

PRODUCT OPINION LABORATORY  
P. O. Box 26563 - Richmond, Virginia

PLEASE  
RETURN BALLOT BY

8017

B

Dear Panelist:

With this ballot I am enclosing ten packs of cigarettes coded as follows:  
Q9 - 5 packs, S7 - 5 packs. First smoke the 5 packs of Q9 and answer  
the questions in Part I of the ballot. Next smoke the 5 packs of S7 and  
answer the questions in Part II. After smoking Q9 and S7 answer Part III  
of the test.

When the ballot is completely filled out, please return it to me in the  
enclosed postage-paid envelope.

Only the person whose  
name appears on this  
label should take the  
test. If there are any  
corrections (address,  
name, etc.) make them  
directly on the label.  
Does the change apply  
to all members of your  
family \_\_\_\_\_ or just to  
you \_\_\_\_\_?

Thank you very much--your cooperation in this test is most helpful.

Cordially,

*R. A. Heider*

Panel Leader

1000375031