



BAT INDUSTRIES

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T12.

30th January, 1984

Mr. Jean-Louis Mercier,
President and Chief Executive Officer,
Imperial Tobacco Limited,
3810 St.-Antoine Street,
Montreal,
Canada H4C 1B5.

Dear Jean-Louis,

Thank you for your letter of 18th January with the documents prepared for the Canadian Tobacco Industry on taxation and price elasticity. Paul mentioned these to me on the telephone the other day and I asked if I could see them as they may be of some interest to my tobacco colleagues here, particularly as he told me you had had a degree of success in some two provinces where there has been at least a small rolling back of tax increases. Many thanks for sending them, and I am passing them over to Eric Bruell and suggested that if he had any queries he might get in touch with you.

As you mentioned, we have now completed the Eagle Star acquisition and Pat Sheehy and I are already in the throes of getting to know the company, the business and the people.

With kindest regards.

Yours sincerely,

B. P. Garraway

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