

Our Ref: TH/3CH

15 August 1988

Dr. P.J. Dunn
Imperial Tobacco Ltd.
P.O.Box 5500
Montreal P.Q.
Canada H3C 3L5

Dear Pat,

Please find enclosed a copy of Product Development Review No. 24,
being the fifth in the GLOBE series - Dunhill King Size.

Again, this Review will be of particular interest to your Marketing and
Product Development Departments, and a separate copy for Stewart Massey is
enclosed.

One further Review on Silk Cut will be issued in the same format and
the remaining brands will be covered in a single summarised Review, to
ensure rapid dissemination of the information.

Would you kindly acknowledge receipt of this document.

With kind regards,

Yours sincerely,

TAJ HIRJI

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