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S.J.G.  
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Imperial Tobacco Limited/Limitée



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March 7, 1977

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Dr. S. J. Green  
Westminster House  
7 Millbank  
London SW1P 3JE  
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Dear Jim:

I thoroughly enjoyed the two papers you sent with your letter of March 1. I too have been trying to get some points across to those who now seem to feel the time has arrived to "fight back." My position is that we should have a private document that sets forth the "truth" as we see it, or more importantly as well informed, reasonable, responsible, outsiders would see it. Having done so, all contemplated public relations activity should be tested against the "truth."

I attach a copy of my input into an exercise going on here intended to establish "A Position on Smoking." Although written with far less scientific or logical elegance, many of the arguments are similar. I would be interested to have your views as to possible inconsistencies with your papers or other kinds of assessment.

I think it's important that something be written that can serve as a basis for action by Tobacco Group in a number of areas including research, product development, public and governmental relations.

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I agree your papers are suitable for discussion at Rio, but I don't think we should try to compose a document there. Perhaps some useful ideas will emerge that may be noted for future use.

Yours sincerely,



R. M. Gibb

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