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GCH/OAH

15th February, 1972

TO ALL NO. 1s OF ASSOCIATED COMPANIES

SMOKING & HEALTH

Influence of Advertising on Total
Consumption and on Brand Choice

The enclosed copy of an article which appeared
in the Financial Times on 10th February 1972 may be
of interest to you.

G. C. Hargrove

G.C. HARGROVE

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BATCO document for Province of British Columbia 29 October 1999