

ROBERT L. EIDENS COMPANY

*For
Helen
Kidd*

JOHN VELLANTIC-20 FIGUEROA RD.

Ms. I. - You do smoke?

Mr. V. - Yes.

Ms. I. - What brand do you smoke?

Mr. V. - Viceroy Filter Kings with the red label.

Ms. I. - About how many packs of the Filter Kings did you smoke in the past week?

Mr. V. - In this four day week I have smoked 4 packs.

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

Mr. V. - About 15 yrs.

Ms. I. - What would you say is the primary reason for smoking Viceroy Filter Kings?

Mr. V. - I have always smoked them and I don't find them too strong.

Ms. I. - What do you like about Viceroy Filter Kings?

Mr. V. - I like the flavor and taste.

Ms. I. - How would you compare the taste and flavor of Viceroy's?

Mr. V. - I like the mild taste it is not strong.

Ms. I. - How would you compare smoking enjoyment as compared to other brands?

Mr. V. - There is no comparison.

Ms. I. - How would you compare aroma?

Mr. V. - It is a good aroma it is not strong.

Ms. I. - How about quality?

Mr. V. - Very good.

Ms. I. - How would you compare the satisfaction to others.

Mr. V. - I was always satisfied.

Ms. I. - Does any members of your family smoke Viceroy's?

Mr. V. - No.

Ms. I. - Do any of your friends smoke Viceroy's?

Mr. V. - No.

Ms. I. - Do you usually purchase Viceroy's by the pack or carton?

Mr. V. - Pack.

Ms. I. - Why by the pack?

Mr. V. - I don't smoke 2 to 3 packs a day. So I buy as I run out.

Ms. I. - What brand did you smoke prior to Viceroy's?

Mr. V. - I started with Viceroy's.

Ms. I. - What is your age and are you married?

Mr. V. - I am 33 and I am married.

Ms. I. - How would you describe your occupation?

Mr. V. - Make-up man.