



# R.J. REYNOLDS TOBACCO COMPANY

WINSTON-SALEM, NORTH CAROLINA

W. S. SMITH, JR.  
VICE PRESIDENT

October 9, 1964

V. Traverso Company  
1050 Battery Street  
San Francisco, California

Gentlemen:

It is indeed with regret that I have learned you are liquidating your business. Since your name has been on our books for so many years and the account has been handled so satisfactorily, we feel as though we are parting with old and honored friends.

My hope is that the future holds in store for you many years of useful living, peace of mind, and a full measure of happiness.

Sincerely,

A handwritten signature in blue ink that reads "W. S. Smith, Jr." in a cursive style.

W. S. Smith, Jr.

WSS:gb