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Same letter sent to: Mr. Herrn Dieter von Specht, B.A.T. Cigarette-  
Fabriken G. m. b. H., Hamburg, Germany  
Mr. T. H. Lamont, Imperial Tobacco, Montreal, Canada  
Mr. J. W. Richards, W.D. & H.O. Wills, Sydney, Australia

LtM:gm

L. L. Mudd  
Assistant to the  
Product Planning Manager

Sincerely,

Re: our recent letter, at such time as new cigarette designs, we will forward information on the new brands, as well as samples.  
Thus far, there have been no new cigarette introductions in 1978.  
The primary area of interest at present appears to be smoking tobacco, more specifically the aromatic segment.  
At Mr. McCarty's request, I am writing you to bring you up to date with regard to the new product activity in the U.S.

Dear Mr. Schaub:

Mr. H. K. Schaub  
British-American Tobacco Co., Ltd.  
(Extension Suisse)  
43 Route Des Acacias  
Geneva, Switzerland

March 21, 1978