

P.O. BOX/C.P. 6500
MONTREAL 101, CANADA

January 30, 1976

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DST
nc L. J. Green
Copy sent 6/2/76.
File K 6E

Dr. Fred Haslam
38 Regents Park Road
Millbrook
Southampton SO9 1PE
England

Dear Fred:

RD 1320 on O/WP of Canadian brands came in today. I have read it hurriedly before passing it on to others for closer study, but my immediate impression is that you have done us a very helpful service, not only by virtue of the data obtained in this study, but perhaps more importantly by showing the potential of O/WP in the study of Canadian cigarette brands and of flue cured tobacco.

As you know the brands included in the study were studied in competitive pairs in a consumer research study, and it will be of interest to compare the findings of both studies.

I imagine you intend to discuss O/WP at our April R & D conference, but I'm sure our people will want to talk to you in detail during your stay with us after the conference.

With kind regards,
Yours sincerely,

- 6 FEB 1976



M. M. Gibb

cc Mr. R. S. Wade

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