

Copy for Dr. F. Haslam

TABACALERA NICARAGUENSE, S. A.

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September 21st, 1972

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*File*

Dr. W. B. Fordyce  
Product Development Adviser  
British-American Tobacco Co. Ltd.  
Westminster House  
7 Millbank  
London, SW1P 3JE  
England

Dear Dr. Fordyce:

This will acknowledge and thank you for your letter of September this year enclosing the first publications of the Group Research and Development Centre. The development staff here has studied with interest the publications which you sent us and have found them most enlightening. These publications are the first real useful guidelines and explanations on the subject of product development which we have received from Head Office.

The distribution of this information in the future would seem to be best done through the No. 1's of Associated Companies, the same as you have done with this past publication. Each of us can then see that the indicated people are given opportunity to handle the material. We were very pleased with the presentation and content of the material and really have no criticism to make of the booklets which you sent to us. The report on the meeting held on Product Development during May could have perhaps been condensed to pertinent information rather than a minuted paper on the meeting, but it was very informative and well worth our reading even at length.

Let me thank you on behalf of myself and my staff for this information and say that we will be looking forward to your future publications with much interest.

Best regards,

Yours very truly,



H. B. Morris

HBM:mch

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*Handwritten:* Ray