoping this clears up any comments you have found confusing.

Sincerely,

Michael McCue  
Brand Manager  
Sir Walter Raleigh

cc: W. Williams  
R. Parker  
M. Mayers

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