

FROM-

BRITISH-AMERICAN TOBACCO COMPANY, LIMITED

P.O. BOX 482, WESTMINSTER HOUSE, 7, MILLBANK, LONDON, S.W.1.

DSEY/JRW.

D.S.F. Hobson Dept.

To H. D. Anderson, Esq.,
Research Development
Establishment,

London 2nd October, 1957.

Mr. Grew

A.H.W. There is nothing specially new in this machine which is not already on the market, but not particularly from a marketing point of view.

I am enclosing herewith a write-up (which I have received from Canada) on the Compressed Tobacco Conditioning Machine. I feel that this will be of much interest to you and Grew and I believe that it may help in improving our own write-up next time it is revised and amended.

This is a bit like an advertisement catalogue, and we don't want our attempts to sell anything in quite this way. Nevertheless, we could learn from it, how to make the subject attractive and easily understood.

In Rowell's letter to me he states:

" We have also completed arrangements with Robert Long wherein they are authorized to manufacture these machines. As you no doubt know, Mr. Dickinson spent considerable time with us. We have supplied him with everything we know about these machines to the best of our ability and we believe that Long are in a position to do a good job manufacturing these machines. "

Research & Development	
Recd:	3 OCT 1957
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Encl. *428*
14.10.57

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