

NOTE FOR: R L O ELY ESQ

Bob Gibb, Director of Research, ITL Canada, gave me yesterday copies of the attached two notes that he prepared for his Chairman, Pol Pare.

The 1979 one was used for the 1980 CAC Conference and I gather the 1981 note is an aide memoire for the forthcoming CAC Conference in May.

Gibb's view, and he claims that it is already being strongly enacted by ITL within Canada, is that there is absolutely no point whatever in setting up a dialogue on the lines of the "Question and Answers" that were circulated last year from Millbank. Nor does he think that staff handbooks should contain the sort of 'difuse' information that is to be found in the Japanese, Swiss etc, issues. [He does not know about our forthcoming handbook.]

The Canadian view is that people are now very prepared to hear about what the Industry has done to change its products and to offer consumer choice. The theme of the new R&D Brochure is, therefore, fully supported and - as you know - is to be used in Canada as a PR vehicle.

You know that my own thoughts run along very similar lines, and maybe we should question, even at this late stage, the wisdom of including so much of the general discussion in the proposed BAT handbook.

Certainly we must be absolutely certain that when inevitably, it falls in the hands of the media and the "ASHES" of this world, it will not produce more problems than it solves.

L C F BLACKMAN

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