

LETTER SENT TO: Gibb  
Sanford  
Siqueira  
Rittershaus  
Nicholls

5 January 1981

Mr R M Gibb  
Imperial Tobacco Limited  
P O Box 6500 C P  
Montreal  
PQ 101  
Canada  
H3C 3L6

Dear Bob

The BATCo Board has decided that the R&D Brochure should be given the widest possible circulation both within and outside the BAT Group.

Bob Ely has written to the No 1's of all Associates other than CAC Companies, and this letter is merely to ask that you use your own discretion to act as you think fit. The guiding principle that we are adopting from Millbank is that Brochures should only be passed to people on a personal basis, either by hand or by letter, and certainly not on a mail-shot basis.

The Brochure only makes a low profile contribution to the stance of the Industry on Smoking and Health. It does, however, give indication of the size and quality of effort being made by BAT, and pages 6 and 7 give an indication of a more positive stance than has been adopted in the past.

With kind regards

Yours sincerely

L C F BLACKMAN

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