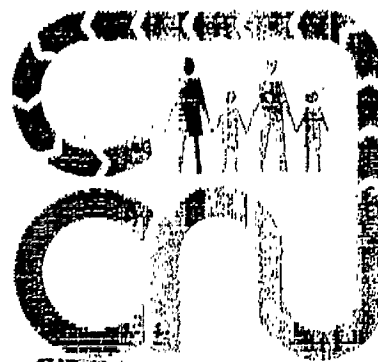


Children's Research Unit

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RECEIVED
G. R. A.
DEC - 1, 1987
File to:

Mr T Ikeda
Secretary General
Tobacco Institute of Japan
Zenkoku Tobacco Center Building
8th Floor
16-1 Nishishimbashi
2-Chome
Minato-Ku
Tokyo 105
JAPAN

27th November, 1987

Dear Mr Ikeda,

re The Juvenile Smoking Initiation Study in Japan

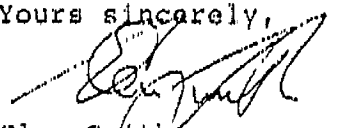
Thank you for your communication of November 27th. I am pleased that CRU's research results have now been fully accepted by TIOJ's Executive Committee. I note that the TIOJ do not intend to use the data independently in Japan but that it can be included into CRU's worldwide research database for results merchandising. I will be sending you a copy of CRU's latest research report into juvenile smoking initiation findings for 10 countries. I think you will find the report to be an authoratative document. Infotab will dispatch additional copies to you in due course.

I hope to return to Tokyo in 1988 and look forward to meeting up with you again. Enclosed is CRU's final invoice which includes travel expenses as per my letter/proposal dated August 3rd, 1987, plus the receipt acknowledging the commissioning payment.

Our new corporate brochure detailing the work of the company in social issues internationally will also be sent to you when available in 2 weeks time.

Best wishes,

Yours sincerely,


Glen Smith
Chairman

cc Mr G. Acoveot PM
Mr M Winokur PM
Mr A Tabata RJR
Mr I Honda JTI
Mr J Silverstein B&W
Mr D McLellan R/M

Directors: Glen Smith BA Dip Soc Stud (Chairman) AE Sweeney BSc (Hons) (Managing)

Company Secretary: Lyndsay Brown LI.B.

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