

1505 Summit Ave.
Lot 229
Waukesha, Wis.
53186

Dear Sir

I am a great smoker of
your new 7100 Cigs. and
know a lot of people who
have switched to 7100.

And find that they move
very fast at the store &
also our local drug store.

But one thing I and
a lot of people that I
^{know} ~~that~~ do smoke now are
wondering why they aren't
in a regular cig. package
rather than the box?

We all find the box
inconvenient. Is there
a reason why they couldn't
be in a package? Louie
He Guards