

# Doc

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October 17, 1997

Janette Blum Goldberg  
The Carlyle  
2479 Peach Tree Road  
Suite 1517  
Atlanta, GA 30305

Dear Janette,

It was so nice to see you again and visit with you while you were in Houston. And as Alan and I promised, I've enclosed information regarding the museum Alan is working to establish.

As you know, this has been a life-long dream for Alan. Ever since his father suggested that Alan save all those old cigarette commercials from TV and radio, Alan has been collecting and saving everything on the tobacco industry.

The collection he has amassed is truly unique and deserves the preservation and public display that can only be provided in a museum. There is no question that the museum will be recognized as a national effort, and Former Surgeon General Dr. C. Everett Koop has already called Alan's collection "a national treasure."

As I mentioned to you during your visit to Houston, Alan and I feel that the museum should in some way both honor and memorialize his father for encouraging Alan to work on the tobacco issue.

In order to build this museum and realize Alan's dream, we need funding. We are confident that if we can get an initial contribution from you, we will be able to receive matching gifts from other individuals and foundations. In fact, we have already been told by one physician that he will make a generous contribution.

I hope you will consider making a contribution. Please take some time to read through the enclosed materials in order to understand what Alan has accomplished in his work and to learn more about his plans for the museum. If you have any questions, please call me at (800) 362-9340.

I look forward to talking with you more about this project.

Warmest regards,



Eric Solberg