

HOWARD S. CULLMAN
161 FRONT STREET
NEW YORK 38, N. Y.

January 4, 1954

Dear Paul:

Subject to your convenience, I would very much like to have lunch with you and Messrs. Hill and Knowlton in the not too distant future, to go over many matters of mutual interest. My calendar for next week indicates that Wednesday, the 13th, ~~and Friday, the 15th;~~ ~~both~~ are free. I will tentatively hold them open until I hear from you.

In the meanwhile would you give some consideration to our future ads, if any, having the Spencerian flourish of the presidents of the respective entities signing the advertisement in lieu of the printed name. I believe it looks more effective.

When, as and if your committee decides on an outstanding individual to head the research, it is my considered opinion that all things being equal, probably a top-flight name outside of New York would be more efficacious than anyone from the metropolitan area. There is a natural national suspicion of anyone coming from this area being a City slicker, and particularly with most of the big companies having their main offices in this area, I think such a divorcement geographically, from a public relations standpoint, is worth considering. Should the head man at Bethesda be available, in my humble opinion he would be a natural from many aspects, which I will discuss with you firsthand.

Happy new year to you and yours. I hope your bride is on the mend.

As ever,



Howard S. Cullman

Mr. Paul M. Hahn
American Tobacco Company
111 Fifth Avenue
New York, N. Y.

P.S. Since writing the above, Abe Stark has asked me to have lunch with him on the 15th, so how about Wednesday, the 13th.