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Imperial Tobacco Limited/Limitée



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April 20, 1982

Mr. Martin Oldman  
 Group Research and  
 Development Centre  
 British American  
 Tobacco Company Ltd.  
 Regent's Park Road  
 Southampton, ENGLAND  
 SO9 1PE

Dear Martin:

A few weeks have past since our adventure at the Viking Inn. I enjoyed very much the opportunity to see the work that Rob and yourself have been conducting in the last little while. I was particularly impressed with your knowledge and thoroughness in each area.

As is the case in most of these get-togethers, we attempt to cover much in such a short period of time and never really get an opportunity to discuss in depth how it relates to the peculiarities of the Canadian market and the research ITL is conducting on that market.

What excited Bob Reichelt and myself was the relevance of the areas you have been delving into. Bob and I have repeatedly expressed how unfortunate it is that an ocean separates GR and DC and ITL.

In an attempt to bridge that ocean, as promised, I am sending the portion of Marketing Research's plans for F'83 which describes internal development work. Hopefully,

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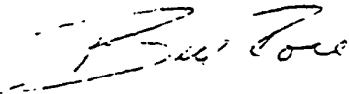
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Mr. Martin Oldman

this will give you a better appreciation for the state  
of art at ITL and provide a basis for future discussion.

I would like to again extend my gratitude and apprecia-  
tion to Rob and yourself for making your recent trek.

Yours truly,



W. H. Rose  
Manager  
Research Group

WHR/rm  
Enclosure  
cc: R. Reichelt  
J. Uniacke

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