

April 18, 1949

M. James, Esq.
James and Franklin
521 Fifth Avenue
New York 17, N.Y.

Dear Mr. James:

Thank you very much for your letter of April 14th enclosing the "LIFE" Candy Mint Cigarette Label. You are correct that we had authorized this simulation of our label.

Unfortunately the candy manufacturer used a standard size label and inasmuch as we were putting considerable advertising effort on the "Life size" of our new cigarette, we asked them to cease using it when their present supply of labels should run out.

Thanks again for writing us.

Very truly yours,

A handwritten signature, possibly 'G', written in dark ink.

AY/ms

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