



# POCKET ASHTRAY

Manufacturing Co.

REC'D MAR 7 1984  
1256 THE QUEENSWAY, TORONTO, ONTARIO M8Z 1S2 • (416) 252-9393

March 2, 1984

E.A. Horrigan, Jr.  
R.J. Reynolds Tobacco Co.  
401 Main St.  
Winston-Salem  
N. Carolina 27102  
U.S.A.

Dear Mr. Horrigan:

The write-up in the March Issue of Fortune indicating you would like to beat the anti-smoking group at their own game or at least take the wind out of their sails, prompts this letter.

I have invented and patented a great image builder for the cigarette industry. A **Personal Cigarette Extinguisher/Ashtray**. It provides the smoker with a **better image** - for here is a smoker who cares. A smoker who uses our Ashtray cannot start a fire (or burns and scorches). The cigarette is not left to smolder in an ashtray and the "butt" odour is eliminated.

Try one, open to form a pouch as indicated, drop in a just lit cigarette (no need to close the top) and within 4½ seconds the cigarette is extinguished! It can be relit with no change in taste.

This is the right product at the right time for your industry. A new inexpensive advertising medium - an advertising medium no one can criticize!

Looking forward to hearing from you and your comments.

Sincerely,

J. Bruce Winnacott  
President

P.S. Smokers who use our Ashtray do not litter, an unexpected benefit.

P.P.S. Rothman's of Canada have it exclusive in the cigarette industry for 6 months, IN CANADA

JBW/rb

encl



PLANT: 21 ROYALCREST RD., REXDALE, ONTARIO M9V 2L6