

AMERICA'S FIRST TOBACCO COMPANY



ESTABLISHED 1760

CABLE ADDRESS "LORILLARD"

P. Lorillard Company

INCORPORATED

CIGARETTES ~ TOBACCO

LORILLARD BUILDING

200 East 42nd Street, New York 17, N.Y.

AIR MAIL

October 13, 1964

REFER REPLY TO "JH"

V. Traverso Co., Inc.
1050 Battery Street (Corner Of Union)
San Francisco 11, California

Gentlemen:

We have your letter of October 1 advising that after 42 years of successful business, you have decided to retire from the wholesale grocery business.

We sincerely regret the termination of our pleasant business relationship and take this opportunity to thank you for the cooperation extended us in the distribution of our products and also for the excellent manner in which you always handled your affairs since we have had the pleasure of adding your concern to our direct list so many years ago.

Yours very truly,

P. Lorillard Company

Credit Department

Rm:bv