

VIA AIR MAIL

WHITE OWL
ROBT. BURNS
VAN DYCK
WM. PENN

General Cigar Co., INC.

119 WEST 40TH STREET
NEW YORK 18, N. Y.

May 25, 1944

Miss K. Deakins,
Secretary to
Mr. A. G. Carter, President
Fort Worth Star-Telegram
Fort Worth, Texas

Dear Miss Deakins:

Your letter of May 18th addressed to Mr. William Best is having our immediate attention.

We acknowledge receipt of your check in the amount of \$24.48 covering the cost of 400 ROBT. BURNS Perfecto Grande cigars, which Mr. Carter wishes sent to his son, and we will carefully follow the instructions in your letter.

You ask whether in ordering ROBT. BURNS Perfecto Grande cigars you should use the same item number, which you previously used when you ordered the Panatela de Luxe size, and we feel it is best to do this. However, we are going to ask, if you would be kind enough to write when you send the orders into us, calling special attention to the fact that the Perfecto Grande size should be shipped, as this will avoid any possible error on our part here.

We are going to ask if you would be kind enough to have Mr. Carter refrain from placing his signature on the upper part of the label, under the heading "Sender-Expediter-Absender" as this particular space is intended for the application of our Company's name.

Mr. Carter should, of course, affix his signature in the right-hand corner where the designation "Signature" appears.

Respectfully,

GENERAL CIGAR CO., Inc.

W. J. Deakins

CAD:GM

