



BRITISH-AMERICAN TOBACCO COMPANY LIMITED

L. E. B.
28 JAN 1982
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TO Dr. L. C. F. Blackman

FROM R. L. O. Ely

REF
RLOE/CLN

DATE
28th January 1982

Thank you for your latest version of the various papers discussed in New York. Michael and I have looked through these and we can see no detail problems at all. However, Michael has put forward one suggestion of a more strategic nature with which I agree. It is that we nowhere express our interest in the health of our consumer. All our papers report what we are doing and why, and imply that this is based on such interest. As the majority of our detractors, particularly say Dr. Keith Ball, continue to attack us for being insensitive and uncaring and purely interested in profits, perhaps it would be possible to include a statement to remedy this. For example, we might be able to put at the end of the Rationale a final paragraph - draft attached.

I also attach a separate paragraph which could perhaps be No. 6 on the BAT Basic Approach to Smoking Issues paper.

c.c. Legal Department
Mr. M. J. Leach

Atts.

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