

PETER GUNN - 1447 W. TOWHY - CHICAGO, ILL.

Ms. I. - Do you smoke cigarettes?

Mr. G. - Yes.

Ms. I. - What brand do you smoke?

Mr. G. - VICEROY Filter Kings.

Ms. I. - How many packs have you smoked in the past week?

Mr. G. - Approximately 7.

Ms. I. - How long has Filter Kings been your brand?

Mr. G. - About 12 years.

Ms. I. - Why do you smoke the Filter Kings?

Mr. G. - They are really milder than any other cigarette I have ever tasted, and they taste very good.

Ms. I. - How do you compare the taste and flavor of VICEROY's to other cigarettes?

Mr. G. - You don't really get that strong tobacco taste from VICEROY's.

Ms. I. - Is there anything in particular that you like about VICEROY Filter Kings?

Mr. G. - The size is perfect.

Ms. I. - How would you compare your smoking enjoyment to other cigarettes?

Mr. G. - Other cigarettes I don't care for at all they are either too strong or you just can't taste them at all. These are just right.

Ms. I. - What about the aroma of VICEROY's as compared to other?

Mr. G. - It smells just as good as it tastes.

Ms. I. - What about quality.

Mr. G. - I never had any problem at all with the quality. They are always consistent.

Ms. I. - How would you compare the satisfaction of VICEROY as compared to others?

Mr. G. - VICEROY is better. The only other cigarette I've ever tried is Marlboro. There is just no comparison at all.