

Dr. M. Oldman

MO/JP/46J

8th September, 1981

Mr. W. Sanders,
Marketing Department,
Imperial Tobacco Limited,
Montreal, CANADA.

Dear Bill,

With apologies for the delay, I have now had the opportunity to look into the DELTA panel files with respect to the samples I supplied to you in connection with Project INTERNATIONAL.

As you know, the DELTA method is strictly a technique which reveals relative differences between the products entering a particular test. It is therefore somewhat invalid to suggest absolute characterisations of the specific cigarettes listed. In any case, I am sure you would wish to undertake your own evaluations in due course, not least to account for peculiar Canadian product expectations.

I mention these points only to caution against too definitive an interpretation of our reports in regard to your particular interest in these cigarettes. Nevertheless I trust that the enclosed will be of some assistance to you. I regret that data are not available for samples N702, 2L7 and HB (Switzerland) since these have not been looked at by the DELTA panel. Also, our only evaluations of HB (Germany) were undertaken quite some time ago, do not relate to the current product, and therefore have not been circulated.

Data on the following products are enclosed:

Coded: N588
N209

Branded: Krone }
Lord Extra } Germany
R6 }
Vanguard, U.K.

Please do not hesitate to get in touch again if I can be of any further assistance.

With best wishes,

Yours sincerely,

lllo

Not on original:

c.c. Dr. L.C.F. Blackman

MARTIN OLDMAN

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